

11 At home

A Types of houses/places people live in

detached house: not joined to any other house

semi-detached house / semi- (*informal*): joined to one other house

self-contained flat: does not share facilities with any other

terraced house: joined to several houses to form a row

cottage: a small house in the country or in a village

bungalow: a house with only one storey (no upstairs)

studio flat: a small apartment for one or two people, usually with one large room for sleeping and living in, a bathroom and sometimes a separate kitchen

villa: a large house with big gardens or a rented house in a holiday resort / tourist area



B Places in the home

You probably already know the names of most rooms and locations in a typical home.

Here are some less common ones and what they are for.

master/main bedroom: the largest, most important bedroom

utility room: usually just for washing machine, freezer, etc.

shed: small building separated from the house usually for storing garden tools

attic/loft: space in the roof of a house used for storing things; it can also be converted into an extra living space with stairs leading up to it (**attic/loft conversion**)

cellar: room below ground level, no windows, used for storing things

basement: room below ground level, with windows, for living/working

studio: a room in which a painter or photographer works

landing: flat area at the top of a staircase

hall/hallway: open area as you come into a house

porch: covered area before an entrance door

terrace or patio: paved area between house and garden for sitting and eating, etc.

drive: a short road leading from the street to the house or garage; you can drive/park on it

C Small objects in the home

Some everyday objects are often difficult to name.



remote (control)



corkscrew



phone charger



peeler



toilet roll



chopping board



(coat) hanger



ironing board
/'aɪəniŋ bɔ:rd/



power point



dustpan and brush



grater



table mat

Common mistake

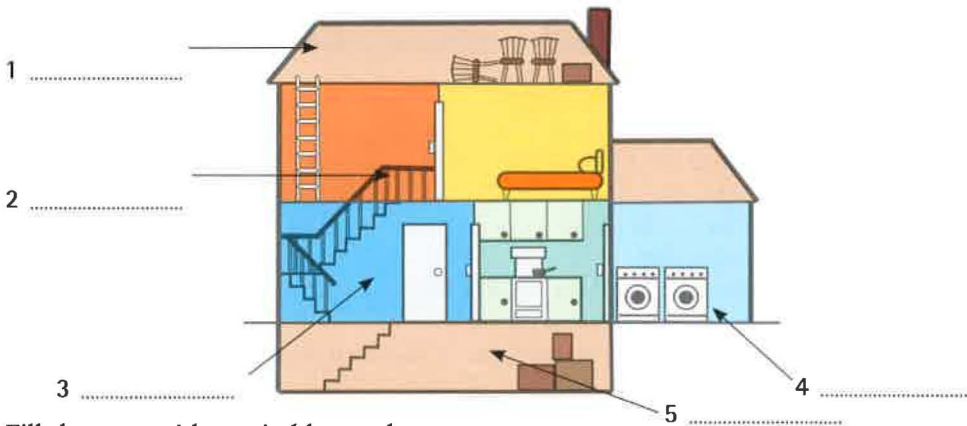
You do housework, do the ironing, do the hoovering, do the washing-up. (NOT make housework)

Exercises

11.1 Where in a typical house would you look for the following things?

- | | | | |
|----------------------------|--------------------|-----------------|--------------------|
| 1 garden tools in the shed | 4 a hanger | 7 a power point | 10 old empty boxes |
| 2 a toilet roll | 5 the remote | 8 a porch | |
| 3 table mats | 6 an ironing board | 9 a grater | |

11.2 Label the places in the house.



11.3 Fill the gaps with a suitable word.

- Years ago I had a darkroom in the cellar where I developed films. It was perfect because there were no windows down there.
- I'll prepare the potatoes and then you can do the cooking. Where's the _____ ?
- Put a _____ under the tea pot in case you mark that table. It's an antique.
- Let's open this bottle. Do you know where the _____ is?
- We keep our skis up in the _____ . They're out of the way up there.
- You'll find the garden chairs in the _____ at the bottom of the garden. Bring them up and we'll have a drink on the _____ and watch the sunset.
- The light switch for the stairs is on the _____ just by your bedroom door.
- Grandma's moved to a _____ now she can't manage the stairs any more at her age.
- Leave your car in the _____ , just in front of the garage. It'll be safe there.

11.4 Answer these questions about everyday objects.

- How can you make very small pieces of cheese to sprinkle on a dish? *Use a grater.*
- What might you fetch if someone dropped a saucer and it broke into small pieces on the floor?
- What do you need if your phone battery is flat?
- How can you switch off the TV without leaving your chair?
- How can you cut vegetables without marking the kitchen work surface?
- What might you offer a visitor if they want to take off their jacket?

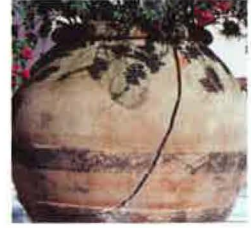
11.5 Over to you

Answer these questions about yourself and, if possible, ask someone else too.

- Is your house detached? What sort is it if not?
- Would you like to live in a studio flat? Why (not)?
- Which of these household jobs do you most enjoy and which do you least enjoy - doing the washing-up / the washing / the ironing / the gardening / the hoovering / the dusting / the cooking?

2 Everyday minor problems

A Things that go wrong in houses and flats



Oh no! The bathroom's flooded. Did you forget to turn the tap off?

This pipe's **leaking**. He kicked the football too hard and it smashed a window.

This pot is **cracked**. I'm sorry, your cup's **chipped**. Let me get you another one.

The batteries in this torch **have run out / are dead**. I'll have to get some more.

I **burnt** the pie – it's completely **ruined**! I'm so sorry!

The lights aren't **working** – there's been a **power cut**. The door handle's **come off / fallen off**.

The washing machine **broke down** the other day. I'll have to do the laundry by hand.

I'm sorry, the biscuits were at the bottom of my bag and they **got crushed** by the potatoes!

My computer keeps **crashing** today!



B Everyday minor injuries



She **twisted** her ankle coming down the stairs. I **bumped/banged** my head against the cupboard door and got a **bruise**. [**/bru:z/** dark area on your skin where you have hurt yourself]

Sharon **tripped** and **fell down** and **grazed** her knee this morning. [if you trip you almost fall down because you hit your foot against something; if you graze something, it becomes red with broken skin, but no blood]

C Other everyday minor problems

I've **mislaid** my memory stick. Have you seen it anywhere? [put it somewhere and can't find it]

She **spilt** some coffee on the carpet. I hope it doesn't leave a **stain**. [permanent mark]

The sink is **blocked**. Have you been throwing tea leaves in there again? [the water will not run away]

I'm afraid I've **dented** your car. I'm really sorry. I'll pay for the repairs. [bent the metal a little bit by hitting something]

My mouse has **stopped working**; it could be a software problem. I've **locked myself out**. Can I use your phone to ring my wife?

The car **won't start**. I hope it's nothing serious. Perhaps the battery's **flat**. The kitchen clock's **slow/fast/stopped**. What time d'you make it?

Language help

Words often belong to more than one word class. In this unit, the following words can be used as verbs or as countable nouns:

flood crack chip bump bang bruise graze dent stain lock

Always make a special note of any word that belongs to more than one word class.

Exercises

12.1 What do you think happened to make these people do/say what they did?

- 1 We had to send for a plumber. *Maybe a pipe was leaking.*
- 2 I had to call out a local mechanic.
- 3 Our neighbours let us use their washing machine.
- 4 Don't worry, the handle often does that – I'll fix it back on.
- 5 Luckily, that was all it was; the skin was broken a bit, but there was no blood.
- 6 What type of batteries does it take? I'll get some for you.
- 7 I don't know where you've put them. Try the bedside table.
- 8 I left it in the oven too long. It's all black on the top now!
- 9 I lost all my work – I know I should have saved it more often!

12.2 Odd one out. Which of the three words is the odd one out in each case?

- 1 spill, flood, chip *chip – the other two involve liquids*
- 2 stain, graze, bruise 4 leak, smash, chip
- 3 run out, bump, flat 5 leak, dent, flood

12.3 Here is a matrix with the names of things and things that can go wrong with them. Put a tick (✓) for things that *typically* go together.

	car	vase	elbow	clock	printer	sink	a meal
banged							
ruined							
cracked							
broken down							
dented							
stopped				✓			
blocked							

Write five sentences using combinations of words where you wrote a tick.

EXAMPLE *This clock has stopped – perhaps it needs new batteries.*

12.4 Complete these sentences using words and phrases from the opposite page.

- 1 We had to use candles because ... *there was a power cut.*
- 2 I didn't look where I was going as I walked through the low doorway and ...
- 3 The wind blew the door shut and I realised I'd ...
- 4 I would ring her but I'm afraid I've ...
- 5 I can't take a photo, my camera's ...
- 6 I tried to run over the rocks but I ...
- 7 I accidentally sat on my bag of crisps and they ...

12.5

Over to you

What would you do if ...

- 1 you mislaid your credit card?
- 2 you noticed your guest's glass was chipped?
- 3 one of your coat buttons came off?
- 4 your mobile phone stopped working?
- 5 you bruised your forehead?
- 6 your watch was slow?

3 Global problems

A Disasters/tragedies



earthquake
[the earth moves/trembles]



flood
[too much rain]



drought /draut/
[no rain]



volcano /vɒl'keɪnəʊ/
[hot liquid rock and gases pour from a mountain]

famine /'fæmɪn/ [no food] **landslide** [rocks and earth moving suddenly down a slope]
epidemic [disease affecting large numbers of people] **explosion** (e.g. a bomb) **major accident / incident** (e.g. a plane crash)
hurricane / tornado /tɔ:'neɪdəʊ/
typhoon / tropical storm [violent wind / storm] **war / civil war** [civil war is war between people of the same country]
 Disasters not caused by human beings can be called **natural disasters**.

Language help

Injure /'ɪndʒə/ is used about people. **Damage** /'dæmɪdʒ/ is used about things.

200 people were injured. Many buildings were damaged.

Verbs connected with these words

A volcano has **erupted** in Indonesia. Hundreds are **feared dead**. The flu epidemic **spread** rapidly throughout the country. Millions are **starving** as a result of the famine. A big earthquake **shook** the city at noon today. The area is **suffering** its worst drought for many years. Civil war has **broken out** in the north of the country. A tornado **swept** through the islands yesterday.

B Words for people involved in disasters/tragedies

The explosion resulted in 300 **casualties**. /'kæʒjuəlti:z/ [dead and injured people]
 The real **victims** of civil war are children left without parents. [those who suffer the results]
 There were only three **survivors** /sə'vaɪvəz/. All the other passengers were reported dead. [people who live through a disaster]
 Thousands of **refugees** /refjʊ'dʒi:z/ have crossed the border looking for food and shelter.
 During the battle, the **dead** and **wounded** /'wu:ndɪd/ were flown out in helicopters.
 [wounded: injured in a battle / by a weapon]

C Headlines

Here are some headlines from newspapers all connected with diseases and epidemics. Explanations are given.

/'reɪbɪz/ disease can be caused by bite from a dog, fox, etc., very serious

Rabies out of control in many parts of Asia

New **AIDS** unit to be opened this month

acquired immune deficiency syndrome; often caused by sexual contact or contact with contaminated blood

/mə'leəriə/ usually caught because of mosquito bites

New **malaria** drug tested

Cholera and **typhoid** injections not needed says Tourism Minister

/'kɒləərə/ /'taɪfɔɪd/ diseases causing sickness, diarrhoea, etc., caused often by infected food and water

Exercises

13.1 What type of disaster from the list in A opposite are these sentences about? Why?

- 1 The lava flow destroyed three villages. *Volcano – lava is the hot liquid rock from the mountain*
- 2 The aftershock struck at 3.35 pm local time.
- 3 People had boarded up shops and houses during the day before, and stayed indoors.
- 4 Gunfire could be heard all over the town.
- 5 Witnesses said they saw a fireball fall out of the sky.
- 6 People had to stay in the upper floors and sometimes on the roofs of their homes.
- 7 The earth is cracked and vegetation has dried up.
- 8 They quite often happen in this area of the mountains and it can take some time for the roads to be cleared, especially if trees have been brought down too.

13.2 Complete the missing items in this word-class table, using a dictionary if necessary. Where the space is shaded, you do not need to write anything.

verb	noun: thing or idea	noun: person
explode	explosion	
		survivor
injure		
starve		
erupt		

13.3 In these headlines, say whether the situation seems to be getting *worse* or *better*, or whether a disaster has *happened* or has been *avoided/prevented*.

1 **Poison gas cloud spreads**

getting worse

3 **OIL SLICK RECEDES**

5 **All survive jumbo emergency landing**

2 **POLICE DEFUSE TERRORIST BOMB**

4 **Experts warn of AIDS time bomb**

6 **Flood warnings not heeded in time**

13.4 Fill the gaps with a suitable word from B opposite. Try to work from memory.

- 1 Another 50 people died today, all victims of the famine.
- 2 The government agreed to allow 3,000 to enter the country.
- 3 It was the worst road accident the country has ever seen, with over 120
- 4 A: Were there any when the ship sank? B: I'm afraid not.
- 5 The and were left lying on the battlefield; it was a disgrace.

13.5 Which diseases are these? Try to do this from memory.

- 1 One that can be caused by a mosquito bite. *malaria*
- 2 One you can get by drinking infected water.
- 3 One you can get from an animal bite.
- 4 One caused by a virus which destroys the body's immune system.

4 Education

A Stages in a person's education (UK system)

The youngest children start their education in a **crèche** /krefʃ/, where they mostly play but also do some early learning activities. After that, they may go to a **nursery school**. Between the ages of five and 11, children attend primary school, where they learn the basics of reading, writing, arithmetic, etc. For most children, secondary education begins when they enter a **comprehensive school** or a more traditional **grammar school** (to which they gain admission by sitting an exam). The famous UK **public schools** are in fact private, fee-paying schools. Between the ages of 11 and 18, young people take a wide range of subjects in arts, sciences and technical areas. From 16 to 18 they may study at a **sixth form college**, after which they can go on to **further/higher education** at a university or college (e.g. a teacher-training college) and study **academic subjects**, at the end of which they receive a **degree** or **diploma**.

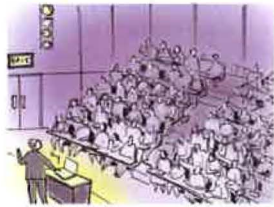
B Exams and qualifications

You **take/do/sit** an exam or **resit**¹ an exam.

If you **pass** and **do well**, you get a high grade; if you **fail**, you don't get the minimum grade. If you **skip**² classes/lectures, you'll probably do badly in the exam. Some schools, colleges and universities have **continuous assessment** with marks (e.g. 65%) or grades (e.g. A, B+) for essays and **projects**³ during the term. If you pass the university exams, you **graduate**⁴ / become a **graduate**⁵. There is usually a **graduation ceremony**, which parents and friends can attend. You can then apply for a **post-graduate** course, such as a **Master's degree** or **PhD**, where you specialise in a particular **field**⁶ and write a **dissertation/thesis**.

¹ take it again if you did badly first time ² miss deliberately; *infrm* ³ pieces of planned work finished over a period of time ⁴ /'grædʒuənt/ get a degree ⁵ note the pronunciation change: /'grædʒuət/ ⁶ area of study

C Types of classes in higher education



lecture



seminar



workshop



tutorial

D Technology

With an **LMS**¹, students can work online and do more **distance**² learning or **blended**³ learning. Teachers can **monitor**⁴ students' activities and **progress**⁵, students can choose courses and/or **modules**⁶, **submit**⁷ work, write blogs, wikis and leave voice messages.

¹ Learning Management System: computer system that controls all aspects of teaching and learning
² without attending classes, e.g. from home ³ using a mix of classroom and online learning ⁴ check regularly ⁵ note: *progress* is uncountable ⁶ individual elements or parts of a course ⁷ send/give their work to the teacher

E Talking about education: titles and common questions

A **professor** is a senior university academic who is a well-known specialist in his/her subject. University and college teachers are usually called **lecturers** or **tutors**.

What's the **school-leaving age**? It's 16 in a lot of countries.

At what age does **compulsory** education begin? [which you must do, by law]

Do students get **grants** for further education? [money to pay for fees, accommodation, etc.]

Common mistake

We say: **pass an exam**, e.g. *I passed all my exams and graduated in 2010.* (NOT *I succeeded at/in all my exams.*)

Exercises

14.1 Fill the gaps in this life story of a British woman.

Nelly first went to her local ¹ **primary** school at the age of five. In those days, there were very few ² schools for children younger than five and hardly any ³ for smaller children. When she was ready to go on to secondary school, she passed an exam and so gained ⁴ to her local ⁵ school. Nowadays her own children don't do that exam, since most children go to a ⁶ school, though a few children from very rich families go to famous ⁷ schools. She left school at 16 and did not go on to ⁸ education. She would like to take up her education again more seriously, if she could get a ⁹ from the government to pay her fees. Her ambition is to go to a ¹⁰ and become a schoolteacher.

14.2 Rewrite the words in bold in this conversation using words from B opposite.

ALMUT: I've got one more exam tomorrow. I hope I **get the minimum grade** *pass*
I'm worried.

JOE: Really? What makes you think you won't **get a high grade** ?

ALMUT: Well, I've **missed** a couple of classes this term.

JOE: Hm. What happens if you **get below the minimum grade** ?

ALMUT: I won't be able to **get my degree**

JOE: Are you allowed to **take the exam again** ?

ALMUT: Yes. I shouldn't worry really. I got good grades in my **tests I took during the year** and I got an A+ for my **extended piece of work** on local history.

JOE: I think you're worrying for no reason. I bet you'll be a **person with a degree** by the end of this year and thinking of doing a **higher-level** course. I'll come to the **special event when you graduate** and cheer for you!

14.3 Read the remarks and then write the correct names below.

Harry: 'There were about 200 students there last week.'

Alice: 'It's very intensive because there are just two of us.'

Will: 'We imagine we're a famous person, then we have to act our parts in groups.'

Lorna: 'Because there are 15 of us, the discussion can be a bit chaotic sometimes.'

Who is talking about ...

1 a workshop? *will* 2 a seminar? 3 a tutorial? 4 a lecture?

14.4 Correct the mistakes in these sentences.

- 1 She's a professor at a primary school. *teacher*
- 2 The school-ending age is 16 in many countries.
- 3 I'm glad you succeeded at your exam.
- 4 She has to sit on an exam tomorrow to work as a childminder.
- 5 Is school compulsive till 16 in your country?
- 6 I have to take three more models to complete the course.
- 7 I've made a lot of progresses in my English recently.
- 8 Thanks to the LMS, teachers can mentor their students' activities.

14.5 What do we call ...?

Learning you can do at home, without going to class? ¹ *distance learning*

Learning that mixes classes and online work? ²

The long piece of work you write when you do a PhD? ³

Most university-level teachers? ⁴ or

14.6 Over to you

Make a chart in English for the education system in your country. Is it the same as the UK or are there differences? Compare with someone else if possible.

5 Work

A Jobs in a workplace

director [member of the board of a company] **executive** /ɪg'zɛkjʊtɪv/ [important person who makes big decisions] **administrator** [person who runs the office day-to-day] **skilled worker** [trained to do specific tasks, e.g. building a computer] **unskilled worker** [doing a job that needs no training] **receptionist** [visitors must check in with them] **public relations officer** [gives information about the company to the media] **union representative** [looks after the staff's interests] **researcher** [investigates and develops new products] **supervisor** [makes sure workers are doing their job properly]

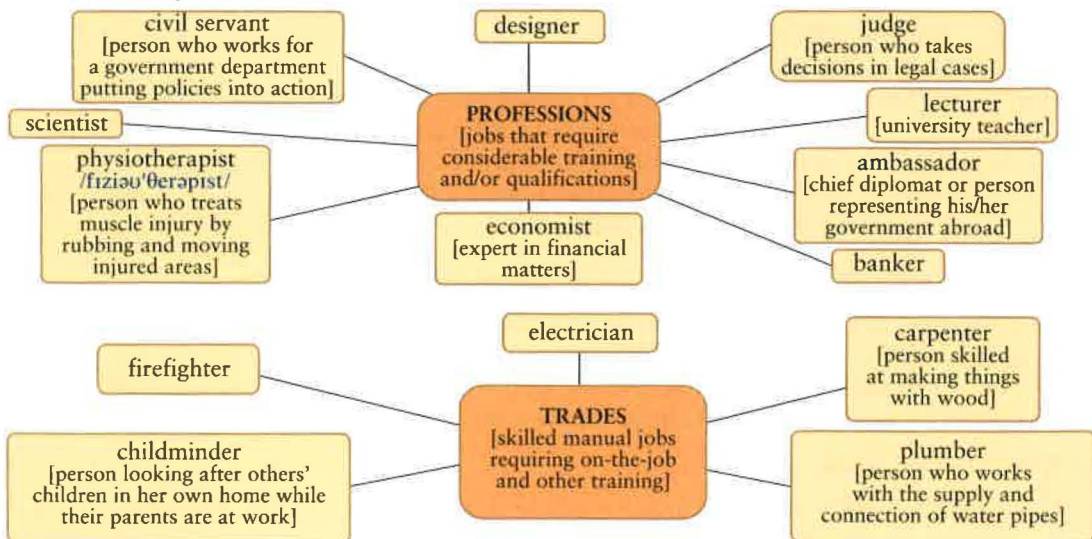
Common mistakes

The best way of getting to work (NOT job) depends on where you live.
Wish me luck in my new job (NOT work).

Job refers to a particular role or position. *Jack's got a new job as a researcher.*

Work refers to activities that you do. *Jack's work is very demanding.*

B Trades and professions



C Collocations of words connected with work

It's not easy to **get/find work** round these parts. I've been **offered work / a job** in Paris.
What d'you **do for a living**? I'm **in publishing/banking**, etc.

It's hard to **make a living** as a freelance writer. [earn enough money to live comfortably]

She's not prepared to **take on that job**. [suggests 'having personal responsibility']

hours of work	to do shiftwork or to work shifts [nights one week, days the next week] to be on flexi-time [flexible working hours] to work nine-to-five [regular day work]
not working	to go/be on strike [industrial dispute] to get the sack [thrown out of your job] to be fired (more formal than 'get the sack'; often used in direct speech: 'You're fired!') to be made redundant [thrown out, no longer needed] to be laid off (more informal than 'made redundant') to be on / take maternity (woman) or paternity (man) leave [before/after the birth of a baby] to be on / take sick leave [illness] to take early retirement [retire at 55]
other useful expressions	to be a workaholic [love work too much] to be promoted [get a higher position] to apply for a job [fill in forms, etc.]

Exercises

15.1 Which of the job titles in A opposite would best describe the following?

- 1 The person who represents the workers' interests in disputes with the management in a factory. *union representative*
- 2 A person who has a high position in a company and whose job it is to make important decisions.
- 3 An important person in a company who sits on the board.
- 4 A worker whose job requires no special training, for example, an office cleaner.
- 5 A person generally in charge of the day-to-day organisation of a company/department.
- 6 A person whose job it is to keep an eye on the day-to-day work of other workers.

15.2 Choose *job* or *work* to complete these sentences.

- 1 I'll pay for the plumbing *work*..... when it's finished.
- 2 I'd like to apply for a in your office.
- 3 You should delegate more to your personal assistant.
- 4 Let's stop for a coffee on our way home from
- 5 A in a museum wouldn't be as tiring as one in a restaurant.

15.3 Using the expressions in C opposite, say what you think has happened / is happening.

- 1 I'm not working now; the baby's due in three weeks. *She's on maternity leave.*
- 2 He's enjoying life on a pension, although he's only 58.
- 3 One week it's six-to-two, the next it's nights.
- 4 They've made her General Manager as from next month!
- 5 I was late so often, I lost my job.
- 6 I get in at nine o'clock and go home at five.
- 7 Your trouble is you are obsessed with work!

15.4 Which jobs do these people have? Would you call the following a *trade*, a *profession* or an *unskilled job*?



1 *physiotherapist - profession*.....



2



3



4



5



6

15.5 Fill in the collocations.

I'd love to ¹ *get/have*..... a job in journalism, but it's not easy without qualifications. Since I have to earn a ² somehow, I'll have to get ³ wherever I can find it. I've been ⁴ some part-time work editing a new book, but I'm not sure I want to ⁵ it

15.6 Over to you

Think of five people you know who work for a living. Can you name their jobs in English? If you can't, look them up in a good bilingual dictionary.

6 Business

A Starting a business

Jim Archer had an idea for a business. He had a computer but it was never just right for all his personal needs, so he went to his bank manager and **put forward**¹ a **business plan**² to sell **custom-built**³ computers on the Internet. He **launched**⁴ his business a year later, offering an individual service making desktop and laptop computers, and two years later **rolled out**⁵ an **expanded**⁶ range, including tablets and other hand-held devices. His **firm**⁷ now **manufactures**⁸ around 200 machines a year and delivers to 26 countries around the world.



Jim said, 'It's all about personal service and **customer care**⁹. This was our **priority**¹⁰ from the start. We didn't really do any proper **market research**¹¹ and we weren't sure if such machines would sell, especially during a **recession**¹². But I felt there were enough **potential**¹³ customers to make it worth the **risk**¹⁴. I was right. Soon, designers, scientists, academics and other professional people were requesting personalised machines and our **order books**¹⁵ were full.' **Going forward**¹⁶, Archer plans to expand the business further, and a new range of machines will **launch** next year.

¹ offered for people to consider ² a plan of how the business will operate ³ specially made for a particular person or thing ⁴ started, perhaps with a special event to mark the beginning
⁵ make a new product available for the first time ⁶ made bigger ⁷ company ⁸ produces goods in large numbers, usually in a factory ⁹ looking after the customer's needs ¹⁰ something very important which must be dealt with first ¹¹ (uncountable) finding out beforehand what people want or need ¹² period of low economic activity and bad conditions for business ¹³ possible when the conditions are right ¹⁴ possibility of something bad happening ¹⁵ the list of orders waiting to be completed ¹⁶ going into the future

Language help

In business English, some verbs which usually need an object can often be used with an object or with the real object acting as the subject.

with object	real object as subject
<i>We sold 200 instruments last year.</i>	<i>We didn't know if the instruments would sell.</i>
<i>They are launching a new range.</i>	<i>The new range launches next year.</i>
<i>They are rolling out a new range.</i>	<i>The new range will roll out next year.</i>

B Common business English phrases and collocations

The **CEO**¹ of a big **corporation**² gave us these tips for success in business:

- **Do business** in the markets you know best before trying to enter new ones.
- It may be difficult to **access** new **markets**³. **Build contacts**; that's the secret.
- You may not **make a profit** immediately. Be patient.
- You will probably face **stiff competition**⁴, so make sure your product is the best.
- **Get** regular **feedback**⁵ from your employees and customers. They know best.

Fact Sheet

¹ Chief Executive Officer ² a large company or group of companies that is controlled together as a single organisation ³ reach and do business with new groups of customers or parts of the world where something might be sold ⁴ (uncountable) other companies trying hard to be more successful than you ⁵ (uncountable) information/opinions about what people think of a product or service

Common mistakes

Profit is countable. **Business** can be countable or uncountable.

We made a profit last year. Their profits have grown every year. (NOT Their profit has grown)

We hope to do more business in Asia next year. (uncountable = the activity)

New businesses are launched on the Internet every day. (countable = enterprises/companies)

Exercises

16.1 Fill the gaps in the questions with words from A opposite, then complete the answers.

- 1 What did Jim Archer put **forward**..... to his bank manager? He presented a
- 2 What is special about the computers his makes? They are
- 3 When did he his business? A
- 4 What did he out two years later? An of computers.
- 5 How many computers does his firm now? About a
- 6 What was Jim Archer's from the start? Personal service and
- 7 Why didn't he do any research? He felt there were enough customers.
- 8 Why was he not sure if the machines would? There was a at the time.
- 9 Was it all worth the? Yes. His firm's were soon full.
- 10 forward, what are his plans? He's planning a new range of computers, which will next year.

If possible, practise asking and answering the questions with someone else.

16.2 Rewrite the words in bold using words and phrases from A and B opposite.

- 1 The new service will be available for the **first time** over the whole country next year. roll out
- 2 The business didn't make **money** in its first year.
- 3 There are a lot of **possible** customers for this product.
- 4 Their **list of orders waiting to be completed** was full last month.
- 5 It is sometimes difficult to **get into** new markets if you don't have contacts.
- 6 We should pay attention to the **opinions and reactions** our clients post on our website.
- 7 Customer care is a **most important** issue for our company.
- 8 We need to **make our business bigger** in Latin America.
- 9 It's important to **create relationships with local people** before you enter a new country.

16.3 Correct the mistakes in these sentences.

- 1 In the clothing industry, ~~profit was~~ ^{profits were} down in 2009 but rose again in 2011.
- 2 The new range of products will launch itself next month. We hope it will be sold!
- 3 The firm specialises in customer-built laptops for business travellers.
- 4 Bringing forward, we expect to increase our sales in Japan and China.
- 5 It's important to get a feedback from our clients.
- 6 We're facing competitions from American firms.
- 7 We hope to do more businesses in North Africa in the future.
- 8 She's the COE of a huge corporation.

16.4 Match the words on the left with the words on the right to make typical collocations. Then write a sentence using each one.

customer order market custom stiff	built competition research care books
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EXAMPLE *Customer care* should be a priority in any kind of business.

16.5 Over to you

If you could start a business, what would it be? What would you need to do to make it a success? Write a paragraph outlining your ideas. Use words and phrases from this unit. If possible, compare your ideas with someone else.