

Handout Unit 1

1. Answer the following questions about the article

1. How was last month different from the period of the past three years?
2. Why do CEOs aim to merge with other companies?
3. What was the reason for the previous slowdown?
4. What do the statistics say and why shouldn't CEOs worry about them?
5. Why and when did the idea of the conglomerate go out of fashion?
6. What is Comcast and what is the motive for the bid they have made recently?
7. What should CEOs be aware of when merging?
8. Why do CEOs fail to merge successfully?
9. What is the herd instinct and why should CEOs not always follow it?

2. Match the verbs in column A with expressions in column B

cut	alliance
keep	distribution channel
announce	growth
make	difficult situation
struggle	resources
stay	costs down
dominate	an assumption
spot	award
make	to sell
improve	statistics
add	a good target
quote	the bill
share	portfolio
diversify	chances of success
win	takeover bid
experience	ahead of competition

3. Take turns to explain the following words to each other.

SYNERGY	MARKET SHARE
COMPETITOR	SHAREHOLDER
INVESTMENT	PARTNERSHIP
MERGER	TAKEOVER BID
ACQUISITION	PORTFOLIO
CEO	TARGET
STATISTICS	CONGLOMERATE
CORE COMPETENCE	FAILURE
HERD INSTINCT	VERTICAL INTEGRATION
PREDATOR	CORPORATE CULTURE

4. Dilemma and decision. Fill in the gaps.

TO BE AWARE _____ THE CONCEPT OF LINKED P _____
TO INSIST _____ UNSEGREGATED F _____
BUSINESS PHILOSOPHY BASED _____ SOCIAL R _____
TO D _____ 7% OF P _____ PROFIT TO N _____ ORGANIZATIONS
UNILEVER IS ONE OF THE LARGEST C _____ P _____ COMPANIES
TO FIND C _____ GROUND / HAVE A LOT IN C _____
TO FORM A CORPORATE A _____
A MERGER BETWEEN TWO S _____ DIFFERENT CULTURES
TO ASK FOR C _____ BEFORE AGREEING TO SELL

5. Translate into English

zajistit rychlý růst
prodej státních firem
střety osobností vedoucí k neúspěchu
nedávná nabídka na převzetí
být znepokojen vývojem fúze
pokus rozdělit podhodnocenou firmu
založit výzkum na špatném předpokladu
snížit účet za elektřinu
pobočka v hodnotě miliard dolarů
mít náskok před konkurencí
soustředit se na jádro podnikání

6. Answer the questions about the article WB Unit 1

1. What is Novartis?
2. What has it announced?
3. What is Sandoz?
4. How big is the German generics market?
5. Why did many companies with generics subsidiaries try to get rid of them?
6. How do generics companies do business?
7. What do they do to remain competitive?
8. What do health activists oppose?