

Keys to success

- ▶ Give personal views and describe qualities for success
- ▶ Give reasons

1 SNAPSHOT

HOW SOME MAJOR COMPANIES GOT THEIR NAMES

Nike The company got its name from the ancient Greek goddess of victory.



Google Google comes from *googol*, which is the math term for the number 1 followed by 100 zeros.

Facebook The name was taken from the term for a list with students' names and photos found at American universities.

Samsung In Korean, *sam* means "three" and *sung* means "star," so the name means "three stars." It represents the idea that the company should be everlasting, like stars in the sky.

Skype The original concept for the name was Sky-Peer-to-Peer, which became Skyper, and then Skype.



Häagen-Dazs The name of the American ice cream brand was invented to sound Danish and traditional, but it has no meaning in any language.

Pepsi The soft drink got its name from the word *dyspepsia*, which means indigestion, because its inventor believed it helped treat an upset stomach.



Which of these brands exist in your country? Are they successful?
Do you know the origin of the names of other companies or brands?

2 PERSPECTIVES Business strategies

- ▶ **A** Listen to the survey. What makes a business successful? Number the choices from 1 (most important) to 3 (least important).

What makes a business successful?

1. In order for an app to succeed, it has to be:

☐ easy to use

☐ inexpensive

☐ original

2. To attract talented professionals, a company should offer:

☐ competitive salaries

☐ flexible working schedules

☐ a good career plan

3. For a small company to be profitable, it should have:

☐ a good marketing plan

☐ a great product

☐ excellent professionals

4. To build a successful start-up, it's important to:

☐ have a great product

☐ have a clear business plan

☐ control costs

5. In order to finance a new business, it's a good idea to:

☐ try a crowd-funding platform

☐ get a bank loan

☐ borrow money from family

6. For people to work from home, they need to have:

☐ self-discipline

☐ a separate working space

☐ a daily schedule



- B GROUP WORK** Compare your answers. Do you agree on the most important success factors?

3 PRONUNCIATION Reduced words

- ▶ **A** Listen and practice. Notice how certain words are reduced in conversation.
In order ~~for~~ a hotel ~~to~~ be successful, it needs ~~to~~ have friendly service ~~and~~ reasonable prices.
~~For~~ an entrepreneur ~~to~~ be successful, they have ~~to~~ invest in a good marketing campaign.

- B PAIR WORK** Take turns reading the sentences in Exercise 2 aloud. Use your first choice to complete each sentence. Pay attention to reduced words.

4 GRAMMAR FOCUS

- ▶ Describing purpose

Infinitive clauses

To attract talented professionals, a company should offer competitive salaries.

(In order) to finance a new business, it's a good idea to get a bank loan.

Infinitive clauses with for

For a small company to be profitable, it should have a good marketing plan.

(In order) for an app to succeed, it has to be easy to use.

GRAMMAR PLUS see page 143

- A** Match each goal with a suggestion. Then practice the sentences with a partner. (More than one answer is possible.)

Goals

- To run a popular convenience store, _____
- In order to run a profitable clothing boutique, _____
- To establish a successful language school, _____
- In order for a health club to succeed, _____
- For a restaurant to attract more customers, _____

Suggestions

- it has to offer friendly service.
- it's a good idea to know the competition.
- you need to choose the right location.
- you have to train your staff well.
- it's important to understand your customers' needs.

- B PAIR WORK** Give another suggestion for each goal in part A.

- C GROUP WORK** What kind of business would you like to have? Talk to your classmates and get suggestions on how to make your business successful.

A: I think I'd like to set up a coffee shop.

B: For a coffee shop to succeed, it's important to choose a good location.

C: And in order to attract customers, you have to offer some tasty desserts, too.



5 WORD POWER Qualities for success

A PAIR WORK What qualities are important for success? Rank them from 1 to 5.

A personal trainer	A politician	A news website
<input type="checkbox"/> athletic	<input type="checkbox"/> clever	<input type="checkbox"/> affordable
<input type="checkbox"/> passionate	<input type="checkbox"/> charming	<input type="checkbox"/> attractive
<input type="checkbox"/> industrious	<input type="checkbox"/> knowledgeable	<input type="checkbox"/> entertaining
<input type="checkbox"/> muscular	<input type="checkbox"/> persuasive	<input type="checkbox"/> informative
<input type="checkbox"/> experienced	<input type="checkbox"/> tough	<input type="checkbox"/> well written



B GROUP WORK Add one more adjective to each list.
"For a personal trainer to be successful, he or she needs to be . . ."

6 ROLE PLAY The job is yours!

Student A:

Interview two people for one of these jobs. What qualities do they need for success? Decide who is more qualified for the job.

sales associate at a trendy boutique public relations specialist tour guide

A: To be a good sales associate, you need to be persuasive. Are you?

B: Oh, yes. I'm very good at convincing people. And I'm industrious.

C: I've worked at other stores before, so I'm experienced. And I'm fashionable, too.

Students B and C:

You are applying for the same job. What are your best qualities? Convince the interviewer that you are more qualified for the job.

7 CONVERSATION It's always packed.

A Listen and practice.

Kyle: What's your favorite club, Lori?

Lori: The Firefly. They have fabulous music, and it's never crowded, so it's easy to get in.

Kyle: That's funny. There's always a long wait outside my favorite club. I like it because it's always packed.

Lori: Why do you think it's so popular?

Kyle: Well, it just opened a few months ago, everything is brand-new and modern, and lots of trendy people go there. It's called the Dizzy Lizard.

Lori: Oh, right! I hear the reason people go there is just to be seen.

Kyle: Exactly! Do you want to go some night?

Lori: I thought you'd never ask!

B CLASS ACTIVITY What are some popular places in your city? Do you ever go to any of these places? Why or why not?



8 GRAMMAR FOCUS

Giving reasons

The Firefly is famous **for** its fantastic music.

I like the Dizzy Lizard **because** it's always packed.

Since it's always so packed, there's a long wait outside the club.

It's popular **because of** the trendy people.

Due to the crowds, the Dizzy Lizard is difficult to get into.

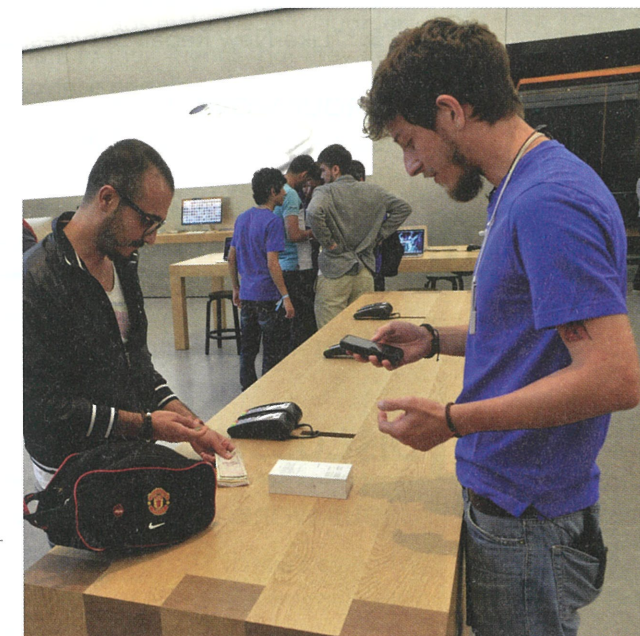
The reason (that/why) people go there **is** just to be seen.

GRAMMAR PLUS see page 143

A Complete the paragraphs with *because*, *since*, *because of*, *for*, *due to*, and *the reason*. Then compare with a partner. (More than one answer is possible.)

1. Apple is considered one of the most innovative companies in the world. The company is known _____ introducing original products, but it's also admired _____ its ability to predict what the market will need in the future. _____ Apple has been so successful is that it has become a symbol of status and high-end technology.

2. McDonald's is popular worldwide _____ customers know what to expect when they eat there. Whether you're in Florida or in France, your Big Mac is the same. The company is also known _____ its ability to adapt to different markets. _____ the company adjusts some items to local tastes, you can eat a pineapple pie in Thailand or a shrimp burger in Japan.



B PAIR WORK Match the situations with the reasons for success. Compare ideas with a partner. Then give two more reasons for each success.

Situation

- FedEx is famous _____
- Samsung is a successful company _____
- Online stores are becoming very popular _____
- Netflix has expanded quickly _____
- People buy Levi's jeans _____
- Many people like Amazon _____
- Nike is known _____
- People everywhere drink Coca-Cola _____

Reason

- because of its ability to attract new customers.
- for its fast and reliable service.
- for its innovative athletic wear.
- for its wide selection of products.
- since prices are generally more affordable.
- due to its high investment in research.
- since it's advertised worldwide.
- because they appeal to people of different ages and lifestyles.

A: FedEx is famous for its fast and reliable service.

B: I think another reason why FedEx is famous is . . .

C GROUP WORK What are some successful companies in your country? Why are they successful?

9 LISTENING What have you got to lose?

- ▶ **A** Listen to radio commercials for three different businesses. What are two special features of each place?

	Fitness For Life	Beauty To Go	Like-New Repair Services
1.			
2.			

- ▶ **B** Listen again. Complete the slogan for each business.

- "Fitness For Life, where _____."
- "Beauty To Go. When and where you want, beauty _____."
- "Like-New Repair Services. Don't let your phone _____."

- C GROUP WORK** Which business do you think would be the most successful in your city? Why?

10 INTERCHANGE 12 Advertising taglines

How well do you know the slogans companies use for their products?
Go to Interchange 12 on page 127.

11 DISCUSSION Ads and commercials

GROUP WORK Discuss these questions.

- When you watch TV, do you pay attention to the commercials? Why or why not?
- When you're online, do you click on any ads that you see?
What ads attract your attention?
- What are some effective commercials or ads you remember?
What made them effective?
- What is the funniest commercial you've ever seen? the worst? the most shocking?
- Which celebrities have been in commercials or ads?
Has this affected your opinion of the product?
Has it affected your opinion of the celebrity?

12 WRITING A commercial

- A** Choose one of your favorite products. Read the questions and make notes about the best way to sell it. Then write a one-minute TV or online commercial.

What's good or unique about the product?
Why would someone want to buy or use it?
Can you think of a clever name or slogan?

- B GROUP WORK** Take turns presenting your commercials. What is good about each one? Can you give any suggestions to improve them?

Do you want a car that is dependable
and economical? Do you need more
space for your family? The new Genius
SUV has it all. Genius offers the
latest safety technologies and ...



13 READING

- A** Scan the article. What does "sticky" mean in the advertising world?

BRAIN INVASION: WHY WE CAN'T FORGET SOME ADS



Advertisements: They're all over our social media pages; they arrive as text messages; they interrupt our favorite shows; and they bombard us in the streets. In order to survive the constant barrage of advertising, we learn to ignore most of what we see. But what is it that makes certain ads "sticky"? In other words, why do we remember some ads while managing to completely forget others?

According to advertising experts, an ad needs three key elements to make it unforgettable. In the first place, it needs to be clear and simple. TV commercials usually last about 30 seconds, so a complicated or confusing presentation will not do the job. For an ad to be "sticky," it has to be obvious enough that we can pick up the message in a split second.

More importantly, ads should appeal to our senses and emotions. When we really feel something, it tends to stick in our brains much longer than if we simply understand it. This is the reason why so much advertising depends on emotional music and images of family, romance, or success that relate directly to our own hopes and dreams.

One more element necessary to make an ad successful is surprise. When we see something out of the ordinary, it makes us take notice whether we want to or not. A talking animal, a beautifully dressed model diving into a swimming pool, a car

zooming through an ever-changing landscape – these are the types of things that grab our attention.

But do "sticky" ads actually make us buy the products? That's another story. Sometimes the most memorable ads make people laugh or mention them to their friends, but they don't actually convince people to buy anything. Still, after watching a "sticky" ad, we usually remember the name of the company it promotes. And in a world with so many brands and products, that is almost as important as sales.



- B** Read the article. Check (✓) the three things that make an ad memorable.

- | | |
|---|--|
| <input type="checkbox"/> an uncomplicated concept | <input type="checkbox"/> a sensual or emotional appeal |
| <input type="checkbox"/> a puzzle or mystery | <input type="checkbox"/> a familiar scene or situation |
| <input type="checkbox"/> a short time span | <input type="checkbox"/> something unexpected or strange |

- C** Read these descriptions of two ads. According to the article, are these "sticky" ads? Explain why.

A family of four is having breakfast together, and they're all looking tired. The father pours each of them a glass of "Super Juice," and as they all drink it, they are transformed into costumed superheroes. As they leave, the mother says, "Ready to save the world, team?"

A young couple are in a luxurious car; the woman is driving. They are driving quickly through lush countryside. They glance at other and smile. A voiceover says: "The Eternity: a car that feels like home."

- D PAIR WORK** Describe an advertisement that has stuck in your mind. Why do you think you remember it? Has it influenced what you buy in any way?