

Working with words

- 1 Complete the text with the correct answer from the options in 1–9.

The teenage entrepreneur

In many ways, the company Doherty Preserves looks like your typical local food company, with a simple ¹ _____ and ² _____ customer base. It sells a ³ _____ range of marmalades, jams and fruit preserves, based on old recipes, to delicatessens and local markets. And like every other food business these days, the company is aiming to reach a more health-conscious consumer, so not a ⁴ _____ idea.

What is surprising, is that the company was the ⁵ _____ of a 14-year-old. Now aged 16, Fraser Doherty first ⁶ _____ with the idea of selling preserves when his grandmother taught him a secret recipe for marmalade. This was the 'a-ha' ⁷ _____ for Fraser and within weeks he'd begun selling to the neighbours. From there he employed friends to sell door-to-door on a commission basis.

Such ⁸ _____ from one so young might be put down to a good education, but Fraser says, 'It's a million miles away from what I learnt at school.' Similarly, the ⁹ _____ of money has never proved a problem, 'I don't concern myself so much with profits and productivity – what's important to me is improving quality and customer satisfaction.'

- | | | |
|-------------------|-----------------|--------------------|
| 1 a prototype | b catalyst | c concept |
| 2 a reliable | b dynamic | c original |
| 3 a traditional | b revolutionary | c state-of-the-art |
| 4 a revolutionary | b reliable | c simple |
| 5 a facilitator | b brainchild | c invention |
| 6 a came across | b came out | c came up |
| 7 a time | b minute | c moment |
| 8 a breakthrough | b innovation | c reliability |
| 9 a obstacle | b prototype | c brainchild |

- 2 Put the letters in brackets in the right order to find words that match these definitions.

- something that gets in the way: obstacle (OSALTBCE)
- the first form of something new: _____ (ROPETPTOY)
- an idea for something new: _____ (OCNEPCT)
- something is this when you can depend on it: _____ (ELREIBLA)
- not complicated: _____ (EMSLIP)
- new and original: _____ (NNAIOVIVTE)
- something is this when it can change the way things are done or thought about: _____ (AEVYROONLTUIR)

Business communication skills

- 1 Choose the correct answer from the words in *italics*.

- Good morning, and thanks *for / to / at* coming.
- I'm going to tell you *of / about / for* my new concept.
- I'd like to begin *from / at / by* outlining the main problems.
- I'll take questions *by / at / to* the end.
- Let's look *at / by / from* this chart.
- The main reason *of / for / about* this, is the drop in demand.
- The best thing *of / for / about* this, is it's simplicity.
- That brings me *by / at / to* the end of my presentation.
- Can I get back to you *with / on / at* that one?
- I totally agree *with / on / by* you.

- 2 Complete this introduction to a presentation with a suitable word.

- _____ afternoon everyone.
- I am _____ today to tell you about an exciting new way of choosing your holiday.
- I'd like to _____ by giving you an overview of my talk.
- _____, I'll tell you about how the concept was developed.
- _____ we'll have a look at how it was launched.
- And _____ we'll have a look at the website and I'll show you how it works.
- Please feel _____ to ask questions at any time.

- 3 Put the final part of this presentation in the right order 1–12.

- ___ a bring immediate results. So, to
- ___ b we need to listen. Then
- ___ c for listening. Are
- ___ d see from this
- ___ e summarize, there are three
- ___ f brings me to the end of my presentation. Thanks
- ___ g ways to respond to our customers. First,
- ___ h So, as you can
- ___ i we need to be seen to be listening and reacting. OK, that
- ___ j there any questions?
- ___ k diagram, thinking about our customers can
- ___ l we need to act. And finally,

Language at work | Superlative forms

Superlative forms

Form

- 1 Add *-est* to one- and some two-syllable adjectives and to adverbs with the same forms as adjectives, e.g. *fast*, *straight*, *high*.

small ***smallest***
fast ***fastest***

- 2 If the adjective or adverb ends in *-y*, change the *-y* to an *-i* and add *-est*.

early ***earliest***

- 3 Double the consonant after a vowel at the end of short adjectives.

hot ***hottest***
big ***biggest***
thin ***thinnest***

- 4 Some adjectives and adverbs are irregular.

good / well ***best*** *bad / badly* ***worst***

- 5 Add *most* to two- or more syllable adjectives and adverbs ending in *-ly* (except *early*).

accurate ***most accurate***
quickly ***most quickly***

- 6 Also add *most* to adjectives ending in *-ed*.

pleased ***most pleased***
tired ***most tired***

- 7 Don't use *most* with an *-est* superlative.

Do say: *She is **the best** boss in the company.*
Don't say: *She is ~~the most best~~ boss in the company.*

- 8 In most sentences, use *the* before the superlative.

Do say: *This is **the fastest** car on the road.*
Don't say: *This is ~~fastest~~ car on the road.*

Use

- 1 To describe the maximum or minimum.
*This has **the largest** memory of any laptop.*
- 2 To place something in a position after first place.
*We're **the second biggest** supplier in this market.*
- 3 Followed by the present perfect to describe our experience of something.
*It was **the worst** food I've ever tasted.*

Language tip

Don't use *the* in certain phrases.

Do say: *It's **best** to arrive early.*
Don't say: *It's ~~the best~~ to arrive early.*

1 Correct these sentences.

- 1 Face-to-face communication is still the ~~most best~~ way of doing business. best
- 2 I think ~~quickest~~ way to send it, is by courier. _____
- 3 Microsoft must still be the ~~more~~ influential company in the whole world. _____
- 4 It's the ~~most~~ beautiful place we ever visited. _____
- 5 Since taking this job, I'm the ~~boredest~~ I've ever been. _____
- 6 We don't want to be a ~~second most~~ successful. We want to be number one! _____
- 7 What's the ~~biggest~~ order you ever received? _____
- 8 My boss is the ~~most busiest~~ person in the company. _____

2 Complete this article with words from the list. If necessary, change the word to a superlative form.

bad good few (x2) flexible second
the has

Age at work

They forget things. They don't work in teams. They can't adapt to ¹ the latest technology. These are often the reasons given for not employing older employees. But new findings show that the ² _____ workers are not necessarily the slowest and in fact slower workers often make the ³ _____ errors.



Jutta Kray of Saarland University in Germany, who specializes in this area of research, did find that when it comes to being the most ⁴ _____ and quickest at decision-making, older people come ⁵ _____ best to their younger counterparts. In a world which demands the greatest speed of thought the business environment ⁶ _____ ever known, this is clearly a disadvantage. But Kray also found in other tests that the 'inflexible old' made the ⁷ _____ number of errors in certain tasks, so for some jobs the older employee may be the ⁸ _____ suited.

