Unit 8

1. 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 goo	d, like a brar	nd image, will separate an	d a	
company and its products and services from	all others. A "brand" in this	case is the face of the co	mpany, the one	
that the public sees. When you have a face,	you have a brand you own.	So the identity, whether i	t be corporate	
identity, brand identity or both, should be the	ne company's	to the world abo	out who and	
what the company is and what its products	and services stand for.			
I: What is the biggest challenge companies f	ace in a clear br	and identity?		
M. There are many challenges, of course, bu	ut they must all be (Companies must understa	nd who they are,	
what their product is and who their custome	ers are – all of which lead to	the of	f identity: finding	
the right price. Are they economical produc	ts at a good price, or expens	sive quality products? The	price is a	
factor in terms of competitors.	If there is no one in the mai	rket, the brand identity mi	ight not even	
matter; products might just happily survive	without any identity.			
I: How do companies check the effectivenes	s or their corporate brand?			
M: They can do, which me	eans conducting interviews	and analyses on everythin	g the company	
produces, like, business cards, ve	ehicles,, packagi	ng, ads and so on. This sho	ould 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 co	ompany name is not more o	r less important than the	brands they sell;	
in most cases the brands and corporate nam	ne are			
I: You say "in most cases". When is this not	the case?			
M: Well, lots of big conglomerates with a va	riety of brands actually keep	р а	, while	
the brands are in the forefront. People reme	ember the products but not	the firm that produces the	em. However	
that does not mean that if the company is in	nvolved in some	if their identity gets	, it won't	
have a negative effect on the brand.				
In the end, the corporate brand's reputatio	n will affect the product bra	ind's reputation, and vice	versa.	

2. 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. Náš 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.

3. Complete the sentences with suitable wo		
The number on the card should be (identity)		_ with the one on the cheque book.
Clare has a (responsibility)		
She was sitting (importance)		
The islands are (strategy)		
The hotel rooms were (identity)		
The project was (special)		
As a businessman, Richard Branson is extrem		
The (economy)acti		
As a team leader you should act (responsibili		
Ever since he started his business, it has been		
Her computers have always had the most (el		designed software.
It would be (economy) to		
People very give very (differ)		
The huge losses have never been (satisfy)		
Beckham is (international)	famous footballe	er.
4. Prepositions		
There is considerable disagreement	the appropriaten	ess of the advertising campaign
What does NASA stand?		
This paragraph refers the even	t of last year	
Who exactly will benefit these c		
True education does not consist		facts.
The discussion focusedthree n		
He succeeded getting the job he		
The huge job losses resulted cha		
5. Dilemma + Decision – find which word in	the listening is derive	ed from the following words
Luxurious - demo	ocratic -	three –
Enthusiastic - beha	ve -	alternate –
6. WB Listening – decide whether the sente	nces are true or false	
InterContinental joined Six Continents in 2	2003.	
2. The majority of its hotels were franchises.		
3. Since 2003 InterContinental has been sell	ing its hotels all over	the world.
4. Hoteliers are selling hotels because they r	need to pay off their o	lebts to banks.
5. In 1993 Mariott International allowed inv	estors to invest in its l	hotels.
6. Hilton Group has sold over 300 hotels sind	ce 2000.	
7. Sale-and-leaseback brings more money to		tually owning the hotels.
7. WB Reading – explain the following word	ds	