

4.1 About business Business leaders and success stories

Discussion

1 When you start up a business the following are all important. With a partner put them in order from the most to the least important.

financial backing a sense of adventure a business background luck ambition
a good marketing strategy good contacts original ideas hard work & dedication

Listening and note-taking

2  1:45 Listen to a podcast about the cosmetics producer, Estée Lauder and fill in the profile.

NAME:	Estée Lauder
1) BORN IN (YEAR & PLACE):	_____
2) COMPANY FOUNDED IN (YEAR):	_____
3) COMPANY'S MAIN PRODUCTS:	_____
4) SOLD IN:	_____ countries
5) CURRENT ANNUAL TURNOVER:	_____
6) DIED IN (YEAR):	_____



Listening for detail

3 Listen again and mark the sentences *T* (true) or *F* (false). If they are false, correct them.

- Estée was born Josephine Esther Mentzer.
- Estée's parents were Bulgarian immigrants.
- The first Estée Lauder counter was opened at Saks' on Fifth Avenue in 1938.
- The company started to sell beauty products for men in the 1960s.
- The Estée Lauder Company consists of many well-known names.
- The company went public at the end of the twentieth century.

Vocabulary

4 The following words are all used in the article about Estée Lauder. Match a word on the left to the correct definition on the right.

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|-----------------|--|
| 1 to spill | a) beautiful and well-designed |
| 2 fragrance | b) a nice smell |
| 3 to demand | c) changing a person's appearance so that they look better |
| 4 stylish | d) to accidentally pour a liquid out of its container |
| 5 makeover | e) to say that you want something very strongly |
| 6 to pioneer | f) better than everything else of its kind |
| 7 sample | g) completely new and different |
| 8 technique | h) a method of doing something |
| 9 revolutionary | i) a small amount of a product given to people for free |
| 10 unsurpassed | j) to be one of the first people to do something |

Internet research

Search for the keywords "habits of business success" to find out other tips for enjoying business success.