

Unit 10 – DOING BUSINESS ONLINE

Coursebook, page 91, exercise LISTENING AND DISCUSSION E



Fill in the missing words in their correct form in the speech summary:

Yahoo's problem is that it wanted to make money on internet (1) _____ but it's taken a long time to (2) _____ a working model. First, there were (3) _____ (4) _____ that were put onto (5) _____. After the (6) _____ (7) _____, companies found out that they weren't getting a lot of (8) _____ from them. So they made the adverts more (9) _____ – they made them (10) _____ (11) _____ onto computer (12) _____, but that just (13) _____ to (14) _____ people. However, they have recently come up with something (15) _____ – advertising related to (16) _____ when people are looking on Yahoo or the other (17) _____ or (18) _____ (19) _____. This makes firms happy as they see higher (20) _____ (21) _____ from this type of (22) _____ advertisements.

Businesses selling (23) _____ that are easy to (24) _____ have performed well. These things the customers don't need to (25) _____ (26) _____. Clothing can be harder as people want to feel the (27) _____, etc. But with books, music and to some (28) _____ wine, you can just read a (29) _____. Travel is also good because you can (30) _____ (31) _____ tickets to people and there's a small (32) _____ of (33) _____. Moreover, (34) _____ your travel online does (35) _____ something (36) _____ different to the (37) _____. Coming back to the clothing (38) _____, it's (39) _____ how much this type of experience would have added.



In the text, find words or expressions corresponding to the following definitions:

1. _____ = a dollar (*informal*) (*paragraph 1*)
2. _____ = the main road in a town, where the shops, banks, etc. are (*par 2*)
3. _____ = something that diverts the attention; an obstacle to attention (*par 2*)
4. to _____ = to move along by turning over and over (here: coins) (*par 3*)
5. _____ = in a perfectly consistent and coherent way (*par 3*)
6. _____ = an unintentional omission or mistake; a mistake caused by not noticing something (*par 3*)
7. _____ = requiring much effort or attention; here: requiring great physical or mental effort to satisfy one's needs (*par 4*)
8. _____ = liable to sudden unpredictable change; characterized by changeableness or instability (*par 4*)
9. _____ = in an extremely severe or violent way (*par 4*)
10. _____ = having no previous example; never having happened before (*par 4*)
11. _____ = tastelessly showy; very colorful (*par 4*)
12. to _____ = to give up something that is not strictly needed (*par 4*)
13. to _____ = to be the equivalent of something; to be the same as something else; to include (*par 5*)
14. _____ = the lowest possible level (*par 5*)
15. _____ = constituting a complete and independent unit in and of itself (*par 6*)
16. _____ = the process when goods required by customers are collected from a central site, e.g. a warehouse (*par 6*)
17. _____ = the part of a business that does not meet and deal directly with customers (*par 6*)
18. to _____ = to send off to a destination or to perform a task (*par 6*)
19. to _____ = to prepare for an activity; to make ready or suitable or equip in advance for a particular purpose (*par 6*)
20. _____ = a system of buying and selling goods through the postal system (*par 8*)
21. _____ = a place where goods are stored prior to their sale or distribution (*par 9*)
22. to _____ = to be considered as most important (*par 10*)
23. _____ = the costs involved in the activities of a business or part of a business, such as supplies, small equipment, training, etc. (*par 10*)