**HANDOUT UNIT 1**

***Ex. 1 Prepare answers to the question below concerning article of U1 no page 9.***

1. How was last month different in the area of alliances from the previous free 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 too much about them?
5. Why and when did the idea of conglomerates go out of fashion?
6. What is Comcast and what´s their motive behind the recent bid they have made?
7. What should CEOs be aware of when merging?
8. Why do CEOs fail to merge successfully?
9. What is herd instinct and why is it not always the best thing to follow it?

***Ex. 2 Match the words in left column with expression in the right column.***

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

***Ex. 3 Fill in the gaps***

TO BE AWARE \_\_\_\_\_ THE CONCEPT OF LINKED \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TO INSIST \_\_\_\_\_ UNSEGREGATED \_\_\_\_\_\_\_\_\_\_\_\_\_\_

BUSINESS PHILOSOPHY BASED \_\_\_\_\_ SOCIAL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TO \_\_\_\_\_\_\_\_\_\_\_\_ 7% OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PROFIT TO N\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ORGANIZATIONS

UNILEVER IS ONE OF THE LARGEST \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ COMPANIES

TO FIND \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ GROUND / HAVE A LOT IN \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TO FORM A CORPORATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A MERGER BETWEEN TWO S\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DIFFERENT CULTURES

TO ASK FOR C\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ BEFORE AGREEING TO SELL

***Ex. 4 Answer the questions about article on p.5***

1. What is Novartis?
2. What have they 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?

***Ex. 5 Translate the expressions 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