

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

