

## Unit 8

### 1. Qs about the Article

1. What does the name Gucci invoke?
2. What products does Gucci sell?
3. How does Gucci sell their products?
4. What happened in 1921?
5. How was the reputation built for the brand?
6. What products did Guccio Gucci focus on?
7. How did the second generation manage the business?
8. What happened in the third generation?
9. How was the company seen in the critical period?
10. How did Tom Ford benefit the company?
11. Give examples of how Domenico de Sole contributed to the recovery of the company.
12. What was the most perceptible sign of choosing the right strategy?
13. What do analysts think of Gucci?

### 2. Listening p.68 – gap filling

The \_\_\_\_\_ thing about the most successful brands is that very little can knock them \_\_\_\_\_ once they have become well \_\_\_\_\_ and they have achieved \_\_\_\_\_ from their customers. I mean, certain big brands have survived scandals about \_\_\_\_\_, they have continued to sell even though the sports team they chose to promote lost all their matches in one season! But the thing that can kill a brand, and \_\_\_\_\_ a luxury brand, is if it loses its \_\_\_\_\_ . If you give too many retailers licences and let them sell at the price \_\_\_\_\_ - well, then you are in trouble! You must never lose control of the \_\_\_\_\_ .

### 3. Translation

1. Investoři jsou poměrně dost nervózní, protože cena zlata klesá.
2. Byl tak zklamaný šéfovým chováním, že podal výpověď
3. Naše konkurence nabízí prakticky stejná řešení jako my
4. Tržby v letošním roce ve srovnání s loňským rokem značně stouply.
5. Čím déle se rozhoduješ, tím horší řešení zvolíš.
6. Připojení k Internetu je tak pomalé, že mi dochází trpělivost
7. Obdrželi jsme tolik stížností na naše výrobky, že jsme je museli stáhnout z trhu
8. Nebyl dostatečně zkušený, aby mohl být jmenován vedoucím oddělení.
9. Je příliš nezkušený na to, aby mohl vést tak velký tým.
10. Má dost zkušeností na to, aby se mohl ucházet o tuto pozici.
11. Na přednášku přišlo daleko méně lidí, než jsem očekávala.
12. Naš konkurent uvádí na trh dvakrát více výrobků než naše firma, ale jejich výrobky nejsou zdaleka tak kvalitní jako naše.
13. Naše provozní výdaje jsou značně vyšší než loni, ale zato zaměstnáváme více než třikrát tolik lidí.
14. Většina zákazníků není věrná značce tak, jak by si manažeři firem představovali.

#### 4. Listening 2

I: You used to be a \_\_\_\_\_ and you have moved into the area of \_\_\_\_\_. Could you tell us how these two are linked?

M: I feel qualified to do both because a good \_\_\_\_\_, like a brand image, will separate and \_\_\_\_\_ a company and its products and services from all others. A "brand" in this case is the face of the company, the one that the public sees. When you have a face, you have a brand you own. So the identity, whether it be corporate identity, brand identity or both, should be the company's \_\_\_\_\_ to the world about who and what the company is and what its products and services stand for.

I: What is the biggest challenge companies face in \_\_\_\_\_ a clear brand identity?

M: There are many challenges, of course, but they must all be \_\_\_\_\_. Companies must understand who they are, what their product is and who their customers are – all of which lead to the \_\_\_\_\_ of identity: finding the right price. Are they economical products at a good price, or expensive quality products? The price is a \_\_\_\_\_ factor in terms of competitors. If there is no one in the market, the brand identity might not even matter; products might just happily survive without any identity.

I: How do companies check the effectiveness of their corporate brand?

M: They can do \_\_\_\_\_, which means conducting interviews and analyses on everything the company produces, like \_\_\_\_\_, business cards, vehicles, \_\_\_\_\_, packaging, ads and so on. This should be done every three to five years, ideally. All the visual materials need to say "this is who we are and this is what our products stand for", year in, year out. The company name is not more or less important than the brands they sell; in most cases the brands and corporate name are \_\_\_\_\_.

I: You say "in most cases". When is this not the case?

M: Well, lots of big conglomerates with a variety of brands actually keep a \_\_\_\_\_, while the brands are in the forefront. People remember the products but not the firm that produces them. However that does not mean that if the company is involved in some \_\_\_\_\_ if their identity gets \_\_\_\_\_, it won't have a negative effect on the brand.

In the end, the corporate brand's reputation will affect the product brand's reputation, and vice versa.

#### 5. Complete the sentences with suitable words made from the words in the brackets.

The number on the card should be (identity) \_\_\_\_\_ with the one on the cheque book.

Clare has a (responsibility) \_\_\_\_\_ attitude to work

She was sitting (importance) \_\_\_\_\_ behind her desk

The islands are (strategy) \_\_\_\_\_ valuable

The hotel rooms were (identity) \_\_\_\_\_ equipped

The project was (special) \_\_\_\_\_ designed to meet the investor's needs

As a businessman, Richard Branson is extremely (succeed) \_\_\_\_\_

The (economy) \_\_\_\_\_ active population accounts for about 60% people.

As a team leader you should act (responsibility) \_\_\_\_\_

Ever since he started his business, it has been (profit) \_\_\_\_\_

Her computers have always had the most (elaborate) \_\_\_\_\_ designed software.

It would be (economy) \_\_\_\_\_ to buy the bigger size

People very give very (differ) \_\_\_\_\_ accounts of the same event

The huge losses have never been (satisfy) \_\_\_\_\_ explained

Beckham is (international) \_\_\_\_\_ famous footballer.

## 6. Prepositions

There is considerable disagreement \_\_\_\_\_ the appropriateness of the advertising campaign

What does NASA stand \_\_\_\_\_?

This paragraph refers \_\_\_\_\_ the event of last year

Who exactly will benefit \_\_\_\_\_ these changes?

True education does not consist \_\_\_\_\_ simply being taught facts.

The discussion focused \_\_\_\_\_ three main problems

He succeeded \_\_\_\_\_ getting the job he dreamt of.

The huge job losses resulted \_\_\_\_\_ changes in production.

## 7. Dilemma + Decision – find which word in the listening is derived from the following words

Luxurious -

democratic -

three –

Enthusiastic -

behave -

alternate –

## 8. WB Listening – decide whether the sentences are true or false

1. InterContinental joined Six Continents in 2003.
2. The majority of its hotels were franchises.
3. Since 2003 InterContinental has been selling its hotels all over the world.
4. Hoteliers are selling hotels because they need to pay off their debts to banks.
5. In 1993 Marriott International allowed investors to invest in its hotels.
6. Hilton Group has sold over 300 hotels since 2000.
7. Sale-and-leaseback brings more money to hotel chains than actually owning the hotels.