

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.*

- | | | |
|--------------------------|----------|---|
| 1 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 Bell¹ his computer business at the University of Southampton. In 1987 his company² the Z5000 machine which the magazine *PC Journal*³ 'may become the next industry benchmark'. The following year he⁴ an office in the United States and soon⁵ offices in 28 countries.

amount decide employ run go

In 1989, Bell⁶ public. By now the firm⁷ 750 people and sales⁸ to over \$159 million. Then two years later employees⁹ to celebrate 1 April by hanging a giant inflatable banana outside company headquarters, the first of many publicity stunts. On another occasion the CEO¹⁰ the London marathon.

set up launch total offer

In 1992 Bell¹¹ free installation of applications software as a standard option and in 1993¹² the low-priced Explorer PCs, one of the most highly praised systems in the industry. In 1996 Bell¹³ an Internet computer store, through its website www.bell.com. Last year sales¹⁴ more than \$10 million a day.

C An annual report

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

delay choose improve give make stabilise hinder

Last year the international situation in the hydrocarbons industry¹ to some extent. However, the volatile foreign exchange rates² currency management more difficult and relatively weak demand³ expansion projects. We therefore⁴ to focus 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	plummet
the president	suffer
the fire bell	run out
my work	complain
their value	ring
customers	speak

- 1 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*¹ her just one year to reverse its fortunes. Previously Chloé *was / has been*² virtually invisible as a major force in the world of fashion. But almost single-handedly she *transformed / has transformed*³ Chloé into the most talked about fashion brand in the world. She *increased / has increased*⁴ sales fivefold. Paris *didn't see / hasn't seen*⁵ anything like it since the young Yves St Laurent *took / has taken*⁶ 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.
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