

## Handout Unit 12

### 1. Questions about the article

1. What does Steve Jobs do at Apple's conference?
2. What are main features of the products he presents there?
3. What is the new corporate strategy he announced?
4. What enabled him to take such a challenge?
5. What's the difference between the iPod and iPod Shuffle?
6. What's Apple's main problem?
7. What makes the Mac mini special?
8. What are its two main advantages?
9. What does Steve Jobs hope to achieve by this?
10. How do Volvo, Ferrari and Apple cooperate?
11. How does Microsoft reply to iTunes?
12. What shows that Mr. Jobs is cautious?

### 2. Vocabulary – match the terms with the definitions

- |                   |                                                                                                                |
|-------------------|----------------------------------------------------------------------------------------------------------------|
| 1. peripheral     | to give something such as an area of land or a right to a country or person, especially when you are forced to |
| 2. unprecedented  | thinking carefully about something before doing it, in order to avoid risk                                     |
| 3. seamless       | able to be believed or imagined                                                                                |
| 4. fully-fledged  | instructions for a computer used especially to make pictures on a website appear to move                       |
| 5. cede           | completely developed, trained, or established                                                                  |
| 6. stunning       | doing things or done according to the latest fashion [= cool]:                                                 |
| 7. runaway        | a lack of energy and a feeling that you do not want to do anything                                             |
| 8. conceivable    | having continued or existed for a long time:                                                                   |
| 9. hip            | accepted by or involving most people in a society                                                              |
| 10. long-standing | relating to selling goods to a particular small group of people who have similar needs, interests etc          |
| 11. revere        | a piece of equipment that is connected to a computer and used with it                                          |
| 12. niche         | the amount that something costs:                                                                               |
| 13. inertia       | to respect and admire someone or something very much                                                           |
| 14. flash         | happening very easily or quickly, and not able to be controlled:                                               |
| 15. mainstream    | made so smoothly that you cannot tell where one thing stops and another begins                                 |
| 16. shrewd        | well judged and likely to be right                                                                             |
| 17. circumspect   | extremely attractive or beautiful x very surprising or shocking                                                |
| 18. price tag     | never having happened before, or never having happened so much                                                 |

### 3. Expressions with “have”. Match the sentences in the left column with the replies in the right column

- |                                                  |                                                    |
|--------------------------------------------------|----------------------------------------------------|
| 1. I'm really tired.                             | a) No, we're going to have a night in.             |
| 2. How was work?                                 | b) No, he had a rest in the afternoon.             |
| 3. I haven't seen you for a long time.           | c) No, I usually have a lie-in.                    |
| 4. Do you and Carlos want to come to the cinema? | d) They're having a family get together.           |
| 5. What are Annie and Marc doing on Sunday?      | e) You should have an early night tonight.         |
| 6. Did Jaime study all day?                      | f) Oh, I had a really busy day, non-stop meetings. |
| 7. Do you get up early at the weekend?           | g) I think he had a late night.                    |
| 8. Simon fell asleep at work today.              | h) Why don't we have a night out together soon?    |

#### 4. Complete the sentences with „have“and words from the box.

a chat, a dance, an effect, a fall, a meal, a quarrel, a say, something to eat, a talk, a wash, a word, a walk, a bath, a break, a drink, an exam/a test, a guess, a holiday, a look, a nap, a rest, a shower, a sip, a stroll, a swim, a party, a job, a dispute, sth at the disposal, value, an account with a bank, an influence on sth, a try, a go at sth, an argument, second thoughts,

1. Mr Hammond, may I \_\_\_\_\_ with you, please. It's about my salary.
2. After breakfast yesterday we \_\_\_\_\_ around the park.
3. Olivia's recent illness obviously \_\_\_\_\_ on her performance in the match.
4. „I can't start the engine“ – „Let me \_\_\_\_\_.“
5. It's very important for the workers to \_\_\_\_\_ on how the company is run.
6. She \_\_\_\_\_ of her coffee, but it was still too hot to drink.
7. You can \_\_\_\_\_ my car \_\_\_\_\_ while I'm on holiday.
8. I \_\_\_\_\_ on a patch of ice and broke my glasses.
9. If you're thinking of buying a house, come and \_\_\_\_\_ around.
10. She won't be happy until she has \_\_\_\_\_.
11. I'm \_\_\_\_\_ for my birthday. Would you like to come?
12. I \_\_\_\_\_ when I get up.
13. At first I liked the idea of going camping for the weekend but now I am \_\_\_\_\_.
14. What's the problem? The key won't turn in the lock? Shall I \_\_\_\_\_ ?

Have it in for *sb* – mít spadeno na koho

Have it off with *sb* = have sex

Have it in *one* – mít to v sobě

#### 5. Collocations

friendliness	value	competitors	boom	player	upstart	risks
margin	fledged	strategy	engine	deal	giant	baked
a problem	wheel	price	market	capitalization	a profit	plan
share	advantage	standing	electronics	cost	crash	scale

corporate
niche
user
mass
fix
fully
low
minimize
marketing
fight off
market
search
share
market

long
profit
consumer
steering
market
dotcom
online
media
stock market
make
business
half
competitive
economies of

#### 6. Dilemma and Decision

The whole story shows how easy it is to \_\_\_\_\_ when a company enters a new market.

Having \_\_\_\_\_ Thums Up, Coca-Cola believed that Indian customers would \_\_\_\_\_ to their brands. After several years of \_\_\_\_\_ and having realized that Indian customers \_\_\_\_\_ Thums Up, the brand was \_\_\_\_\_ and became the \_\_\_\_\_ cola in the continent.

## 7. Career skills

1. What three verbs go with the noun "price"?
2. Steve says they are going to introduce \_\_\_\_\_  
All the data will be \_\_\_\_\_ at the head office.  
Martin asks when the system will be \_\_\_\_\_.  
Steve replies that he wants to have it up and \_\_\_\_\_ in 2 months.  
They both agree to train the staff in \_\_\_\_\_.
3. Greg says that Marta's \_\_\_\_\_ complain about \_\_\_\_\_  
Marta reacts angrily saying that they are \_\_\_\_\_ and asks Greg to keep things \_\_\_\_\_.  
Greg admits that they don't see \_\_\_\_\_ on that but claims action is needed.

## 8. Prepositions.

1. Until now, the company has been protected \_\_\_\_\_ outside competition.
2. Government regulations prevented foreign competitors \_\_\_\_\_ entering the market.
3. One director thinks that Thums Up has various advantages \_\_\_\_\_ western colas.
4. \_\_\_\_\_ addition to this, Thums Up appeals \_\_\_\_\_ the masculine audience.
5. She thinks that western brands will be backed \_\_\_\_\_ by massive publicity campaigns.
6. She suggests that the company diversifies \_\_\_\_\_ other sectors.
7. He thinks that Thums Up will not be able to survive \_\_\_\_\_ the long term.
8. It might also be possible \_\_\_\_\_ Thums Up to negotiate a contract to become an official bottler.

## 9. WB – reading – Qs about the article

1. What is so surprising about Mr. Jobs and Mr. Otellini embracing each other?
2. What companies do they represent?
3. What announcement did they make at the Apple conference?
4. Why did it come as a shock to the audience?
5. What makes Intel's chips better suited to Apple's plans?
6. What did IBM refused to give Mr. Jobs?
7. How will the decision affect IBM?
8. What contracts has IBM won?
9. How important is the contract for Intel?
10. What might cause possible drawbacks to the deal?
11. What can customers expect to happen in the future?

## 10. WB Listening

CONSUMER	BUSINESS	TRADE ON	ADVICE
CUSTOMER	DRIVEN	WORK	AISLES
WINDOW	LEADERSHIP	IMPROVE	CLIENTS
DEPARTMENT	LOYALTY	REVIEW	CHOICE
SHOW	POWER	MAKE	IGNORANCE
BRAND	ROOM	SEEK	INTERNET
MARKET	SHOPPING	IMPRESS	OVER EACH OTHER
TOP	STORE	SURF	PRODUCTS
TRAVEL	SUPPLIER	EMBRACE	STANDARDS
		FALL	WEB
		BROWSE	WONDERS
NEWLY-EMPOWERED	OUTLETS		
PROFOUND	BUYERS		
PREVIOUS	CONSUMERS		
MARKETING	IMPLICATIONS		
OPPORTUNISTIC	IMPLICATIONS		
REVOLUTIONARY	MESSAGE		
NEARBY	RIVAL		