Seven seconds is the average length of time you have to make a first impression. If your first impression is not good, you won’t get another chance with that potential client.

LYDIA RAMSEY – HTTP://WWW.SIDEROAD.COM/SALES/FIRST-IMPRESSIONS.HTML

1 1.01–1.04 Listen to the conversations. Match each conversation to a picture.

1 2 3 4

2 Complete the phrases in the conversations. Listen again to check your answers.

Conversation 1
A Excuse me, (a) ______________ Mr Jensen?
B Yes, I am. Are you from Nixdorf?
A Yes, (b) __________ Saska Slater. How do you do?
B Pleased to meet you.
A (c) ______________ very tired after your flight?
B A little, but (d) __________ fine.
A Good. Oh, here we are. Taxi!

Conversation 2
A Hello. (e) ______________ one of the organisers?
B No, I’m not. I’m a delegate, like you.
A Oh, I’m sorry.
B So (f) __________ Jacques Leclerk.
A Yes, but how …?
B Your badge. (g) __________ Jeff Simpson, from CMG.
A Oh, CMG. (h) __________ big in plastics, of course.
B Yes, we are. And who (i) __________ with?
A Morgan Friedman.

Conversation 3
A Hello, Enrique. How (j) __________?
B I’m fine. I’m fine. And you?
A Yes, I’m fine too. (k) __________ alone?
B Yes, I am.
A So, you’re free to join me.
B Yes. Yes, (l) __________.Thank you.
A Over here, the table by the window.

Conversation 4
A Good afternoon. I’m from LPG.
B Ah, yes. Mr Poulson.
A No, (m) __________ Mr Poulson. I’m Mr Leeman.
B Right. Sorry about that. Room 303.
A Thank you.
B (n) __________ welcome.
3 Complete the table.

<table>
<thead>
<tr>
<th>Affirmative</th>
<th>Contraction</th>
<th>Negative</th>
<th>Contraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am</td>
<td>I'm</td>
<td>I am not</td>
<td>(a) ..........</td>
</tr>
<tr>
<td>you are</td>
<td>(b) ..........</td>
<td>you are not</td>
<td>you aren't / (c) ..........</td>
</tr>
<tr>
<td>we (d) .......</td>
<td>we're</td>
<td>we are not</td>
<td>(e) .......... / we're not</td>
</tr>
</tbody>
</table>

4 Work with a partner. Use the prompts to practise the conversations. Use your own names and companies.

a excuse / you (name) ?
    yes / you from (company) ?
    yes / how / do ?
    pleased / meet
    tired / flight ?
    little
    here / taxi !

b hello / one / organisers ?
    no / delegate / you
    sorry
    so / (name)
    yes but
    badge / I (name) / from (company)
    oh yes / you / big / (plastics)
    yes / with ?
    I / (company)

d afternoon / from (company)

NUMBERS

1 1.05 Ninety or nineteen? Circle the number you hear.

a 13 50
b 14 40
c 15 50
d 16 60
e 17 70
f 18 80
g 19 90

2 How do you say these numbers?

a 18 80
b 13 30
c 16 60

3 1.06 How do you say the following? Listen and repeat.

a $16m  b £1.40  c €365  d 20p  e 60c
f £9.90  g €16.60  h 5.6m swiss francs  i €480m

4 1.07-1.10 Listen to the conversations and write down the numbers you hear.

Conversation 1: 
Conversation 2: 
Conversation 3: 
Conversation 4: 

TOPICS

THE FOOTBALL BUSINESS

REAL MADRID tops Deloitte’s Money League

Deloitte’s Football Money League is a financial ranking of football clubs according to their income. The Spanish club Real Madrid is at the top of Deloitte’s Football Money League with a turnover of over (a) ____________ euros.

The sources of this revenue are ticket sales, television rights, sponsorship and merchandising (e.g. replica football shirts of the star players). Over (b) ____________ multinationals are partners with Real Madrid in marketing deals, including Coca-Cola, Pepsi and Siemens. Income from these sponsorship deals is over (c) ____________ euros a year.

Nowadays football is a billion-dollar international business. The joint income of the top 20 clubs in the world is over (d) ____________ dollars. The worldwide Top (e) ____________ includes eight English clubs, four Italian, three German, two Spanish, and one club each from Scotland, France and Portugal. At international level, football is a growth sport and the global market is important for European clubs. They are especially interested in Asia and China.

1 1.11 Complete the text above with these numbers. Then listen to a conversation about Real Madrid and check your answers.

| 350 million | 200 | 70 million | 20 | 3.5 billion |

2 The text is about the income of football clubs. Find two different words in the text which mean the same as income.

3 1.12 Listen and complete.
A: Manchester United (a) ____________ a Scottish club.
B: No, it (b) ____________. It’s an English club.
A: The turnover of Inter (c) ____________ one hundred and ninety-five million dollars.
B: Yes, that’s right.
A: Inter and Milan (d) ____________ German clubs.
B: No, they (e) ____________. They’re Italian clubs.

4 Work with a partner or with your teacher. Look at the table.
Student A: Make six statements about the information – three correct and three incorrect.
Student B: Confirm the information or correct it, as in Exercise 3.
Then change round.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Club</th>
<th>Revenue (€ million)</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Real Madrid</td>
<td>351.0</td>
<td>Spain</td>
</tr>
<tr>
<td>2</td>
<td>Manchester Utd</td>
<td>315.2</td>
<td>England</td>
</tr>
<tr>
<td>3</td>
<td>Barcelona</td>
<td>290.1</td>
<td>Spain</td>
</tr>
<tr>
<td>4</td>
<td>Chelsea</td>
<td>283.0</td>
<td>England</td>
</tr>
<tr>
<td>5</td>
<td>Arsenal</td>
<td>263.9</td>
<td>Italy</td>
</tr>
<tr>
<td>6</td>
<td>AC Milan</td>
<td>227.2</td>
<td>Germany</td>
</tr>
<tr>
<td>7</td>
<td>Bayern Munich</td>
<td>223.3</td>
<td>Germany</td>
</tr>
<tr>
<td>8</td>
<td>Liverpool</td>
<td>198.9</td>
<td>England</td>
</tr>
<tr>
<td>9</td>
<td>Inter</td>
<td>195.0</td>
<td>Italy</td>
</tr>
<tr>
<td>10</td>
<td>Roma</td>
<td>157.6</td>
<td>Italy</td>
</tr>
<tr>
<td>11</td>
<td>Tottenham</td>
<td>153.1</td>
<td>England</td>
</tr>
<tr>
<td>12</td>
<td>Juventus</td>
<td>145.2</td>
<td>Italy</td>
</tr>
<tr>
<td>13</td>
<td>Lyon</td>
<td>140.6</td>
<td>France</td>
</tr>
<tr>
<td>14</td>
<td>Newcastle</td>
<td>129.4</td>
<td>England</td>
</tr>
<tr>
<td>15</td>
<td>Hamburg</td>
<td>120.4</td>
<td>Germany</td>
</tr>
<tr>
<td>16</td>
<td>Schalke 04</td>
<td>114.3</td>
<td>Germany</td>
</tr>
<tr>
<td>17</td>
<td>Celtic</td>
<td>111.8</td>
<td>Scotland</td>
</tr>
<tr>
<td>18</td>
<td>Valencia</td>
<td>107.6</td>
<td>Spain</td>
</tr>
<tr>
<td>19</td>
<td>Marseille</td>
<td>99.0</td>
<td>France</td>
</tr>
<tr>
<td>20</td>
<td>Werder Bremen</td>
<td>97.3</td>
<td>Germany</td>
</tr>
</tbody>
</table>
BILLIONAIRES

1 Read the text and answer the questions.
   a How much is one billion in American English: 1,000,000,000 or 1,000,000,000,000?
   b What are 1,000,000,000 and 1,000,000,000,000 in your language?

FORBES BILLIONAIRES

Forbes is a business magazine, and its list of ‘The World’s Billionaires’ is a ranking of the richest people on Earth. In the American system, a billion is one thousand million. According to Forbes, nearly 800 men and women are worth over one billion dollars. The USA is the country with most billionaires – over 400. Nearly one hundred are from Russia, and there are over 50 from Germany and from India.

2 Listen to the conversation about one of the people in the Forbes list and complete the questions below.
   a _______________ is number one in the list?  
   b _______________ is he from?  
   c _______________ is he worth?  
   d _______________ business is he in?  
   e _______________ married?  
   f _______________ is he?

3 Work with a partner or your teacher. Ask and answer questions about other billionaires in the Forbes list.
   Student A: Look at page 140.  
   Student B: Look at page 144.

4 Complete the text with the correct form of the verb to be.

5 Complete the table.

<table>
<thead>
<tr>
<th>Affirmative</th>
<th>Contraction</th>
<th>Negative</th>
<th>Contraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>he is</td>
<td>he’s</td>
<td>he is not</td>
<td>(a)</td>
</tr>
<tr>
<td>she is</td>
<td>(b)</td>
<td>(c)</td>
<td>she isn’t / she’s not</td>
</tr>
<tr>
<td>it is</td>
<td>it’s</td>
<td>it is not</td>
<td>(d)</td>
</tr>
<tr>
<td>they are</td>
<td>(e)</td>
<td>they are not</td>
<td>(f)</td>
</tr>
</tbody>
</table>

6 Complete these sentences about the people and things on the left.
   a Real Madrid _______________ a Spanish football club.
   b Barack Obama _______________ the President of the USA.
   c Coca-Cola and Pepsi _______________ multinational drinks companies.
   d Nike _______________ a very well-known brand of clothing.
   e Fifty-five million euros _______________ a lot of money!
   f Queen Elizabeth II _______________ one of the richest women in the world.
SPELLING

1.14 Listen to how the following abbreviations are pronounced.

- MBA
- ASAP
- USA
- WHO
- UN
- EU
- HIV
- UFO
- UK
- VAT
- FM
- AKA

1.14 What do the abbreviations in 1 stand for? Check your answers on page 141. Are they the same in your language? Say what they are like this: In my language, USA is EEUU.

1.15 Listen and circle the letters you hear.

1. A E I  
2. J Y G  
3. U W Q  
4. C X Z  
5. L R A  
6. D J G  
7. X S C

Now work with a partner. Say a letter in each line. Your partner points to the correct letter.

1.16 Listen to the phone conversation and complete the details on the company message form.

GHR SYSTEMS

DATE: 19/10/08
TIME: 14:45
CALLER’S COMPANY: Promax Electronica
CALLER’S NAME: Guillermo Moleda
TO SPEAK TO: John Evans

1.16 Work with a partner or your teacher to practise the conversation. Use your own name and company or invent them.

1.16 Put the lines of the dialogue in order. Listen again and check your answers.

- GHR Systems. Can I help you?
- My name’s Moleda, Guillermo Moleda.
- No, it’s all right. I’m on the move all day. I can call back later. Goodbye.
- Yes. Can I speak to John Evans, please?
- Goodbye.
- Right. Hold the line, please… I’m sorry, I’m afraid there’s no answer. Can I take a message?
- Can you spell that, please?
- Thank you, Mr Moleda. And your company?
- Who’s calling?
- Promax Electronica. That’s P-R-O-M-A-X.

1.16 Work with a partner or your teacher to practise the conversation. Use your own name and company or invent them.
01 WHO ARE YOU?

Countries & nationalities
1 Where are the people and things from?
a Nicolas Sarkozy
He's from France. He's French.
b The Rolling Stones
c Parmesan cheese
d Lewis Hamilton
e Champagne
f The tango
g Swatch watches
h Hillary Clinton
i Sony and Sanyo

2 Complete the sentences using a or an, the nationality, and the words in the box.

<table>
<thead>
<tr>
<th>a BMW is</th>
<th>b Ajax is</th>
<th>c Beckham is</th>
<th>d Ikea is</th>
<th>e Chianti is</th>
<th>f Enrique Iglesias is</th>
<th>g Seoul is</th>
</tr>
</thead>
</table>

Vocabulary
Greetings
1 Choose the correct reply.
   a A How are you?  
      B (1) Hello, pleased to meet you.  
      (2) I'm fine. And you?  
      (3) Good morning.
   b A How do you do?  
      B (1) Good, thank you.  
      (2) Well, thank you.  
      (3) How do you do?
   c A This is Joanne.  
      B (1) Hello, pleased to meet you.  
      (2) Goodbye, Joanne.  
      (3) Thank you, Joanne.
   d A Where are you from?  
      B (1) Austrian.  
      (2) From Austria.  
      (3) In Austria.

2 Write questions for the answers using the words in the box.

e-mail address  first name  from job married  phone number  surname

| a What is your surname?  
  Baker.  
 b What is your first name?  
  David.  
 c Where are you from?  
  France.  
 d What job are you?  
  I'm a business manager.  
 e Are you married?  
 Yes, I am.
 f What is your phone number?  
 021 463 4839  
 g What is your e-mail address?  
  david@euskalnet.com  

Spelling
Complete the following with these letters: A I L U V E G S

<table>
<thead>
<tr>
<th>/eɪ/</th>
<th>/iː/</th>
<th>/e/</th>
<th>/əʊ/</th>
<th>/uː/</th>
<th>/ɑː/</th>
</tr>
</thead>
<tbody>
<tr>
<td>H</td>
<td>B</td>
<td>F</td>
<td></td>
<td></td>
<td>Q</td>
</tr>
<tr>
<td>K</td>
<td>C</td>
<td>M</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>P</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>T</td>
<td>Z</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Grammar

The verb to be

<table>
<thead>
<tr>
<th>Affirmative</th>
<th>Interrogative</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Am</td>
</tr>
<tr>
<td>You</td>
<td>Are</td>
</tr>
<tr>
<td>We</td>
<td>Are</td>
</tr>
<tr>
<td>They</td>
<td>Are</td>
</tr>
<tr>
<td>He</td>
<td>Is</td>
</tr>
<tr>
<td>She</td>
<td>Is</td>
</tr>
<tr>
<td>It</td>
<td>Is</td>
</tr>
</tbody>
</table>

| Negative | |
|----------||
| I’m (am) not | You’re not / you aren’t |
| We’re not / we aren’t | He’s not / he isn’t |
| They’re not / they aren’t | She’s not / she isn’t |
| It’s not / it isn’t | |

| Short answers | |
|---------------||
| Yes,          | No, |
| I am.         | I’m not. |
| you are.      | you’re not / you aren’t. |
| we are.       | we’re not / we aren’t. |
| they are.     | they’re not / they aren’t. |
| he is.        | he’s not / isn’t. |
| she is.       | she’s not / isn’t. |
| it is.        | it’s not / isn’t. |

Practice 1

Complete the sentences with the correct form of the verb to be: is, are or am.

a. His name is George.
b. They .......... from the USA.
c. Ford .......... an American company.
d. I .......... the head of marketing.
e. We .......... late for the meeting.
f. She .......... the boss of Hewlett Packard.
g. Our team .......... world famous.
h. Mr and Mrs Baker .......... here.

Practice 2

Write the short form.

a. It is Monday today.
b. She is not married.
c. I am the production manager.
d. You are late.
e. Where is your car?
f. They are not friends.
g. We are the market leader.

Practice 3

Change the statements into questions.

a. He’s an accountant.
b. He’s Portuguese.
c. They’re the market leaders.
d. She’s in charge of this.
e. She’s happy in her new job.
f. Anita is good with computers.
g. They’re ready for the meeting.

Subject & possessive pronouns

Practice 1

Complete the following.

a. I .......... my
b. you .......... our
c. .......... his

d. she .......... they

e. it .......... 

Practice 2

Complete the sentences with a pronoun.

a. Berlusconi is the Prime Minister of Italy. .......... is also one of the richest people in the country.
b. Carmen is from Spain. .......... is Spanish.
c. His car is German. .......... is an Opel.
d. He’s from Switzerland. .......... name is Johann.
e. ‘What’s his name?’ .......... is Erik.’
f. .......... name’s Lemond. I’m from France.
g. The factory is in Portugal, but .......... is a German company.
h. Katrina and Pablo are from Rome, but .......... company is Japanese.