

HANDOUT UNIT 11

A) Answer the following questions about article on p.95

1. Who are Larry Page and Sergey Brin?
2. What did entrepreneurs usually do when they wanted to sell shares on the stock exchange?
3. What advantage did it represent for the newly public company and the investment company? How high could the investment firm's commissions be?
4. Why have Page and Brin decided to go public differently? What is the plan?
5. How much do they expect to receive through the IPO?
6. Will they go through the process on their own?
7. Why didn't Bill Gates or Steve Jobs use a public auction?
8. What allows the Google founders to choose the novel way?
9. What do they expect the public to understand?
10. What are the risks for the company?
11. What principles is Google based on?

B) Fill in the gaps with appropriate future form of the verbs in brackets.

1. I can't believe that in June we _____ married for 20 years! (be)
2. We _____ back before six unless we catch the earlier train. (not be)
3. Oh no! Look at the traffic jam! We _____ late! (be)
4. What do you think we _____ this time next year? (do)
5. I'll tell you what the plans are as soon as I _____ them. (know)
6. By the end of this course you _____ 1,000 new words. (learn)
7. I can't meet you at 9.00. I _____ my physics exam. It starts at 8.30. (do)
8. _____ you _____ anywhere interesting this weekend? (go)
9. If we don't hurry up, by the time we get there the concert _____! (start)
10. Don't forget we _____ dinner at your sister's this evening. (have)
11. I _____ all my homework after dinner – I promise! (do)
12. Do you think the flight _____ on time? It took off a bit late. (arrive)
13. You are sure to recognize me at the station. I _____ a pink tie. (wear)
14. Don't worry about your dog. I _____ it while you're away. (look after)
15. When _____ your car? It looks really dirty. (wash)
16. Don't phone me between 5 and 7. I _____ the cup final. (watch)

C) Listen to a part of presentation about the services Google provides and answer the questions.

Google's first major development is _____ based on an auction approach. Auctioning keywords search-terms delivering sponsored links to advertiser's websites is especially _____ and advertisers like paid search because they are charged when _____.

AdSense is a kind of an _____, placing sponsored links and other ads on _____. The revenue is then _____ between Google and the owners of the website. These are multinationals as well as individuals publishing their _____. Google's new services include possibility for advertisers to choose the _____ where they want their ads to appear. This gives them more _____ and _____.

In pricing CPM stands for _____ and it means that advertisers pay according to the number of people who _____ the ad.

Google's advertising is still based on using mainly _____ ads, but many AdSense partners are planning to introduce _____ ads to earn a share of _____.

There is more growth to come as companies become _____ with online advertising. Now only 2 – 4% of the marketing budget of big firms is _____ even though it accounts for _____ of consumer's media consumption.