

## Unit 4 – Handout

### 1. Make questions for the following answers (based on the article HOW ABOUT NOW, p. 35, Unit 4)

1. being verbose (1)
2. right to the point (1)
3. obsessive quest for perfection (2)
4. buying and selling online as well as setting up a digital info system (2)
5. everything involved in the company's business (2)
6. the status of programs critical to GE's business (3)
7. if one of them stays red or yellow for too long (3)
8. all GE's senior managers (4)
9. how certain measurements perform against goals (4)
10. \$ 1.6 billion in one year (5)
11. innovative business management (5)
12. instantaneously (5)
13. a window into their business they never had before (6)
14. wireless sensors (7)
15. to develop software suggesting ways of optimizing the supply chain (7)
16. fluid and volatile (8)
17. automated program trading (8)

### 2. Complete the noun phrases with adjectives and nouns you hear

1	L	source
2	G	organization
3	S	observation
4	I	methods
5	E	surveillance
6	C	information
7	C	areas

8	V	business
9	C	network
10	K	member
11	V	information
12	S	training
13	G	terms
14	S	devices

### 3. Dilemma Listening

Digital Visions is facing the sort of dilemma that many major corporations are \_\_\_\_\_.

And it's an extremely \_\_\_\_\_ one with no easy solution.

On the one hand there is a law that corporations cannot \_\_\_\_\_ without taking \_\_\_\_\_.

On the other hand there is a question whether a company can or should \_\_\_\_\_ a law on employees in another country when the law directly \_\_\_\_\_ its own national \_\_\_\_\_.

75% of companies in the US have a sort of \_\_\_\_\_.

This question will \_\_\_\_\_ very quickly and will be resolved at the \_\_\_\_\_ of government.

They should definitely not install the hotline in countries where it meets with \_\_\_\_\_.

### 4. WB p. 19 Make Qs for the following Answers:

1. several times a day (1)
2. Microsoft (1)
3. four years ago (2)
4. to handwrite their notes (2)
5. to converse with customer (2)
6. for gadget lovers (3)
7. Lenn Pryor (3)
8. When he opines ruthlessly on Microsoft's technology. (4)
9. being harsh on Microsoft (4)
10. he cries foul. (4)
11. Jonathan Schwarz (5)
12. that he wants his executives blogging (5)

