

Materiál na 18.9. 08

COURSEBOOK, p. 14; D+D, BREAKING THE ICE

Translate:

- 1 prolomit ledy = _____
- 2 učinit nabídku koupit B&J = _____
- 3 odmítnout nabídku = _____
- 4 typické znaky jejich obchodní filozofie = _____
- 5 najít společnou řeč / něco společného = _____
- 6 angažován v debatě o společenské odpovědnosti = _____

COURSEBOOK, p. 14; WORDFORMATION

- 1 What _____ or compromises do you think they would ask for? /CONCEDE/
- 2 Is it possible for two companies with _____ different cultures to merge and work together? /SEEM/
- 3 They founded a company with a \$ 12 000 _____. /INVEST/
- 4 They are recognised for fostering their company's _____ to social _____. /COMMIT, RESPONSIBLE/
- 5 He is a practical left-_____. /WING/
- 6 He insisted, against _____, on _____ facilities. /OPPOSE, SEGREGATE/
- 7 Vietnam, Ghana and other parts of the _____ world. /DEVELOP/

WORKBOOK, p. 6; LISTENING

Complete the gaps with the words you hear. The sentences with slight modifications have been taken out of the text you will hear and have been listed in the order they appear in the original exercise.

- 1 Unilever has long been _____.
- 2 As an Anglo-Dutch multinational with two boards and two _____, it is often compared with Royal Dutch/Shell.
- 3 So with RD/S having decided _____, and P&G last week _____ Gillette.. for \$54 billion, expectations have been rising that Unilever would _____.
- 4 But there is so far _____ that would help Unilever _____ the new P&G/Gillette combination.
- 5 Colgate-Palmolive and Reckitt Benckiser are possible _____.
- 6 On February the 9th Reckitt announced an increase _____ £770m from £660m in 2003.
- 7 Unilever's debts are high: at the end of December _____ £9 billion.
- 8 The company needs to _____ its own problems before it _____ the complex integration of another business. Last year sales were _____ and operating profits _____. In September 2004 came the first warning that it _____ a promised increase in profits. That _____ it this week to _____ it had set itself for the next five years.
- 9 Unilever spends 14.5% of its _____, which is more than the 12% spent by Nestlé, but far less than the 20% that P&G _____ promoting its products. The problem also _____ that the company spends its advertising budget. It made a mistake _____ longer-term advertising for short-term promotions _____ of market share.