

TASK Complete the phrases with the words and phrases you hear:

R: Indeed, many people now spend as much time surfing the web as they do with television, magazines or newspapers, but **1.** _____ product and price information suddenly available, consumers are unlikely ever to become **2.** _____. Tastes and fashions will differ. Brands are likely to remain popular. But **3.** _____ are weakening. A slip or a delay can cost a firm dearly and **4.** _____. This is shown by Apple's iPod **5.** _____ the market leadership in portable music device.

P: I see, but many firms do not yet seem aware of the **6.** _____.

R: Well, there are some businesses that **7.** _____, and been rewarded for it. Dell has by-passed retailers and used direct sales to become the world's top supplier of personal computers. The web is also transforming the travel business, giving consumers the power to book flights, hotels and cars directly. And it has allowed hundreds of thousands of small businesses, from mom-and-pop stores to **8.** _____ on eBay, to reach a global market.

P: Of course, and internet search firms such as Google, Yahoo! And MSN are now **9.** _____ offer more localised services.

R: That's right. A service that consumers are sure to **10.** _____. **11.** _____, consumers will be able to find a local store and check the offers from nearby outlets even as they **12.** _____. Or listen to a salesman.

To snap up = popadnout co, skočit po čem, prát s o co

To snatch sth from sb = urvat co komu, uchvátit co od koho

1. What sort of behaviour has recently become fashionable among bosses in the computer industry?
2. In which particular instance was this behaviour particularly surprising and why? What is this instance of compared to?
3. Will the described act of friendliness get reflected in the actual cooperation between the two companies?
4. What statement of Mr Jobs came as a surprise?
5. What reasons does Mr Jobs give for quitting his cooperation with IBM and turning to Intel instead?
6. The termination of cooperation between IBM and Apple will mean serious problems for IBM. T/F
7. The contract with Apple will bring substantial profits to Intel and will dramatically increase their revenue. T/F
8. Why is the above change risky for Apple?
9. How would you interpret the main message which comes out of the new deal between Apple and Intel?

CONJUNCTIONS

Choose the right alternative:

- 1 I'll try to be on time but don't worry **if/when** I'm late.
- 2 Don't throw that bag away. **If/When** you don't want it, I'll have it.
- 3 I hope I'll be able to come to the party, but I'll let you know **if/unless** I can't.
- 4 I don't want to be disturbed, so don't phone me **if/unless** it's something important.
- 5 Please sign the contract **if/unless** you are happy with the conditions.
- 6 I like travelling by sea **as long as/unless** it's not rough.
- 7 You might not remember the name of the hotel, so write it down **if/in case** you forget it.
- 8 It's not cold now but take your coat with you **if/ in case** it gets colder later.
- 9 The television is always on, **even if / if** nobody is watching it.
- 10 We're not very close friends **despite/although** we've known each other a long time.
- 11 We're not very close friends **despite/although** knowing each other a long time.