

Unit 8

1. Qs about the Article

1. What does the name Gucci invoke?
2. What products does Gucci sell?
3. How does Gucci sell their products?
4. What happened in 1921?
5. How was the reputation built for the brand?
6. What products did Guccio Gucci focus on?
7. How did the second generation manage the business?
8. What happened in the third generation?
9. How was the company seen in the critical period?
10. How did Tom Ford benefit the company?
11. Give examples of how Domenico de Sole contributed to the recovery of the company.
12. What was the most perceptible sign of choosing the right strategy?
13. What do analysts think of Gucci?

2. Listening 2

I: You used to be a _____ and you have moved into the area of _____. Could you tell us how these two are linked?

M: I feel qualified to do both because a good _____, like a brand image, will separate and _____ a company and its products and services from all others. A "brand" in this case is the face of the company, the one that the public sees. When you have a face, you have a brand you own. So the identity, whether it be corporate identity, brand identity or both, should be the company's _____ to the world about who and what the company is and what its products and services stand for.

I: What is the biggest challenge companies face in _____ a clear brand identity?

M: There are many challenges, of course, but they must all be _____. Companies must understand who they are, what their product is and who their customers are – all of which lead to the _____ of identity: finding the right price. Are they economical products at a good price, or expensive quality products? The price is a _____ factor in terms of competitors. If there is no one in the market, the brand identity might not even matter; products might just happily survive without any identity.

I: How do companies check the effectiveness of their corporate brand?

M: They can do _____, which means conducting interviews and analyses on everything the company produces, like _____, business cards, vehicles, _____, packaging, ads and so on. This should be done every three to five years, ideally. All the visual materials need to say "this is who we are and this is what our products stand for", year in, year out. The company name is not more or less important than the brands they sell; in most cases the brands and corporate name are _____.

I: You say "in most cases". When is this not the case?

M: Well, lots of big conglomerates with a variety of brands actually keep a _____, while the brands are in the forefront. People remember the products but not the firm that produces them. However that does not mean that if the company is involved in some _____ if their identity gets _____, it won't have a negative effect on the brand.

In the end, the corporate brand's reputation will affect the product brand's reputation, and vice versa.

3. Complete the sentences with suitable words made from the words in the brackets.

The number on the card should be (identity) _____ with the one on the cheque book.

Clare has a (responsibility) _____ attitude to work

She was sitting (importance) _____ behind her desk

The islands are (strategy) _____ valuable
 The hotel rooms were (identity) _____ equipped
 The project was (special) _____ designed to meet the investor's needs
 As a businessman, Richard Branson is extremely (succeed) _____
 The (economy) _____ active population accounts for about 60% people.
 As a team leader you should act (responsibility) _____
 Ever since he started his business, it has been (profit) _____
 Her computers have always had the most (elaborate) _____ designed software.
 It would be (economy) _____ to buy the bigger size
 People very give very (differ) _____ accounts of the same event
 The huge losses have never been (satisfy) _____ explained
 Beckham is (international) _____ famous footballer.

4. Prepositions

There is considerable disagreement _____ the appropriateness of the advertising campaign
 What does NASA stand _____?
 This paragraph refers _____ the event of last year
 Who exactly will benefit _____ these changes?
 True education does not consist _____ simply being taught facts.
 The discussion focused _____ three main problems
 He succeeded _____ getting the job he dreamt of.
 The huge job losses resulted _____ changes in production.

5. Dilemma + Decision – find which word in the listening is derived from the following words

Luxurious -	democratic -	three –
Enthusiastic -	behave -	alternate –

6. WB Listening – decide whether the sentences are true or false

1. InterContinental joined Six Continents in 2003.
2. The majority of its hotels were franchises.
3. Since 2003 InterContinental has been selling its hotels all over the world.
4. Hoteliers are selling hotels because they need to pay off their debts to banks.
5. In 1993 Marriott International allowed investors to invest in its hotels.
6. Hilton Group has sold over 300 hotels since 2000.
7. Sale-and-leaseback brings more money to hotel chains than actually owning the hotels.