

02 Sharing information Products and services

FOCUS ON WORDS: *Development of products and services*



- 1 A product manager is talking about her work. Complete the missing verbs, as in the example. The first two letters are given.
- A What does your job involve exactly?
 B I am involved at all stages of the process from the moment we
 1 *design*..... a new product to the moment we 2 *la*..... it and
 start to 3 *se*..... it.
- A What does the R & D team do?
 B With any new product they do tests to 4 *im*..... the quality of the
 product or the manufacturing processes. With a shampoo, for example, they
 might 5 *de*..... a new formula which is easier to make or cheaper to
 6 *pr*.....
- A Do you work with the marketing team as well?
 B Yes. When we have a new product the marketing team ask customers to
 7 *tr*..... it to give us feedback. Often with a new product we
 8 *ad*..... in the press and on radio, and they organize all that.

2 Complete the word families in this table, as in the example.

NOUN	VERB
<i>product</i>	produce
sale	1
concept	conceive
2	develop
design	3
4	promote
launch	5
advertising	6
improvement	7
8	trial

3 Now complete these sentences with words from the table, as in the example.

- In 2002 I became a *product*..... manager at JK Foods.
- Next year we are going to a new engine in our Slovakian factory.
- We did a product with over two thousand customers.
- The original came from the Managing Director's grandson.
- The design team made a big to the shape of the bottle.
- should be high in Western Europe.
- We are planning to the product on the market in June.
- We allocated over €200,000 for TV last year.

4 Some of the words in 2 are often used with other words. Complete these sentences with words from the box.

design	launch	sales	trials
improved	development	advertising	product

- January 8th is the *date* for the software products.
- We are planning a huge *campaign*.
- Our food scientists are working on a very interesting *project* at the moment.
- A new *version* of our salad cream is coming out next month.
- We did a lot of *consumer* to get the flavour right.
- We used *computer-assisted* on the new label.
- We have now got a very wide *range*.
- *forecasts* for next year look good.

5 Match each word in A to a word in B which has a similar meaning.

2.1 6 All the words in *italics* below have two syllables. Which one is stressed? Underline the stressed syllable, as in the example. Listen and check. Then listen again and repeat.

- We are very pleased with this new *product*.
- We now want to *improve* the rest of the range.
- Our factory can *produce* 800 units per day.
- I work for a *service* company.
- We are trying to increase our *market* share.
- Our *design* team won an award last year.
- It is important to *research* the competition before launching a new product.
- The advertising *campaign* lasted two months.

FOCUS ON GRAMMAR: Past simple

1 Read this article about the American multinational Gillette and put the verbs in brackets into the past simple form, as in the example.

Very occasionally a man has an idea which changes the lives of millions. King Camp Gillette (have) ¹ had such an idea in 1895 when he (conceive) ² the safety razor. Before that, men (go) ³ to the barber's for a shave or (take) ⁴ a long time using a cut-throat razor. In 1901 Gillette (found) ⁵ his company in Boston and sales (grow)

⁶ so fast that in 1905 he (open) ⁷ his first office in Europe, in London. Gillette (be) ⁸ a skilful advertiser and today the company continues to spend huge sums of money advertising in the press and on TV, or sponsoring major sports events. In 1950 Gillette (pay) ⁹ \$6,000,000 to sponsor the World Series of Baseball

for six years. Back in 1908 the company (design) ¹⁰ its famous diamond-shaped logo. Just a few years later, in 1917, Gillette (win) ¹¹ one of its largest contracts ever. It (supply) ¹² the US army with razors during the First World War. In 1930, in order to gain market share, it (merge) ¹³ with a competitor, Gaisman's Razor Company, and from there went from strength to strength. After the resignation of King Camp Gillette in 1931, the company (continue) ¹⁴ to diversify and in 1936 it (launch) ¹⁵ brushless shaving cream, which is still one of Gillette's most important products.



2 Read the article again and answer these questions.

- 1 When did Gillette have the idea for the safety razor?
- 2 How did men shave before the safety razor?
- 3 What shape was the Gillette logo?
- 4 Who bought a lot of razors in 1917?
- 5 What product did the company launch in 1936?
- 6 What event did it sponsor in the fifties?

3 Now make questions for these answers, as in the example.

- 1 *When did King Camp Gillette found his company?* He founded it in 1901.
- 2 *Where*? He opened it in London.
- 3 *How much*? \$6,000,000.
- 4 *When*? In 1908.
- 5 *What*? A US army contract.
- 6 *Why*? To gain market share.

4 Read this article and decide if the statements below are true (T) or false (F).

I am the inventor of Screenblock, a device which I designed to stop children watching too much television. I can't say that I had a carefully conceived business plan for my device - I invented it because I was a desperate man! I noticed that my two children aged 9 and 11 watched too much TV when they were not at school and we had huge arguments if I tried to switch it off. I had the idea that it would be better if the TV switched off automatically rather than when a parent pressed the button.



It is a very simple design. It stops power flowing from the electricity supply to the TV at preset times. In this way you can limit the number of hours children watch for. It is a rectangular box about 20 cm long. You lift the lid on the box, plug the TV in, close the lid and lock it. You then plug the Screenblock in.

I had two prototypes before we found the perfect design. I tested the product a lot at home and with friends and little by little we developed Screenblock as it is today. Towards the end of 2001 we decided to launch it. I costed the device at just under \$150, which is not too expensive. We advertised on the Internet and I created a website to explain the product. I also did some interviews on the radio and in newspapers and we soon started to take orders. Users talked to friends and the word soon spread.

- 1 Tony had a carefully conceived business plan.
- 2 The Screenblock stops the supply of electricity to the TV.
- 3 It is rectangular.
- 4 Today Screenblock is the same as the original design.
- 5 He tested the product a lot before launching it.
- 6 He didn't advertise.
- 7 He designed a website to describe his device.

5 There are fifteen regular verbs in the past simple form in the text above. Make a list. *designed*.....

6 Now write an example sentence for five of the verbs, using your own ideas.

FOCUS ON EXPRESSIONS: Starting and continuing conversations

1 Complete the three dialogues below with these expressions.

Pleased to meet you, Roger. Let me introduce you to Sally Dutton. Is this your first day? Have we met before?	Let me introduce you to some people. Nice to meet you, too. Do you know many people here? Are you new?
--	---

- A Excuse me?
- B Yes?
- A ¹
- B I don't think so.
- A ²
- B Yes, I am. I started yesterday. My name's Jenny Porter.
- A Nice to meet you, Jenny. I'm Beatrice. Beatrice Kahn.

- C Jack?
- D Yes?
- C ³ Sally, this is Jack.
- D Nice to meet you.
- E ⁴
- D ⁵
- E No, I don't. I'm quite new.

- F Good morning.
- G Good morning.
- F ⁶
- G Yes, it is.
- F Right. ⁷ What's your name?
- G Hall. Roger Hall.
- F ⁸ Let me introduce you to the receptionists.



2 Complete the gaps in these questions with the words from the box.

much far long many high often

- 1 How children have you got?
- 2 How do you speak English at work?
- 3 How time have you got?
- 4 How is this session?
- 5 How is that building?
- 6 How is the hotel. I'm really tired.

3 Now match the questions in 2 to these answers.

- a About 200 metres. Impressive, isn't it?
- b Thirty minutes - it finishes at 11.00.
- c Every day at the moment.
- d Three, all girls.
- e About ten kilometres. Do you want to leave?
- f About ten minutes then I have another appointment.

4 Complete the follow-up questions in these mini-dialogues, using the words in brackets.

- 1 A I like going to the cinema and I'm interested in reading.
B Oh really? (kind of books / like)
- 2 A I went on holiday to Australia last year?
B Did you? (places / visit)
- 3 A I'm a doctor in a company medical centre.
B Are you? (hours / work)
- 4 A I love Indian food.
B Me too. (favourite dish / be)
- 5 A My company has 10,000 employees.
B Wow! (countries / operate in)

2.2 END-OF-UNIT PUZZLE

SMALL TALK QUIZ

What do we say in these situations?

- 1 Listen and choose the best answer, a, b or c.
- 2 Now listen to the complete dialogues and check your answers.

- | | | |
|---|---|--|
| 1 a <input type="checkbox"/> No, I don't. | b <input type="checkbox"/> Yes, we have. | c <input type="checkbox"/> Really. |
| 2 a <input type="checkbox"/> Me too. | b <input type="checkbox"/> No, I can't. | c <input type="checkbox"/> Yes, I am. |
| 3 a <input type="checkbox"/> Really? | b <input type="checkbox"/> Nor me. | c <input type="checkbox"/> No, it isn't. |
| 4 a <input type="checkbox"/> And you. | b <input type="checkbox"/> Great! | c <input type="checkbox"/> Me too. |
| 5 a <input type="checkbox"/> Who? | b <input type="checkbox"/> Is it? | c <input type="checkbox"/> Nice to meet you. |
| 6 a <input type="checkbox"/> Fine, and you? | b <input type="checkbox"/> Worse. | c <input type="checkbox"/> Perfect. |
| 7 a <input type="checkbox"/> No, I don't. | b <input type="checkbox"/> Yes, we have. | c <input type="checkbox"/> Yes, from time to time. |
| 8 a <input type="checkbox"/> How do you do? | b <input type="checkbox"/> Well, and you? | c <input type="checkbox"/> Do what? |