

## 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 p.68 – gap filling

The \_\_\_\_\_ thing about the most successful brands is that very little can knock them \_\_\_\_\_ once they have become well \_\_\_\_\_ and they have achieved \_\_\_\_\_ from their customers. I mean, certain big brands have survived scandals about \_\_\_\_\_, they have continued to sell even though the sports team they chose to promote lost all their matches in one season! But the thing that can kill a brand, and \_\_\_\_\_ a luxury brand, is if it loses its \_\_\_\_\_ . If you give too many retailers licences and let them sell at the price \_\_\_\_\_ - well, then you are in trouble! You must never lose control of the \_\_\_\_\_ .

### 3. Translation

1. Investoři jsou poměrně dost nervózní, protože cena zlata klesá.
2. Byl tak zklamaný šéfovým chováním, že podal výpověď
3. Naše konkurence nabízí prakticky stejná řešení jako my
4. Tržby v letošním roce ve srovnání s loňským rokem značně stouply.
5. Čím déle se rozhoduješ, tím horší řešení zvolíš.
6. Připojení k Internetu je tak pomalé, že mi dochází trpělivost
7. Obdrželi jsme tolik stížností na naše výrobky, že jsme je museli stáhnout z trhu
8. Nebyl dostatečně zkušený, aby mohl být jmenován vedoucím oddělení.
9. Je příliš nezkušený na to, aby mohl vést tak velký tým.
10. Má dost zkušeností na to, aby se mohl ucházet o tuto pozici.
11. Na přednášku přišlo daleko méně lidí, než jsem očekávala.
12. Naš konkurent uvádí na trh dvakrát více výrobků než naše firma, ale jejich výrobky nejsou zdaleka tak kvalitní jako naše.
13. Naše provozní výdaje jsou značně vyšší než loni, ale zato zaměstnáváme více než třikrát tolik lidí.
14. Většina zákazníků není věrná značce tak, jak by si manažeři firem představovali.

#### 4. 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.

#### 5. Rearrange the adjectives in the following phrases to put them into the correct sequence.

shiny brand-new huge refrigerator

*huge brand-new shiny refrigerator*

1. brown capacious worn overcoat
2. antique gold miniature locket
3. overripe yellow great pear
4. early sizeable black and white photographs
5. modern black long desk
6. large grey aged cat
7. young petite green peas
8. bulky pink old sweater
9. off-white new immense mansion
10. white up-to-date slim drapes

#### 6. 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.

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

Luxurious -

democratic -

three –

Enthusiastic -

behave -

alternate –