Practice

A Important firsts

What made these people famous? Write true sentences, and change the form of the verb. Example: John Logie Baird gave the first public demonstration of television in 1926.

 John Logie Baird 	invent	the first flight in 1903.
2 The Wright brothers	discover	radium in 1902.
3 Neil Armstrong	make	the first commercial sewing machine in 1851.
4 Pierre and Marie Curie	patent	the first public demonstration of television in 1926.
5 Gutenberg	give	the printing press in 1434.
6 Isaac Singer	land	on the surface of the moon in 1969.

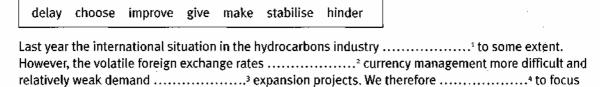
B The Bell story

Complete each paragraph, using the verbs in the boxes.

have say begin introduce open
In 1985 Simon Bell
amount decide employ run go
In 1989, Bell
set up (aunch total offer
In 1992 Bell

C An annual report

Complete the extract choosing from these verbs. There are more verbs than necessary.



our efforts on specific opportunities where our know-how⁵ us a technical advantage over particularly aggressive competition. As a result we propose doubling our dividend.

Practice

A The reasons why

Use the words in the box to give explanations for the following events. The first has been done for you.

funds the president the fire bell my work their value	plummet suffer run out complain ring
	•
customers	speak

_	We scrapped the project because funds were running out.
2	They evacuated the building because
3	He sold his shares quickly because
4	He didn't wish to interrupt because
5	I cut down on drinking because
6	We were forced to withdraw the model because

Practice

A Stella McCartney

Choose between the past simple and present perfect. The first one has been done for you.

Stella McCartney, Paul McCartney's daughter, *joined | has joined* the troubled Paris fashion house Chloé barely a year ago. It *took | has taken* her just one year to reverse its fortunes. Previously Chloé was | has been virtually invisible as a major force in the world of fashion. But almost single-handedly she *transformed* has transformed Chloé into the most talked about fashion brand in the world. She *increased* has increased sales fivefold. Paris didn't see | hasn't seen anything like it since the young Yves St Laurent took | has taken to the city by storm 30 years ago.

When she was / has been 7 appointed it was / has been 8 clear she knew / has known 9 what she had / has had 10 to do. 'I want to bridge the gap between the consumer and the press. At the moment fashion is just sort of stuck in the middle.'

So far, Stella stuck / has stuck ¹¹ to her philosophy of avoiding outrageous and uncommercial catwalk creations. She kept / has kept ¹² to the simple philosophy of designing clothes that she or her friends would want to wear. As her best friends are Kate Moss, Naomi Campbell and Yasmin Le Bon, it also brings her big publicity.

2	Complete each of these sentences, using the present perfect simple or progressive. a) How long (you / wait)?
	b) I (play) tennis four times this week.
	c) Look outside. It (rain); the pavement's still wet.
	d) 'You look tired.' 'I (drive) all day long.'
	e) I (know) John since we were at school together.
	f) The government (announce) a drop in unemployment.
	g) I (read) a book on negotiating skills but I don't think I'll finish it.
	h) He (work) as a consultant for three different firms in the same sector of activity; I think there's a conflict of interest and he should resign.
	i) He (work) as a consultant for three different firms in the same sector of activity, but was fired from the first two.