

HANDOUT UNIT 11

1. Answer the following questions about article on p.95

1. Who are Larry Page and Sergey Brin?
2. What did entrepreneurs usually do when they wanted to sell shares on the stock exchange?
3. What advantage did it represent for the newly public company and the investment company? How high could the investment firm's commissions be?
4. Why have Page and Brin decided to go public differently? What is the plan?
5. How much do they expect to receive through the IPO?
6. Will they go through the process on their own?
7. Why didn't Bill Gates or Steve Jobs use a public auction?
8. What allows the Google founders to choose the novel way?
9. What do they expect the public to understand?
10. What are the risks for the company?
11. What principles is Google based on?

2. Fill in the gaps with appropriate future form of the verbs in brackets.

1. I can't believe that in June we _____ married for 20 years! (be)
2. We _____ back before six unless we catch the earlier train. (not be)
3. Oh no! Look at the traffic jam! We _____ late! (be)
4. What do you think we _____ this time next year? (do)
5. I'll tell you what the plans are as soon as I _____ them. (know)
6. By the end of this course you _____ 1,000 new words. (learn)
7. I can't meet you at 9.00. I _____ my physics exam. It starts at 8.30. (do)
8. _____ you _____ anywhere interesting this weekend? (go)
9. If we don't hurry up, by the time we get there the concert _____! (start)
10. Don't forget we _____ dinner at your sister's this evening. (have)
11. I _____ all my homework after dinner – I promise! (do)
12. Do you think the flight _____ on time? It took off a bit late. (arrive)
13. You are sure to recognize me at the station. I _____ a pink tie. (wear)
14. Don't worry about your dog. I _____ it while you're away. (look after)
15. When _____ your car? It looks really dirty. (wash)
16. Don't phone me between 5 and 7. I _____ the cup final. (watch)

3. Be to - some sentences give news of an officially arranged event, some are instructions. Complete them.

1. This ticketbe shown to any inspector who wishes to see it.
2. The tax to be reduced by one percent from next month.
3. The fee is topaid in full before the goods are delivered.
4. This fire door to be kept shut at all times.

4. Be about to and be on the point of - Write a second sentences that has a similar meaning to the previous one. Use the word in brackets.

1. The company is very close to going bankrupt. (point)
2. The football season begins very soon. (about)
3. The country will shortly join the European Union. (about)
4. I think our boss is going to resign at any moment. (point)

5. Was/were going to - rewrite the sentences using was/were going to.

1. Adam decided to have a bath but there was no hot water.
2. We had agreed to play golf, but then it started to rain.
3. It was Gary's intention to take driving lessons, but he couldn't afford it.

6. Translation

1. Půjčku včetně úroků splatíme do konce roku 2009.
2. Před Vánocemi uvádíme na trh náš nejnovější vynález.
3. Zítra přijdou auditoři, poskytněte jim veškeré informace, které budou vyžadovat
4. První měsíc v novém zaměstnání budeš pracovat pod dohledem zkušenějšího kolegy.
5. Než budeš povýšen, projdeš spoustou školení a kursů a také musíš ukázat, že umíš pracovat samostatně a vést tým.
6. Zrovna jsem se chystala odeslat tu nabídku, když zavolal zákazník a změnil parametry objednávky
7. Mluvčí společnosti oznámil, že firma bude nabízet půl milionu akcií a doufá, že jim IPO přinese kolem 10 mil korun.
8. Zakladatelé firmy původně chtěli obejít tradiční postup Wall Street, ale nakonec se rozhodli využít služeb makléřských firem, zaplatit jim provizi a nenabízet své akcie ve veřejné aukci.
9. Obávám se, že naše konkurence na nás vyzrála a uvedla svůj výrobek na trh dávno před námi.
10. Policie byla daleko početnější než demonstranti.

7. Complete the sentences with appropriate prepositions

1. Investors regard online enterprises _____ renewed confidence.
2. Google's share price rose _____ just above \$80 billion.
3. Time Warner was involved _____ the most disastrous merger _____ the period.
4. Consumers log _____ the internet in increasing numbers.
5. Those who venture _____ cyberspace are wiser.
6. Investors are unlikely to hand _____ considerable sums of money to any online entrepreneur.
7. Yahoo! which peaked _____ a market value of \$125 billion _____ early 2000, had slumped _____ \$4 million by late 2001.
8. Google enjoyed revenues _____ \$3,2 billion last year.
9. Today's online ventures are _____ surer footing and they are run _____ proper companies
10. The brokerages were able to act _____ a cartel because they held near monopoly _____ information.
11. Google is based _____ principles of bright mind and democracy and its founders are _____ the forefront of a new breed of technocrat kings.
12. Outsiders may impose their view _____ the management.
13. We will have paid the debt _____ until the end of next year.
14. It is difficult to make good decisions if you don't have access _____ crucial information

8. WB - Listen to a part of presentation about the services Google provides and fill in the sentences

Google's first major development is _____ based on an auction approach. Auctioning keywords search-terms delivering sponsored links to advertiser's websites is especially _____ and advertisers like paid search because they are charged when _____.

AdSense is a kind of an _____, placing sponsored links and other ads on _____ - _____. The revenue is then _____ between Google and the owners of the website. These are multinationals as well as individuals publishing their _____.

Google's new services include possibility for advertisers to choose the _____ where they want their ads to appear. This gives them more _____ and _____.

In pricing CPM stands for _____ and it means that advertisers pay according to the number of people who _____ the ad.

Google's advertising is still based on using mainly _____ ads, but many AdSense partners are planning to introduce _____ ads to earn a share of _____.

There is more growth to come as companies become _____ with online advertising. Now only 2 – 4% of the marketing budget of big firms is _____ even though it accounts for _____ of consumer's media consumption.

9. Dilemma – listening

1. The whole story shows that it's not easy to _____.
2. The organization of the IPO _____ two problems.
3. It was clear that the internet boom was _____.
4. The real problem was that the stocks were _____.
5. The relationship between the company and investment advisers - they weren't _____.
6. On the one hand, traditional investment bank with _____ ideas.
7. On the other hand, young, _____, _____ enterprise with definite ideas.
8. Both sides _____ the company, couldn't _____ enough investors.
9. In the end, they realized they couldn't _____ with the IPO.
10. The cancellation of the IPO didn't do _____ reputations any good.

10. WB - Reading – vocabulary

Search engine	the bubble burst	ill-fated	come to fruition	shoot up
Sceptics	pool	demise	spin-off	change hands
				half-baked

1. The house has _____ three times in the last two years.
2. _____ - a computer program that helps you find information on the Internet
3. _____ argued that the rise in prices was temporary.
4. _____ - used for saying that a very successful or happy period of time suddenly ends.
5. _____ - a separate and partly independent company that is formed from parts of an existing company, or the action of forming a company in this way
6. _____ - unlucky and leading to serious problems or death:
7. He's always coming out with these _____ ideas which will never work.
8. His proposals only _____ after the war.
9. _____ - a group of people who are available to work or to do an activity when they are needed.
10. Demand for water has _____ by 70% over the last 30 years.
11. _____ - the end of something that used to exist

11. Match these words (1-9) with their definitions (a-i)

- | | |
|---------------|--|
| 1 outcome | a a summary of the main facts |
| 2 outline | b amount produced |
| 3 outlook | c beginning |
| 4 outperform | d do better than others |
| 5 output | e expressing strong opinions very directly |
| 6 outsell | f likely future situation |
| 7 outset | g not yet paid, solved or done <i>or</i> excellent |
| 8 outspoken | h result |
| 9 outstanding | i sell more than another product |

12. Complete these sentences with words from exercise 1 in the correct form

- 1 I don't want you to summarize the whole report, just give us anof your main conclusions.
- 2 As a management consultant, I have to bein certain circumstances.
- 3 It was understood from thethat a renewal of your contract was linked to satisfactory results, so you shouldn't be surprised that we're letting you go.
- 4 Thefrom our factory in Munich is disappointing, and if productivity doesn't pick up, we'll have to close it down.
- 5 The economic.....is grim: high inflation, rising interest rates and unemployment, so perhaps it's not a good time to invest.
- 6 Their new range of cars are at the momenttheir closest rivals by two to one, and this is doing wonders for their market share.
- 7 We're in better shape to confront the recession because we've consistently out main competitors.
- 8 What was theof your discussion with Charlie? Will he doo the job?
- 9 You have three invoices..... Please settle them as soon as possible as this is affecting our cash flow situation.