

The image features two thick black L-shaped brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner. They are oriented towards each other, framing the central text.

Welcome Back  
Everyone

# Tell the class

- What is one thing you like most about your job?
- What is one thing you dislike most about your job?
- If you could change something about your job, what would it be?

# Let's turn to page 25... use your own thoughts to complete these ideas.

The job I've got now is a lot \_\_\_\_\_ than my previous one, On the other hand, it's not quite as \_\_\_\_\_.

I found \_\_\_\_\_ to be a fairly \_\_\_\_\_ city, but I think \_\_\_\_\_ is even \_\_\_\_\_.

To be honest, I don't really like \_\_\_\_\_ music. I prefer something a bit \_\_\_\_\_.

I'll never forget the view from \_\_\_\_\_. It's even \_\_\_\_\_ than the one from \_\_\_\_\_.

I find \_\_\_\_\_ food fairly \_\_\_\_\_, but it's not quite as \_\_\_\_\_ as people think.

I think the \_\_\_\_\_ building I've ever seen must be \_\_\_\_\_. Either that or \_\_\_\_\_, which was just as \_\_\_\_\_, but in a different way.

The people in \_\_\_\_\_ are some of the \_\_\_\_\_ I've ever met - apart from the \_\_\_\_\_, who are even \_\_\_\_\_.

I drive a \_\_\_\_\_ these days. In terms of \_\_\_\_\_, it's the \_\_\_\_\_ car I've ever had, but it's not as \_\_\_\_\_ as the \_\_\_\_\_ I used to have.

# Sample Answers

- The job I've got now is a lot better than my previous one, On the other hand, it's not quite as hard.
- I found Alexandria to be a fairly exciting city, but I think Cairo is even more exciting.
- To be honest, I don't really like classic music. I prefer something a bit more pop.
- I'll never forget the view from the roof. It's even better than the one from the balcony.
- I find healthy food fairly tasty, but it's not quite as bad as people think.
- I think the most unique building I've ever seen must be Burj Khalifa. Either that or Cairo Tower, which was just as unique, but in a different way.
- The people in the city are some of the greatest I've ever met – apart from the townspeople. who are even greater.
- I drive a Mercedes Benz these days. In terms of durability, it's the best car I've ever had, but it's not as economic as the Toyota I used to have.

## A TALE OF TWO BROTHERS (PART 1)

Adidas and Puma are the second and third **biggest** sportswear manufacturers in the world. They're also two of the most profitable and globally recognized brands. But they might never have existed at all if the two brothers who founded them hadn't had a disagreement that lasted over **30 years!**

Originally, Adi and Rudi Dassler were partners in the Dassler Brothers Shoe Factory in the small German town of **Herzogenaurach**. By the 1930s, they were already very successful and Dassler running shoes were worn by Jesse Owens, by far the greatest athlete of his day, when he famously won four gold medals at the **1936 Olympics**.

Nobody really knows what caused the disagreement between Adi and Rudi, but their relationship steadily grew worse and worse over the years. And in 1947, they finally split up and built their own factories on opposite sides of the river. Adi Dassler called his company Adidas and Rudi called his **Ruda**, but later changed the name to Puma.

Competition between Adidas and Puma eventually became so aggressive that workers from one factory weren't allowed to **mix** with those from the other. But this was a great deal more than just professional rivalry. Even **shops and bars** would refuse to serve you if you were from the wrong side of the river. In fact, employees of the two companies were divided on almost everything – from politics to religion!

## A TALE OF TWO BROTHERS (PART 2)

Adidas and Puma are now both large multinationals. But, in terms of the number of employees, Adidas is over **four times** bigger than Puma, with a workforce of **39,000**. Adidas is also the world's leading soccer brand. Celebrity endorsements include David Beckham and tennis champion **Andy Murray**.

Puma, of course, has its own share of celebrity endorsements. Top athletes, such as the fastest man ever, Usain Bolt, wear Puma. So do international rock stars like **Madonna**. Not quite as prominent in soccer as Adidas, Puma has a considerably greater presence in **Formula One™**, where it is the number one producer of driver-wear. Joint ventures with Ferrari and **BMW** have also led to the development of some of Puma's **best-selling shoes**.

Very few **family businesses** break up as dramatically as the Dasslers did. But then very few family businesses are even half as **successful**. And some say that the break-up was actually a good thing because it motivated both brothers to succeed and created twice as many local **job opportunities!**

Adi and Rudi died back in the **1970s** – predictably, they were buried at opposite ends of the town's cemetery! And the Dassler family no longer has control of either company. But relations didn't really improve between the two firms until 21st September 2009 when, to celebrate world peace day, they arranged a **football match** – not between Adidas and Puma, but between the bosses and workers of both factories. To prevent any dispute, both **logos** were on the football!

In pairs: Use the two texts to help you complete the quiz on page 21:

# QUIZ

A

**Question:** What do you call a company which is bigger than all the others except one?

**Answer:** The \_\_\_\_\_ company.

B

**Question:** What do you call a company which is more profitable than all the others except two?

**Answer:** The \_\_\_\_\_ company.

C

**Question:** What's the opposite of 'one of the most profitable'?

**Answer:** One of the \_\_\_\_\_ profitable.

D

**Question:** What's another way of saying 'easily the most successful'?

**Answer:** \_\_\_\_\_ the most successful.

E

**Question:** What's the opposite of 'things got better and better'?

**Answer:** Things got \_\_\_\_\_ and \_\_\_\_\_.

F

**Question:** What are two other ways of saying 'much more than this'?

**Answer 1:** A \_\_\_\_\_ more than this.

**Answer 2:** A \_\_\_\_\_ more than this.

G

**Question:** What do you call a company which is 100% bigger than another?

**Answer:** \_\_\_\_\_ big.

H

**Question:** What do you call a company which is 50% smaller than another?

**Answer:** \_\_\_\_\_ big.

I

**Question:** What do you call a company which is bigger than another by a factor of four?

**Answer:** \_\_\_\_\_ bigger.

J

**Question:** What's another way of saying 'there has never been a more successful company'?

**Answer:** It's the \_\_\_\_\_ successful company \_\_\_\_\_.

K

**Question:** What are two other ways of saying 'the number one brand of sports shoe'?

**Answer 1:** The \_\_\_\_\_ brand of sports shoe.

**Answer 2:** The world's \_\_\_\_\_ brand of sports shoe.

# Answers

- 1. The second biggest company.
- 2. The third most profitable company.
- 3. One of the least profitable.
- 4. By far the most successful
- 5. Things got worse and worse
- 6. A lot more than this/ A great deal more than this
- 7. twice as big
- 8. half as big
- 9. four times bigger
- 10. It's most successful company ever.
- 11. The best/ top brand of sports shoes The world's leading brand

# Choose the correct answer

Decide if you really need a meeting. Sometimes it can be much (productive, more productive, most productive) not to have a meeting at all. The (successful, more successful, most successful) meetings are those that have a clear aims.

Think clearly about what you want to achieve. The (quick, quicker, quickest) way to achieve your aims is to have a clear agenda. Send out the agenda (early, earlier, earliest). Don't leave it until the day before the meeting. It's a (good, best, better) idea to include a few people as possible – only invite those who really need to be there. Choose a date and time that's convenient for everybody. However, be aware that it will probably be quite (difficult, more difficult, most difficult) to do this. After the meeting, send a record of what was agreed to all the participants. Do this (soon, sooner, soonest) rather than later. Then check progress regularly.



# Answers

Decide if you really need a meeting. Sometimes it can be much (productive, **more productive**, most productive) not to have a meeting at all. The (successful, more successful, **most successful**) meetings are those that have a clear aims. Think clearly about what you want to achieve. The (quick, quicker, **quickest**) way to achieve your aims is to have a clear agenda. Send out the agenda (**early**, earlier, earliest). Don't leave it until the day before the meeting. It's a (**good**, best, better) idea to include a few people as possible – only invite those who really need to be there. Choose a date and time that's convenient for everybody. However, be aware that it will probably be quite (**difficult**, more difficult, most difficult) to do this. After the meeting, send a record of what was agreed to all the participants. Do this (soon, **sooner**, soonest) rather than later. Then check progress regularly.

Do you know the correct answer? Pg. 22  
(1997- Finland- Google – Korean – music – software – Tata motors – the  
Burj Khalifa – the Netherlands)

- a. The biggest Benelux country is Belgium.
  - Belgium? Do you mean the Netherlands.
- b. Hyundai is a well-known Japanese car manufacturers.
  - Korean
- c. China regained control of Hong Kong in 1998.
  - 1997
- d. Microsoft is the world's leading computer hardware manufacturer.
  - software
- e. Jaguar cars are owned by Ford.
  - Tata motors
- f. America has more mobile phones per household than any other country.
  - Finland
- g. MTV is the biggest news channel in the world.
  - Music
- h. Yahoo is the most popular search engine in the world.
  - Google
- i- the tallest skyscraper in the world is the Taipei 101.
  - The Burj Kahlifa.

# With your group

Search online a multinational company :

- When did this company become famous? Why ?
- How long has it been around?
- What products do they have?
- How would you compare it with the other companies?

# Oral Quiz 2

- Advantages and Disadvantages of business travel.
- Is it important to travel first class on a business trip?
- Should a business traveler stay in a five-star hotel or something cheaper?
- What sort of entertainment should a business traveler expect from their host?
- What kind of things do you think travel expenses should cover?
- What are normally the main objectives of a business trip?

Search online a multinational company :

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- How would you compare it with the other companies?