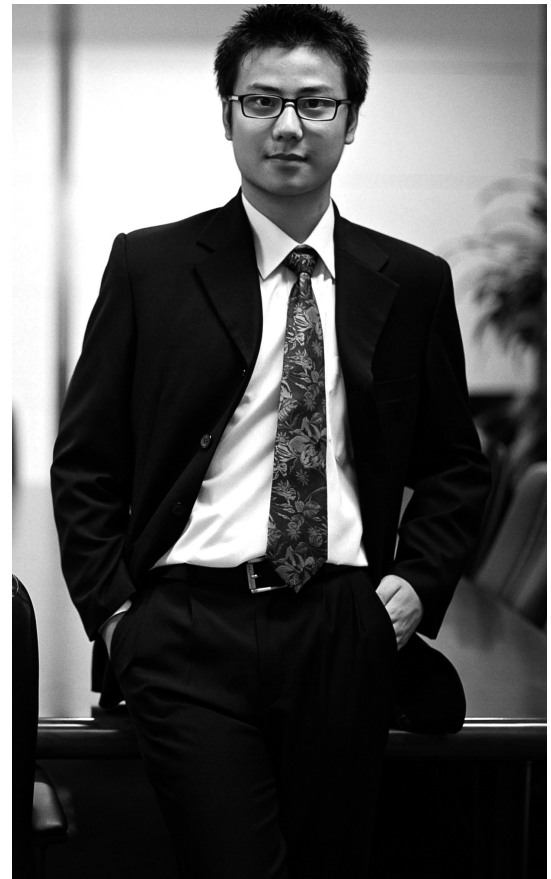


Reading and  
vocabulary**A** Rearrange the words to make phrases describing seven key qualities of successful entrepreneurs.

- 1 to drive inner succeed
- 2 themselves belief in strong
- 3 ideas and new innovation for search
- 4 to change openness
- 5 by competitive nature
- 6 energetic highly and motivated
- 7 constructive of rejection and criticism accepting

**B** Match the definitions below to the qualities in A.

- a All entrepreneurs have a passionate desire to do things better and improve their products or services. They are constantly looking for ways to improve. They're creative, innovative and resourceful.
- b Entrepreneurs are always on the move and full of energy. They have a strong desire to succeed and a lot of self-motivation.
- c All entrepreneurs are ambitious and determined to succeed. Entrepreneurs set massive goals for themselves and stay committed to achieving them, even when difficulties get in the way.
- d Innovative entrepreneurs are usually at the forefront of their industry so they often hear the words 'it can't be done'. They will change direction if the criticism is realistic and relevant, otherwise they will simply disregard the comments as pessimism. The best entrepreneurs know that rejection and difficulties are a part of any leading business.
- e Successful entrepreneurs often have a strong and assertive personality. They are focused and determined to achieve their goals and believe completely in their ability to achieve them. Their self-optimism can often be seen by others as arrogance.
- f Successful entrepreneurs believe the only way to reach their goals and live up to their self-imposed high standards is to compete with other successful businesses.
- g Entrepreneurs know the importance of keeping ahead of their industry and that the only way to be number one is to develop and change with the times. They're up to date with the latest technology and ideas and are always ready to change if they see a new opportunity arise.



## Grammar

## A Complete the table of nouns and adjectives used in B.

Noun	Adjective
	ambitious
	committed
	strong
	focused
	determined
ability	
optimism	
	passionate
	creative
	innovative
	resourceful
	competitive
motivation	
energy	
	driven

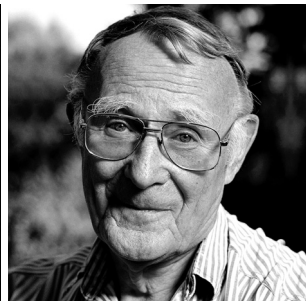
## B What company or product are these famous entrepreneurs associated with?

Richard Branson

James Dyson

Ingvar Kamprad

Stelios Haji-Ioannou



## C Complete these descriptions of the four entrepreneurs in B. Use nouns or adjectives from A above.

- Richard Branson is a famous British entrepreneur who seems to have unlimited e\_\_\_\_\_ for starting new businesses with the Virgin name. In fact, he is p\_\_\_\_\_ about promoting the Virgin brand. He is also very r\_\_\_\_\_, as much of the publicity for the Virgin brand is free, coming from his activities such as attempting to fly around the world in a hot air balloon.
- James Dyson, the inventor of the Dyson bagless vacuum cleaner, is an engineer, but he is also highly cr\_\_\_\_\_ and i\_\_\_\_\_. Unlike many entrepreneurs, who have built businesses in the service sector, Dyson is fully co\_\_\_\_\_ to manufacturing. He is d\_\_\_\_\_ that Britain should continue as a centre of manufacturing and design. To help in this, he is going to open the Dyson School of Design Innovation in Bath to encourage the next generation of entrepreneurs, engineers, designers and inventors.
- Ingvar Kamprad founded IKEA at the age of 17. At the start, Kamprad traded in a wide range of goods. Then, in 1947, he introduced furniture into the IKEA product line. In 1953, the first IKEA showroom opened. He did this because of c\_\_\_\_\_ pressures. IKEA was in a price war with its main c\_\_\_\_\_. The showroom allowed people to see, touch, feel and be sure of the quality before buying.
- Like all entrepreneurs, Stelios Haji-Ioannou, the founder of EasyJet, is a d\_\_\_\_\_ individual. His a\_\_\_\_\_ is to create an empire of 'Easy everything', from an airline to a cruise line, from hotels to car hire. Although not all his ideas have prospered, Stelios always has a strong sense of o\_\_\_\_\_ that his ideas will succeed.



**Communication**

**A** Complete this conversation between two friends about a holiday. Use the correct form of the words in the box. You will need to use some of the verbs more than once.

go be have think take do

- A:** (1) \_\_\_\_\_ just \_\_\_\_\_ a wonderful holiday in Greece.  
**B:** Really? Where (2) \_\_\_\_\_?  
**A:** We (3) \_\_\_\_\_ to one of the islands, Symi. It's quite close to Rhodes.  
**B:** Oh, what a coincidence. (4) \_\_\_\_\_ to Symi, too. The main town is really beautiful, isn't it?  
**A:** Yes, it (5) \_\_\_\_\_ but it gets a lot of day-trip visitors. It's really quiet in the evening, when they (6) \_\_\_\_\_.  
**B:** What (7) \_\_\_\_\_ during the day? Go to the beach?  
**A:** Most days, yes. But one day we (8) \_\_\_\_\_ a day trip to the Turkish mainland.  
**B:** And (9) \_\_\_\_\_ on one of those boat trips around the island?  
**A:** We (10) \_\_\_\_\_ about it, but in the end we (11) \_\_\_\_\_.  
**B:** And what about next summer? (12) \_\_\_\_\_ to go back to Symi?  
**A:** No, I think we've done Symi. I quite fancy (13) \_\_\_\_\_ on a cruise next year.

**B** This is a conversation between Horst from Germany and Judy from the UK, who have just met. Put the lines of the conversation in the correct order.



- a Yes, it is. There's plenty to do. \_\_\_\_\_
- b About half an hour. \_\_\_\_\_
- c Which part of Germany are you from, Horst? 1 \_\_\_\_\_
- d How long does it take? \_\_\_\_\_
- e I actually live in a small town called Blankinese. It's on the River Elbe, about 20 km from Hamburg, towards the coast. \_\_\_\_\_
- f Yes, it is now. I'm glad I bought my house 20 years ago when prices were more reasonable. \_\_\_\_\_
- g From Hamburg. Do you know it? \_\_\_\_\_
- h I take the S-bahn train. It goes right to the centre of Hamburg, near where I work. \_\_\_\_\_
- i That sounds very nice. I imagine it's a pretty expensive area, though. \_\_\_\_\_
- j I know it very well. I've been there on business many times. It's a really lively city. \_\_\_\_\_
- k And which part of Hamburg do you live in? \_\_\_\_\_
- l And how do you get to work from Blankinese? \_\_\_\_\_



Some cultures are very task-oriented and like to get down to business quickly. Other cultures are more relationship-oriented and put more emphasis on building relationships before they do business together.



- A** Here are some observations and comments about different cultures. Decide whether the culture concerned is task-oriented (T) or relationship-oriented (R).
- 1 It's common to address colleagues by their first name, both when speaking and when writing emails. This applies even to people at different levels in the company.
  - 2 People guard their privacy, so don't telephone an executive at home without permission.
  - 3 It's very common for colleagues to socialise together after work, either for a drink or a meal together.
  - 4 The most effective way to do business is to be recommended or introduced by a friend or business partner of your potential customer.
  - 5 It's still common practice to address people by their surname and their title. First names are rarely used.
  - 6 You'd be surprised how quickly people will invite you home for a meal and to meet their family.
  - 7 It's quite common to talk about your family and other personal topics with business partners.
  - 8 In meetings it's usual to have some small talk before getting down to business.
  - 9 In the past, the formal and polite form of 'you' was used, but now everyone uses the informal 'you' and first names are standard.
  - 10 They place great weight on being clear and getting to the point quickly.
  - 11 It's very difficult to do business without 'guanxi', a system of connections and mutual obligations where people will give and receive favours to each other.
- B** Write some statements in a similar style to the ones above to describe behaviour in your culture.