

# 4 | New products

## Learning objectives in this unit

- Talking about new products and the stages in their development
- Talking about the development of products using the past simple
- Showing interest
- Giving a report

## Case study

- Re-launching an exhibition centre

## Starting point

- 1 What new products can you buy at the moment? Think about the following areas.
  - electronic gadgets
  - food and drink
  - health and beauty
- 2 How do companies create new products?
- 3 What makes a product successful?
- 4 Do you often try new products or do you usually keep to one brand?

## Working with words | The development process

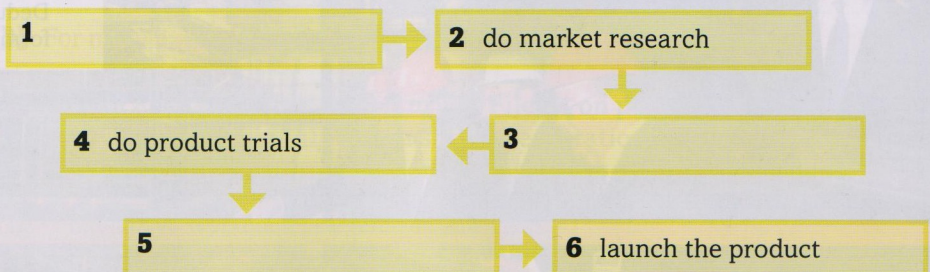


**1 18▶** Listen to an interview about the development of a range of clothing, Fat Face, and answer the questions.

- 1 Where were the two friends working?
- 2 Why did they start making T-shirts?
- 3 Where did they print the T-shirts?
- 4 Why did they call the company Fat Face?
- 5 How do they describe their product?

**2 18▶** Complete the flow chart for the development of Fat Face with the words from the list. Then listen to the interview again and check your answers.

*brand the product    design the product    have the original idea*



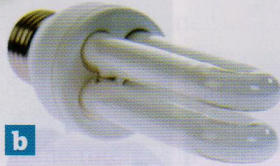
3 Work with a partner. Discuss why each stage in 2 is important.

Example: You do product trials to find out if the public like the product.

4 Look at texts 1–4, which describe four new products. Match the texts to pictures a–d.



a



b



c



d

1 A well-designed piece of office furniture. Comes with very user-friendly assembly instructions.

2 A simple and functional item. Frequent travellers like it as it is compact and can fit easily into a washbag or overnight bag.

3 Travel in style with this brand new stylish and attractive, yet practical, item.

4 If you haven't already made the switch, do it now, if only because it's more economical.

5 Match 1–8 below to definitions a–h.

- |                      |                                   |
|----------------------|-----------------------------------|
| 1 practical ____     | a costs less to run               |
| 2 economical ____    | b easy to use                     |
| 3 attractive ____    | c fashionable and good to look at |
| 4 functional ____    | d useful                          |
| 5 stylish ____       | e small                           |
| 6 user-friendly ____ | f useful with little decoration   |
| 7 well-designed ____ | g beautiful                       |
| 8 compact ____       | h planned and made well           |

» For more exercises, go to Practice file 4 on page 108.

6 Work with a partner. Take turns to describe different products you have or use, for example your mobile phone, car, coat, bag, or PC.

Example: My car wasn't cheap, but it is very economical because it doesn't use much petrol.

7 Work in a small group. Your company is launching a new product or service. Describe this product or service to your group, using the ideas below to help you.

- product or service brand
- product or service development
- description of the product or service

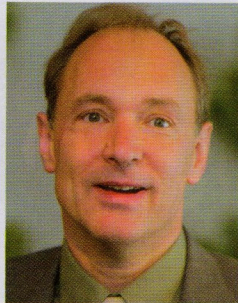
» Interactive Workbook » Glossary

Tip | cheap or economical

Cheap means that something does not cost very much. Economical means spending less on something over a period of time.

## Language at work | Past simple

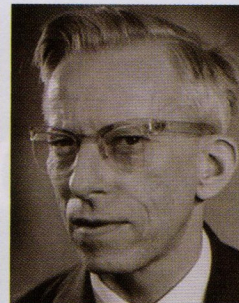
- 1** Work with a partner. Look at pictures 1–4 and match the inventors with inventions a–d.



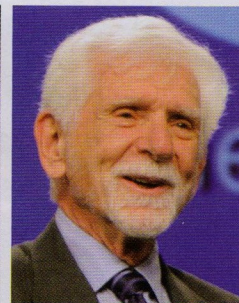
**1** Tim Berners-Lee \_\_\_\_



**2** Sabeer Bhatia \_\_\_\_



**3** Otto Wichterle \_\_\_\_



**4** Martin Cooper \_\_\_\_

- a 1961 Contact lenses      c 1991 World Wide Web  
b 1973 Mobile phones      d 1996 Hotmail

- 2** 19▶ Listen to the beginning of a radio programme about inventors and check your answers.

- 3** 20▶ Listen to the second part of the radio programme and answer the questions.

- 1 What did Sabeer study in California?
- 2 Where did he get his first job?
- 3 Who did he meet there?
- 4 Why did Sabeer tell Jack to hang up his cell phone?
- 5 Why did they call the service 'Hotmail'?
- 6 How much did their first sponsor invest in their idea?
- 7 When did they launch Hotmail?
- 8 How much did Microsoft pay for Hotmail?

- 4** Look at these sentences about Sabeer Bhatia and match them to the rules about the past simple.

- 1 He arrived in the USA in 1988.
- 2 He didn't finish his doctorate.
- 3 He sold the company in 1997 for \$400 million.
- 4 Why did he leave Microsoft?

Use the *past simple* to talk about finished actions in the past.

a The *past simple* form of regular verbs ends in *-ed*.

**Example:** \_\_\_\_\_

b The *past simple* form of irregular verbs does not end in *-ed*.

**Example:** \_\_\_\_\_

c The negative is formed by using *didn't* with the infinitive of the main verb.

**Example:** \_\_\_\_\_

d In questions we generally use *did* + subject + infinitive of the main verb.

**Example:** \_\_\_\_\_

### Tip | pronunciation of regular past *-ed* endings

The *-ed* ending is only pronounced as an extra syllable when the final sound of the infinitive is /t/ or /d/.

*need* – *needed*

*decide* – *decided*

*want* – *wanted*

*invite* – *invited*

- 5 Complete the text about Tim Berners-Lee using the past simple form of the verbs in brackets.

### The Man Behind The World Wide Web

Tim Berners-Lee <sup>1</sup> \_\_\_\_\_ (be born) in London, England on 8 June 1955. He <sup>2</sup> \_\_\_\_\_ (study) physics at Oxford University, where he <sup>3</sup> \_\_\_\_\_ (build) his first computer. He <sup>4</sup> \_\_\_\_\_ (have) several jobs before he <sup>5</sup> \_\_\_\_\_ (become) an independent consultant. During this time he <sup>6</sup> \_\_\_\_\_ (spend) six months in Geneva, Switzerland, where he <sup>7</sup> \_\_\_\_\_ (write) his first program for storing information. He <sup>8</sup> \_\_\_\_\_ (call) the program 'Enquire', but he <sup>9</sup> \_\_\_\_\_ (not publish) it. In 1990 he <sup>10</sup> \_\_\_\_\_ (start) work on the World Wide Web project, which first <sup>11</sup> \_\_\_\_\_ (appear) on the Internet in 1991.

In 1994 Tim <sup>12</sup> \_\_\_\_\_ (set up) the World Wide Web Consortium at the Massachusetts Institute of Technology. Today he is the Director of this Consortium, which coordinates web development worldwide.

» For more information and exercises, go to **Practice file 4** on page 109.

- 6 Work with a partner. Ask and answer questions about Martin Cooper. Student A, turn to File 06 on page 136. Student B, turn to File 37 on page 143.
- 7 Work with a partner. Take turns to write down an important date, place, and person in your life, preferably not connected. Ask and answer as many questions as possible about the words.

*Example:* A Why is Spain important? B I worked there.  
A How long did you work there? B For a year.

### Practically speaking | How to show interest

- 1 21▶ Tick (✓) four phrases which we use to show interest in what another person is saying. Then listen and check your answers.

___ Oh.	___ Oh really?
___ Did you?	___ No, it wasn't.
___ Yes, I did.	___ Thanks.
___ That's interesting!	___ Was it?

- 2 21▶ Listen again and complete the extracts with a phrase from 1.

1 A We went away for a change.	B _____
2 A We went to Monte Carlo.	B _____
3 A It was really exciting!	B _____
4 A The weather was fantastic.	B _____

- 3 Work with a partner. Practise the conversations in 2.
- 4 Write down four things you did last weekend. Then work with a partner. Take turns to have a conversation about the weekend. Make the conversation last as long as possible by asking questions with *What?*, *Who?*, *Where?*, *When?*, *How?*, and *Why?*



## Business communication | Giving a report

**1** Work with a partner. Look at the picture of a Podpad. What do you think it's used for? Compare your ideas with the advert in File 07 on page 136.

**2** **22▷** Listen to a meeting of festival organizers. The speaker is giving a report on her research into the use of Podpads. Answer the questions.

- 1 What was the purpose of the research?
- 2 Why did they choose Podpads?
- 3 Who put the Podpads up and took them down?
- 4 How many Podpads did they order?
- 5 How did the researchers attract people to take part in the research?
- 6 How many times did they speak to the people in the Podpads?
- 7 What did the farmers think of the Podpad team?
- 8 Was the experiment a success or a failure?

**3** **22▷** Work with a partner. Match 1–9 with a–i to make sentences. Then listen again and check your answers.

- 1 The purpose of our research was \_\_\_\_
- 2 We wanted to find out \_\_\_\_
- 3 Why did we choose Podpads? \_\_\_\_
- 4 First, \_\_\_\_
- 5 Then, \_\_\_\_
- 6 We spoke to \_\_\_\_
- 7 Finally, \_\_\_\_
- 8 We asked them \_\_\_\_
- 9 We found that \_\_\_\_

- a ... we visited the farmers who let us use their land.
- b ... Because they are much stronger than tents.
- c ... they were popular with both residents and farmers.
- d ... which accommodation would keep people dry in bad weather.
- e ... for their opinion of the company.
- f ... to find the most comfortable accommodation for visitors to outdoor festivals.
- g ... our Podpad residents after one night.
- h ... we contacted Podpads.com and ordered 50 Podpads.
- i ... we organized 50 people to sleep in them.

**4** Work with a partner. Put phrases 1–9 from **3** in the correct category.

Aim of the research	Reason for doing something	Order of the process	Reporting

» For more exercises, go to **Practice file 4** on page 108.

**5** Work with a partner. Your company has asked you to research places where employees can have a short sleep in the middle of their working day. Give a report on your research at a meeting. Student A, turn to File 08 on page 136. Student B, turn to File 38 on page 143. Then decide which one is better.

### Key expressions

#### Stating aims

The purpose of this research was ...

We wanted to find out ...

#### Giving reasons

Why did we ...? Because ...

#### Explaining the order of the process

First, we ...

Then, we ...

Finally, we ...

#### Reporting

We spoke to ...

We asked ...

We found that ...

**i** » Interactive Workbook »  
Phrasebank

**i** » Interactive Workbook » Email and » Exercises and Tests

## Re-launching an exhibition centre

### Background

#### The Millennium Dome disaster

The Millennium Dome was built in London to celebrate the beginning of the new millennium. The building housed a major exhibition which opened to the public on 1 January 2000. Many visitors were disappointed with the exhibition and access to the Dome by car was difficult. Consequently, the number of visitors was approximately half that expected and the project made a loss. Because of its unpopularity, when the Dome closed on 31 December 2000, there were no plans for its future and no sponsors to pay for its maintenance. As a result, it was reported that the empty building cost its owners £1 million every month.

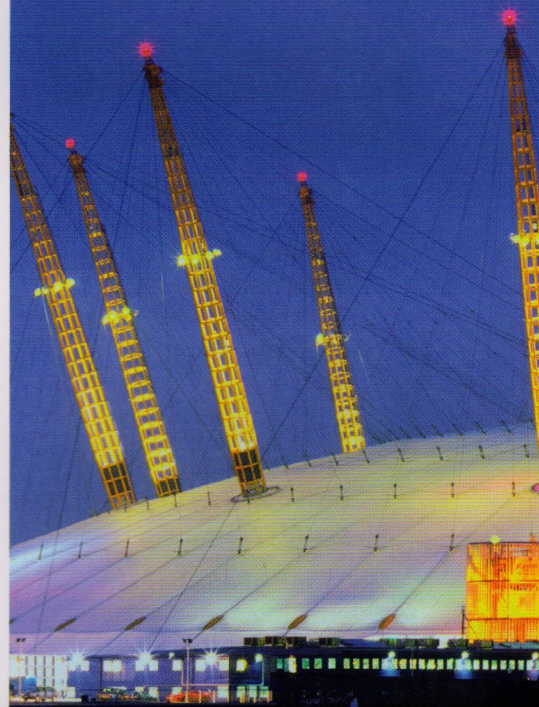
### Discussion

- 1 Why did the Millennium Dome project fail?
- 2 Why were no companies interested in investing in the Dome?
- 3 What could the site be used for?
- 4 Turn to File 09 on page 136 to read what happened.

### Task

Your city hosted Expo last year, but since it closed, the site has been empty. The planning department of your local government wants the site to be re-developed as soon as possible. You work for a company which would like to do this.

- 1 Work in a small group and decide what you could do with the site. Think about:
  - what it could be
  - how you decided this
  - what benefits it would bring
  - how you did your research
  - who you talked to
- Turn to File 10 on page 137 for some possible ideas to help you.
- 2 Prepare a report to present to the planning department of your local government. Include your aims, the reasons for your choice, how you did your research, and who you talked to.
- 3 Work in a different group. You are in a meeting of the planning department. Take turns to give a report at this meeting on your company's choice. Then have a vote on the best choice.
- 4 Go back to your original group from your company and explain which one was chosen and why.



## Case study

# Information files | 06–13

## File 06 | Unit 4

Language at work, Exercise 6, page 27

### Student A

Ask questions to complete the missing information about Martin Cooper, using the question words in *italics*. Do **not** include the information highlighted in yellow in your question. Then answer Student B's questions.

*Example:* Where was Martin Cooper born?

Martin Cooper was born in \_\_\_\_\_, in 1928. *Where?*

He studied \_\_\_\_\_, at the Illinois Institute of Technology. *What?*

In 1954 he started working for \_\_\_\_\_, where he helped develop portable products. *Who?*

At that time Motorola was in a race with Bell Laboratories to make \_\_\_\_\_. *What?*

The first private tests of the phone were in Washington and the first public demonstration was in New York on \_\_\_\_\_. *When?*

Cooper made the first call by cell phone to \_\_\_\_\_, at Bell Laboratories. *Who?*

In 1983 a smaller version of the phone went on sale for \_\_\_\_\_. *How much?*

Cooper became the \_\_\_\_\_ before he set up his own company called Arraycom. *What?*

## File 07 | Unit 4

Business communication, Exercise 1, page 28

If you find camping uncomfortable, then you've obviously never slept in a Podpad.

Podpads are the latest in outdoor accommodation. A portable wooden house with beds, curtains, electricity point, and solar panel, they make tents look positively primitive!

And that's not all.

When you arrive at the campsite, you will find your Podpad waiting for you; transported by us, built for you.

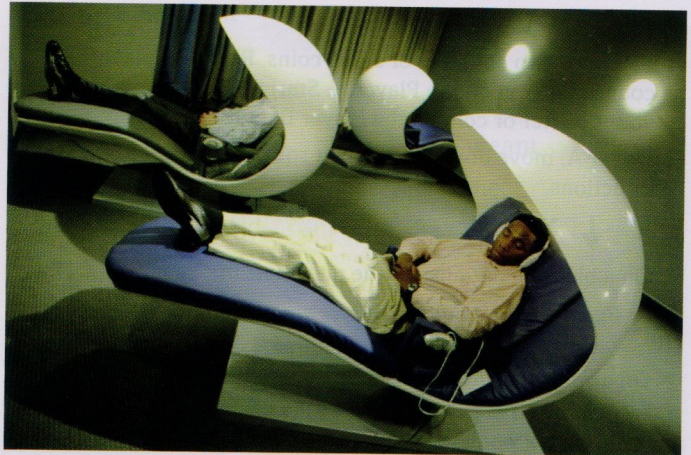
What could be easier?

To book your Podpad now, log onto [www.podpads.com](http://www.podpads.com)

Podpads for comfortable camping.

## File 08 | Unit 4

Business communication, Exercise 5, page 28



### Student A

You have researched the Energypod from Metronaps. Read the notes and give a report on your research.

#### Purpose:

- Find best place for employees to have a 20-minute sleep.

#### Why?:

- Employees work better in the afternoon after a short sleep.
- Metronaps can be installed anywhere.

#### What I did:

- Decide where to install one – R & D Department.
- Order one from Metronaps on trial.
- Organize interviews with employees.
- Speak to employees who used it and who didn't use it.

#### Result:

- Easy to sleep in, but want to be in another building.

## File 09 | Unit 4

Case study, Discussion, Exercise 4, page 29

In December 2001 Meridian Delta Ltd. proposed a plan to develop housing, shops, and offices on the land around the Dome, as well as to relaunch the building itself as a sports and entertainment centre. They put Anschutz Entertainment Group (AEG) in charge of running the new building. AEG then signed a sponsorship deal with the mobile phone company O2, and the building became known as The O2.

The O2 opened on 24 June 2007 as a major new sports and entertainment venue. The new building consists of a central 23,000-capacity indoor arena for live music or sports events, surrounded by a wide boulevard known as Entertainment Avenue. This contains a mixture of leisure attractions including an 11-screen cinema, exhibition space, a smaller live music venue, restaurants, bars, and cafés. The summer launch included a free concert by Bon Jovi followed by sell-out performances by Prince and Barbra Streisand in the O2 Arena. The O2 is now one of London's top entertainment venues and forms part of the London experience for tourists.

## File 10 | Unit 4

Case study, Task, Exercise 1, page 29

### Options

- an aquarium
- a shopping centre
- a multi-purpose indoor arena
- a theme park
- a business park
- an industrial estate
- a conference centre

### Possible benefits

- provide employment
- bring more business to city
- improve image of city
- attract visitors
- provide entertainment

### Factors to consider

- cost
- size of site
- transport
- benefit to local residents of different ages

### How you did the research

- email
- door-to-door
- phone
- in the street
- letter

### Who you talked to

- the local government / town council
- the national government
- local residents – what age groups, and families or single people?
- local business people and companies

## File 11 | Unit 5

Case study, Discussion, Exercise 4, page 35

Oxfam introduced an e-recruitment solution.

- All applications are monitored online.
- All unsuccessful applications can be stored in a talent bank.
- Applicants can update their skills in this bank.
- When there is an emergency, applicants are contacted through email.
- Money is saved because jobs are not advertised in national newspapers.
- Paper applications are put onto the system.
- The site is in four different languages, which helps recruitment abroad.
- Applicants can find out about the charity on the website.

## File 12 | Unit 5

Case study, Task, Exercise 1, page 35

### Student A

Look at the situation with the recruitment process six months ago and the progress made.

Six months ago	Progress made
Jobs were advertised in the national press every three months.	Had one meeting to discuss problems.
Hundreds of applications.	Talked to a company about an e-recruitment package.
Many candidates were unsuitable.	Agreed what the budget is.
Cost of advertising was very high.	
Only one part-time HR manager.	

## File 13 | Unit 6

Case study, Task, Exercise 1, page 41

### Company 1 – Nothing quite like home

I bought some furniture from this company. When I went into the shop, they offered me some coffee and there was a sofa to sit on. When I paid for the furniture, they gave me an envelope which had two balloons inside. They asked me to blow up the balloons on delivery day and put them outside my house. They said it would help the driver find my house and deliver on time. Ten days later they sent me some vouchers for that company to thank me for helping the driver.

### Company 2 – Gizgets

I bought a gadget from this company. The first thing that happened was that they sent me the wrong product. I rang them and they sent me another one immediately, but it was more expensive and better quality. Then, unfortunately, a few days later, I dropped it and broke it. It was my fault, but when I phoned the company asking for a replacement, they were so friendly and offered to give me another free one. It arrived the next day.

### Company 3 – Poochworld

I bought some products for my dog from this online company. A couple of weeks after they arrived, I got an email from the owner of the company asking me how my dog was getting on. I was also asked to send in a photo of my dog to go onto their website. People can visit the website and vote for their favourite dog each month. The winner receives a special bag of dog biscuits. I felt as if the company really wanted to get to know me and my dog.

### Company 4 – TV news

I went to this shop one day looking for a new flat-screen TV. I couldn't decide which one to buy, but the owner of the shop said I could take two of them home and try them. There was no time limit and I did not have to pay for them. I rang the shop at the end of the first week and said that I wanted to buy one of the TVs and so I paid for it over the phone. I offered to come straight back in with the other TV. However, they told me to bring it back when I was next in the area. When I went back to the shop, I was given a cup of coffee and treated as if I was a friend.



## File 37 | Unit 4

Language at work, Exercise 6, page 27

### Student B

Answer Student A's questions about Martin Cooper. Then ask questions to complete the missing information, using the question words in *italics*. Do **not** include the information highlighted in yellow in your question.

*Example: When was Martin Cooper born?*

Martin Cooper was born **in Chicago, USA** in \_\_\_\_\_ *When?*

He studied **electrical engineering** at \_\_\_\_\_ *Where?*

In 1954 he started working **for Motorola**, where he helped develop \_\_\_\_\_ *What?*

At that time Motorola was in a race with \_\_\_\_\_ to make **the first cell phone**. *Who?*

The first private tests of the phone were in \_\_\_\_\_ and the first public demonstration was in New York **on 3 April 1973**. *Where?*

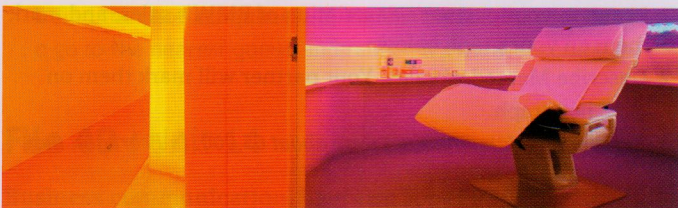
Cooper made the first call by cell phone to **Joel Engel** at \_\_\_\_\_ *Where?*

In \_\_\_\_\_ a smaller version of the phone went on sale **for \$3,500**. *When?*

Cooper became the **Corporate Director of Research and Development for Motorola** before he set up his own company called \_\_\_\_\_ *What?*

## File 38 | Unit 4

Business communication, Exercise 5, page 28



### Student B

You have researched the Yelocab in the Yelo complex opposite your office building. Read the notes and give a report of your research.

#### Purpose:

- Find best place for employees to have a 20-minute midday sleep.

#### Why?:

- Employees work better in the afternoon after a short sleep.

#### What I did:

- Choose ten employees to try it out.
- Rent a Yelocab for one month.
- Put it outside the main office building.
- Interview these ten employees on different days.

#### Result:

- Yelocabs are very relaxing, but employees are not happy about paying for them themselves.
- Speak to Sales Director to negotiate a deal for all employees.

## File 39 | Unit 5

Case study, Task, Exercise 1, page 35

### Student B

Look at the situation with retaining staff six months ago and the progress made.

Six months ago	Progress made
85% of employees – women under 35.	Now 20% men.
Average length of stay in organization – 18 months.	Extended full pay for women on maternity leave to 20 weeks.
Benefits – 20 days paid holiday a year.	Increased holiday to 25 days a year.
Full pay for women on maternity leave for six weeks.	

## File 40 | Unit 7

Working with words, Exercise 5, page 43

### Student B

Have conversations with your partner for these situations.

- 1 You are a hotel receptionist. Student A is a guest. Respond to his / her questions. Invent your answers.
- 2 You are a passenger at an airport and you need to fly to Oslo urgently. Student A works at the ticket office. Ask
  - for the time of the next plane to Oslo

*Example: What time does the next plane to Oslo leave?*

  - for a one-way ticket
  - what time the plane lands
  - which terminal the plane lands at.

## File 41 | Unit 7

Language at work, Exercise 8, page 45

### Student B

- 1 You are staying at a hotel near Hong Kong station. You have a flight home from Chek Lap Kok Airport tomorrow morning at 10.30 a.m. Find out the following information.

**Transport:** Best way to get there? Time needed to get there? Cost? Number of trains per hour? First train in morning?

**Check in:** Where? Check-in desks for Cathay Pacific? Opening time of check-in desks?

**Shopping:** Presents for family – any good shops at airport?
- 2 You are a receptionist at the Dom Pedro Palace Hotel in Lisbon. Student A will call you to ask for information. Use this information to answer his / her questions.

**Location:** In centre of Lisbon, 7 km from Lisbon International Airport. Low-cost minibus to hotel.

**Facilities include:** 263 rooms (all air-conditioned with Internet access), 20 meeting rooms, Italian restaurant, cocktail bar, sports and health facilities, shops.

**Other business facilities:** Business centre on 2nd floor.

**Leaving and arriving:** Check out before midday, check in after 2.00 p.m.