

C clauses of contrast and purpose; *whatever, whenever, etc.*

V business and advertising

P changing stress in nouns and verbs

A test of honesty

1 READING & LISTENING

- a Look at the title of the article and the photos. Try to guess what the article is about.
- b Read *Honest workers or thieves?* and check. Then in pairs, cover the article and say what you can remember about...
- 1 Paul Feldman's original job.
 - 2 the incident that made him decide to change his job.
 - 3 how the 'bagel habit' started, and what it consisted of.
 - 4 why he started asking for money, and the proportion of people who paid.
 - 5 his friends' and family's reaction to his change of job.
 - 6 how his business progressed.
 - 7 the economic experiment he had (unintentionally) designed.
- c You are going to hear an American economist talking about Paul Feldman's experiment. Before you listen, in pairs, predict the answers to the questions.
- 1 What do you think the average payment rate was?
a 70–80% b 80–90% c 90–100%
 - 2 Were smaller offices more or less honest than big ones?
 - 3 How often has the cash box been stolen?
 - 4 Did people 'cheat' more during good or bad weather?
 - 5 Did people 'cheat' more or less before Christmas? Why?
 - 6 Who 'cheated' more, executives or lower status employees?

- d **7.5** Listen and check your answers to c.
- e Listen again and choose a, b, or c.
- 1 More people paid in Feldman's own office...
a after he had caught somebody stealing.
b because he asked them personally for the money.
c because the workers were his colleagues.
 - 2 Feldman eventually stopped selling bagels to...
a a company where less than 80% paid for their bagels.
b a company where the money box got stolen.
c a company where less than 90% paid for their bagels.
 - 3 People are more honest in smaller companies because...
a they are more likely to get caught.
b they would be more embarrassed about being caught.
c there is more control from the management.
 - 4 People 'cheat' more...
a after a day off.
b before all public holidays.
c before some public holidays.
 - 5 Which of these people is most likely to pay?
a An employee who doesn't like his boss.
b An executive who is very popular with his staff.
c An employee who likes the company where he works.

Honest workers or thieves? Take the bagel test.

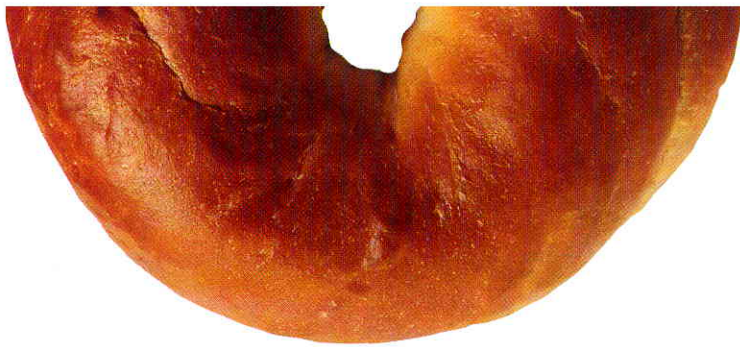
Once upon a time, Paul Feldman dreamed big dreams. Trained as an agricultural economist, he wanted to tackle world hunger. Instead, he took a job in Washington, analysing weapons expenditures for the US Navy. He held senior-level jobs and earned good money, but he wasn't fully engaged in his work. At the office Christmas party, colleagues would introduce him to their wives not as 'the head of the public research group' (which he was) but as 'the guy who brings in the bagels'.

The bagels had begun as a casual gesture: a boss treating his employees whenever they won a research contract. Then he made it a habit. Every Friday, he would bring in some bagels, a serrated knife, and cream cheese. When employees from neighbouring floors heard about the bagels, they wanted some too. Eventually he was bringing in 15 dozen bagels a week. In order to recoup his costs, he set out a cash basket and a sign with the suggested price. His collection rate was about 95 per cent; he attributed the underpayment to oversight, not fraud.

In 1984, when his research institute fell under new management, Feldman decided to quit his job and sell bagels. His economist friends thought he had lost his mind, but his wife supported him.

Driving around the office parks that encircle Washington, he solicited customers with a simple pitch: early in the morning, he would deliver some bagels and a cash basket to a company's snack room; he would return before lunch to pick up the money and the leftovers. Within a few years, Feldman was delivering 8,400 bagels a week to 140 companies and earning as much as he had made as a research analyst.

He had also, quite without meaning to, designed a beautiful economic experiment. By measuring the money collected against the bagels taken, he found it possible to tell, down to the penny, just how honest his customers were. Did they steal from him? If so, what were the characteristics of a company that stole versus a company that did not? In what circumstances did people tend to steal more, or less?



f If Feldman left a basket of bagels in your school, what proportion do you think would pay?

How do you feel about people...?

- downloading music and films from the Internet without paying
- buying pirate DVDs / CDs
- photocopying a book
- taking home pens, paper, etc. from the office or school
- keeping a library book
- buying designer goods which they know are fakes
- not saying anything when a shop assistant gives back too much change

2 VOCABULARY business and advertising

a Look at the *Honest workers or thieves?* article again and find words which mean...

- _____ the person who is in charge of a group or department in a company (paragraph 1)
- _____ a person who works in the same company as you (paragraph 1)
- _____ an employer (paragraph 2)
- _____ people who work for somebody (paragraph 2)
- _____ people who buy a product from a shop or company (paragraph 5)

b p.156 Vocabulary Bank *Business and advertising*.

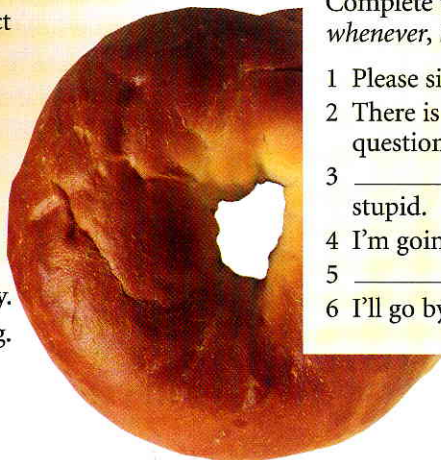
c Do the business quiz with a partner.

What's the difference between...?

- an employer / an employee
- a customer / a client
- the boss / the staff
- set up a company / take over a company
- sack somebody / make somebody redundant
- export a product / import a product

Name a business or company in your town / city which...

- is part of a well-known chain.
- is a multinational.
- started as a small family business and then became much bigger.
- was taken over by another company.
- spends a lot of money on advertising.



3 PRONUNCIATION changing stress in nouns and verbs

Some words change their stress depending on whether they are verbs or nouns. The nouns are usually stressed on the first syllable, e.g. *an export*, *a record* and the verbs on the second syllable, e.g. *to export*, *to record*. Words like this include: *increase*, *decrease*, *import*, *permit*, *produce*, *progress*, *record*, *refund*, *transport*.

a Read the information in the box and practise saying each word both ways, as a verb and as a noun.

b Underline the stressed syllable on the highlighted word.

- We're making good **progress** with the report.
- The new building is **progressing** well.
- We **export** to customers all over the world.
- One of our **main exports** is wine.
- A** Can you **refund** me the cost of my ticket?
B Sorry, we don't **give refunds**.
- Sales have **increased** by 10% this month, so there has been an **increase** in profits.
- The demand for organic **produce** has grown enormously.
- Most toys nowadays are **produced** in China.
- They are planning to **transport** the goods by sea.
- There has been a rise in the number of people using **public transport**.

c 7.6 Listen and check. Practise saying the sentences.

MINI GRAMMAR

whatever, whenever, etc.

The bagels had begun as a 'thank you' to his employees **whenever** they won a research project.

We use *whenever* to mean 'at any time' or 'it doesn't matter when', e.g. *Come and see me **whenever** you like*.

We can also use:

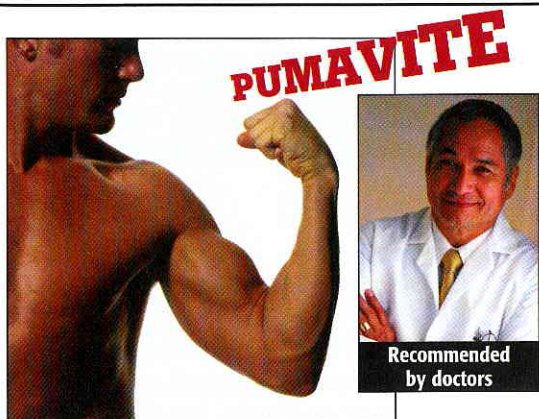
whatever (= any thing), *whichever* (= any thing, from a limited number), *whoever* (= any person), *however* (= it doesn't matter how), *wherever* (= any place). They also have the meaning *it doesn't matter what / which / who / how / where*, etc.

Complete the sentences with *whatever, whichever, whoever, whenever, however, or wherever*.

- Please sit _____ you like.
- There is a prize for _____ can answer the question first.
- _____ she opens her mouth she says something stupid.
- I'm going to buy it _____ expensive it is!
- _____ I give her, it's always the wrong thing.
- I'll go by bus or train, _____ is cheaper.

4 GRAMMAR clauses of contrast and purpose

- a Read the advert below. Would you try *Pumavite*? Why (not)?



'I slept my way to fitness'

No exercise – but now Simon has muscles to die for!

Simon Sloth had never been a great one for exercise. With three children and a busy job there was very little time for the gym.

But then Simon discovered **PUMAVITE** tablets, an exclusive product marketed by Cure Everything Pharmaceuticals. A three-month course of the tablets has transformed him!

'You take it at night,' explains Simon, 'and its special secret ingredient gets to work immediately.' **PUMAVITE** contains plant extracts from the Andes and complex vitamins. Together these produce exactly the same effect as a two-hour workout at the gym or swimming pool.

'**Pumavite** is absolutely fantastic and a miracle cure for people like me. It is guaranteed to work and is the best investment I have ever made,' says Simon.

'I slept my way to fitness!'

Only £500
for a three-month supply
Limited stocks –
offer closes
on March 31st!

- b Read the magazine article. Tick the 'tricks' that the *Pumavite* advert uses.

How advertisers win our hearts and minds... and get our money

There's no such thing as a free lunch

'Get a free camera when you subscribe to our magazine for two years.' There's something about the word 'free' that immediately attracts us – something for nothing – I want it! The idea makes us feel clever, as if we've got the better of the company. But that camera (which will probably break as soon as you get it out of the box) wasn't a gift at all. In spite of ¹ _____, its price was really included in the magazine subscription.

Buy now while stocks last!

'There are only a few left! And after they've been sold, there won't be any more available.' What happens when we read or hear these words? Even though ² _____, maybe don't even like them, we immediately want to be among the lucky few who have them. But no manufactured products are ever scarce. Do you really think the manufacturers of that 'limited edition' DVD couldn't produce a few more, if they thought they could sell them?

Just sign your name here – and give us your address

'Just fill in this form for ³ _____.' Do you think manufacturers really want to spend their money on sending you a free brochure? It costs them to produce it and to mail it. In fact, these kinds of adverts are really produced so as to ⁴ _____. From then on, they will bombard you with more direct advertising, probably passing on your name and address to other companies too.

- c Read the article again with the glossary and complete it with the phrases below.
- A free information
 - B the actress is holding the product in the photo
 - C get us to believe it
 - D get your personal details
 - E we can't fail to get the message
 - F demonstrate the amazing effects of their product
 - G we don't really need the products
 - H the advert saying it was free
- d Look at the eight phrases again, and the highlighted word(s) immediately before them. Which ones express a contrast? Which ones express a purpose?
- e p.144 Grammar Bank 7B. Read the rules and do the exercises.

5 SPEAKING

Everybody's doing it

And everybody can't be wrong, so the product must be fantastic. In order to ⁵ _____, they use expressions like, 'It's the new sensation sweeping the country', 'People just can't get enough of them', 'Record sales', 'Unbelievable response!' and combine this with a photograph of a large group of people, so that ⁶ _____. But don't be fooled. Even if it everybody is doing it (and they may not be), everybody can be wrong.

The camera never lies, or does it?

Adverts frequently use 'real people' to ⁷ _____ on our health or fitness. But of course the person in the advert or TV commercial is a gym-toned model!

Trust me I'm a doctor (or a celebrity)

If a celebrity is using the product, it must be fantastic. If a doctor recommends it, it must work. The bigger the authority, the more powerful the advertising message is. But be careful. Although ⁸ _____, do you really think she colours her hair with it at home? Do the authorities mentioned really exist? 'My dog biscuits are recommended by the International Association of Dog Nutritionists' (an organization I started last week). 'A recent study found that my lemonade tastes better than any other brand' (my mother liked it better).

Glossary

- subscribe** pay money regularly in order to receive sth
get the better of to defeat sb / sth or gain an advantage
available able to be bought or found
be scarce there is not much of it
bombard 'attack' sb with e.g. too many questions, too much information
be fooled be tricked

f Sentence race. Try to complete all the sentences in two minutes.

- 1 The customer took the shoes back to the store to...
- 2 Even though I was really late, my boss...
- 3 She applied for a job with a company in London so that...
- 4 He got promoted to branch manager despite...
- 5 Most of the staff don't like the new MD, although...
- 6 He left the company he used to work for in order to...
- 7 Although Jim was the hardest worker in the company, ...
- 8 In spite of a huge marketing campaign, ...
- 9 I went to our head office in New York for...
- 10 I think the advertising of cigarettes and alcohol should be banned, so as not to...

GET IT RIGHT stress in word families

- Underline the stressed syllable in this word family. Be careful – the stress is different on one of the words:
advertise advertisement / advert advertiser
- You can also use the abbreviation *ad* when talking about advertisements, and *commercial* to talk about an advertisement on TV or radio.

Talk in small groups.

- 1 Are there any products that you have bought recently...
 - a because of the adverts?
 - b in spite of the adverts?
- 2 Have you bought something recently which wasn't as good as the advertisement made you think?
- 3 Are there any adverts which make you *not* want to ever buy the product? Why do they have this effect on you?
- 4 Do you think people should be allowed to advertise the following? Why (not)?
 - alcoholic drinks
 - expensive children's toys
 - junk food
 - political parties
- 5 How successful do you think the following forms of advertising are?
 - cold-calling
 - leaflets / brochures in your letter box
 - junk emails
 - website pop-ups
 - sports sponsorship
- 6 Think of adverts which use the following to sell a product:
 - a celebrity
 - an authority (e.g. a doctor)
 - a good song
 - something free
 - humour
 - a good slogan
 - a story
 - animals or nature
- 7 Which of the above marketing techniques might influence you to buy the product?



7A structures after *wish**wish* + past simple, *wish* + *would* / *wouldn't*

- I wish I **was** taller!
My brother wishes **he could** speak English better.
- I wish the bus **would come**. I'm freezing.
I wish you **wouldn't leave** your shoes there. I almost fell over them.

- Use *wish* + past simple to talk about things you would like to be different in the present / future (but which are impossible or unlikely).
 - After *wish* you can use *was* or *were* with *I*, *he*, *she*, and *it*, e.g. *I wish I were taller*.
- Use *wish* + person / thing + *would* to talk about things we want to happen, or stop happening because they annoy us.

⚠ You can't use *would* for a wish about yourself, e.g. NOT *I wish I would...*

wish + past perfect

- I wish **you had told** me the truth.
I wish **I hadn't bought** those shoes.

Use *wish* + past perfect to talk about things that happened or didn't happen in the past and which you now regret.

⚠ You can also use *If only* instead of *I wish* with these tenses, e.g. *If only the bus would come. If only I hadn't bought those shoes.*

7B clauses of contrast and purpose

clauses of contrast

- Although** the weather was terrible, we had a good time.
I went to work **even though** I was ill.
I like Ann **though** she sometimes annoys me.
- In spite of / Despite** his age, he is still very active.
being 85, he is still very active.
the fact that he's 85, he is still very active.

- Use *although*, *though*, *even though* + a clause.
- Although* and *even though* can be used at the beginning or in the middle of a sentence.
- Even though* is stronger than *although* and is used to express a big or surprising contrast.
- Though* is more informal than *although*. It can only be used in the middle of a sentence.
- After *in spite of* or *despite*, use a noun, a verb in the *-ing* form, or *the fact that* + subject + verb.

⚠ Don't use *of* with *despite* NOT *Despite of the rain...*

clauses of purpose

- I went to the bank **to**
in order to talk to my bank manager.
so as to
- I went to the bank **for** a meeting with my bank manager.
- I went to the bank **so that** I could take out some money.
- I wrote it down **so as not to** forget it.

- Use *to*, *in order to*, *so as to*, *for* and *so that* to express purpose.
- After *to*, *in order to*, and *so as to* use an infinitive.
- Use *for* + a noun, e.g. *for a meeting*.

⚠ You can also use *for* + gerund to describe the exact purpose of a thing, e.g. *This liquid is for cleaning metal.*

- After *so that*, use a subject + modal verb (*can*, *could*, *would*, etc.).
- To express a negative purpose use *so as not to* or *in order not to* NOT *not to*. You can also use *so that* + subject + *wouldn't*, e.g. *I wrote it down so that I wouldn't forget it.*

7C relative clauses

defining relative clauses

- She's the woman **who / that lives next door**. That's the book **which / that won a prize**.
- That's my neighbour **whose dog never stops barking**.
- James is the man (**who**) I met at the party. That's the shop (**which**) I told you about.
- My sister's the only person **to whom I can talk**. My sister's the only person (**who**) I can talk to.
That's the drawer **in which** I keep my keys.
- She told me **what she had seen**. **What I like best about London** is the parks.

- Use *who*, *which*, *whose*, *whom*, and *what* to introduce a defining relative clause, i.e. a clause which gives essential information about somebody or something.
- You can use *that* instead of *who* / *which*.
- Use *whose* to mean 'of who' or 'of which'.
- When *who* or *which* are the object of the verb in the relative clause, you can leave them out.
- After a preposition, use *whom* for a person and *which* for a thing.
In informal English, it is more common to leave out the relative pronoun and put the preposition after the verb.
- Use *what* as a relative pronoun to mean 'the thing' or 'things which'.

non-defining relative clauses

- My aunt, **who doesn't like cats**, was given a kitten for Christmas.
The palace, **which was built in the 12th century**, is visited by thousands of tourists.
- Adriana hasn't come to class for two weeks, **which is a bit worrying**.

- A non-defining relative clause gives extra, non-essential information about a person or thing.
- In written English, this kind of clause is separated by commas, or between a comma and a full stop.
- You can't use *that* instead of *who* / *which*.
- Which* can also be used to refer to the whole of the preceding clause.

7A

a Circle the correct form.

- I wish I was / *would be* thinner! My clothes don't fit me!
- I wish I *had* / *would have* blonde hair!
 - She wishes her parents *lived* / *would live* nearer.
 - You're driving too fast. I wish you *would drive* / *drove* more slowly.
 - I wish it *stopped* / *would stop* raining. I want to go out for a walk!
 - Ben's been wearing the same clothes for years. I wish he *bought* / *would buy* some new clothes.
 - Chloe wishes she *knew* / *would know* how to play the guitar.
 - I'm cold. I wish my flat *had* / *would have* central heating.
 - Their TV is really loud. I wish they *turned* / *would turn* it down.

b Write a sentence with *I wish* + past perfect.

- I spent all my money last night and now I'm broke.
I wish I hadn't spent all my money last night
- I left my camera in the car and someone stole it.
 - I didn't set my alarm clock, so I was late for work.
 - I bought a house in the country, but I really miss the city centre.
 - I dropped my phone in the bath and now it doesn't work.
 - Unfortunately, I couldn't go to your party.
 - I didn't have a holiday last year and now I'm really stressed.

7B

a Complete the sentences with *one* word.

- We're happy in our new house, though there's a lot to do.
- We enjoyed our holiday _____ the weather.
 - Carl doesn't like spending money _____ though he's very rich.
 - They went to the airport _____ catch a plane.
 - Sandy made a note of his number so _____ not to forget it.
 - My mother called the doctor's in _____ to make an appointment.
 - Guy passed the exam in _____ of the fact that he hadn't studied much.
 - Angela took a jacket so _____ she wouldn't get cold.
 - _____ the service was poor, the meal was delicious.
 - I went home _____ a shower before I went out.
 - _____ being late, he stopped for a coffee.

b Rewrite the sentences.

- Despite playing badly, they won the match.
Even though *they played badly*, *they won the match*.
- We took a taxi so as not to arrive late.
We took a taxi so that...
 - Despite earning a fortune, she drives a very old car.
Although...
 - Everyone saw the film even though the reviews were terrible.
Everyone saw the film in spite of...
 - The plane managed to land despite the very thick fog.
The plane managed to land even though...
 - I told her I liked her jacket so that I wouldn't offend her.
I told her I liked her jacket so as...
 - The manager called a meeting so as to explain the new policy.
The manager called a meeting in order...

7C

a Right (✓) or wrong (✗)? Correct the wrong sentences.

- That's the man I met on the bus. ✓
She's the woman who her daughter works with me. ✗
whose daughter works
- This is the programme I was telling you about.
 - Is this the train that it goes to the mountains?
 - She told her boss she'd overslept, that was absolutely true.
 - My son, that is very tall, enjoys playing basketball.
 - The employee to who I spoke gave me some incorrect information.
 - Everyone in my family always eats that I cook.
 - The Canary Islands, which are situated off the coast of Africa, are a popular tourist destination.
 - The woman who suitcase disappeared is a friend of mine.
 - Did you hear I just said?
 - The bag what I bought last week is already broken!

b Join the sentences with a relative pronoun. Be careful with the punctuation.

- I've just failed my driving test. It's a pity.
I've just failed my driving test, which is a pity.
- His girlfriend is very intelligent. She's an architect.
His girlfriend...
 - They gave us a present. This was a complete surprise.
They...
 - He was saying something. I didn't understand it.
I didn't understand...
 - A car crashed into mine. It was a Mini.
The car...
 - I spoke to a police officer. She was working on the reception desk.
The police officer...
 - We bought our computer two months ago. It keeps on crashing.
Our computer...
 - I left some things on the table. They aren't there any more.
The things...
 - It's too hot in my flat. This makes it impossible to sleep.
It's...

Business and advertising

1 Verbs and expressions

a Complete with verbs from the list.

become expand export import
 launch /lɔːntʃ/ manufacture
 market merge set up take over

- 1 _____ a company (= start)
- 2 _____ a product (= make in a factory)
- 3 _____ a product (= sell using advertising)
- 4 _____ materials (= buy from another country)
- 5 _____ your product (= sell to other countries)
- 6 _____ (= get bigger)
- 7 _____ the market leader (= be the most successful company)
- 8 _____ another company (= get control of)
- 9 _____ a new product, an advertising campaign (= show for the first time)
- 10 _____ with another company (= combine to make one single company)

b Do or make? Put the words or phrases in the right column.

business (with) a deal
 a decision a job
 market research
 money a profit
 somebody redundant

do	make

Can you remember the words on this page? Test yourself or a partner.

🔄 p.105

2 Organizations and people

a Organizations. Match the words and definitions.

a branch business / company / firm /fɜːm/ a chain
 head office a multinational

- 1 _____ a group of shops, hotels, etc. owned by the same person or company
- 2 _____ an organization which produces or sells goods or provides a service
- 3 _____ a company that has offices or factories in many countries
- 4 _____ the main office of a company
- 5 _____ an office or shop that is part of a larger organization

b People. Match the words and definitions.

a client /'klaɪənt/ a colleague /'kɒliːg/ a customer
 the (managing) director (MD) an employee an employer
 head of department manager the owner the staff

- 1 _____ the group of people who work for an organization
- 2 _____ a person who works for somebody
- 3 _____ a person or company that employs other people
- 4 _____ someone who buys goods or services e.g. from a shop
- 5 _____ someone who receives a service from a professional person
- 6 _____ a person who works with you
- 7 _____ the person who manages or controls a company or organization
- 8 _____ the person who owns a business
- 9 _____ a person who is in charge of a department in a company
- 10 _____ a person in charge of part of an organization, e.g. a branch

3 Advertising

Match the words / phrases and pictures.

- | | |
|--------------------------------|-------------------|
| advertisement / advert (or ad) | slogan /'sləʊgən/ |
| commercial | junk mail |
| logo /'ləʊgəʊ/ | cold-calling |

1



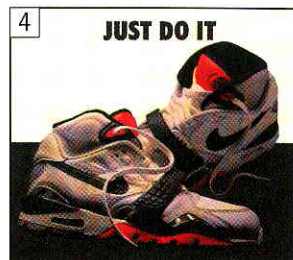
2



3



4



5



6

