

UNIT 11**1. Using the vocabulary from the unit, make sentences to do the following:**

1. Invite someone to have dinner with you next Saturday.

2. Invite someone to go to a party with you.

3. Ask someone if they would like to go on a trip with you.

4. Refuse to go to dinner with someone.

5. Refuse to go to the cinema because you have an appointment.

6. Refusing an offer of 20% off your next purchase in a store.

7. Accept a job offer.

8. Accept an invitation to a summer party.

9. Accept a bribe.

2. Complete the sentences below using the words in the box. Remember to use plural forms or the correct verb tense if necessary.

launch / profit / marketing / close / loss / sales figures / entrepreneur strategy / costs / called off / startup / go bankrupt / lay off / bear in mind

1. After years working for large companies, he used his experience to found a _____.

2. The company hadn't made a _____ for years, and eventually _____.

3. The negotiations went on for months, but finally they were able to _____ the deal.
4. The company's _____ improved dramatically after they _____ their latest product.
5. After the 3rd consecutive year of making a _____, the factory was forced to _____ half its workers.
6. The boss asked the _____ department to come up with new ways of advertising the company's services.
7. The meeting had to be _____ as some of the department managers couldn't attend.
8. It isn't always necessary to go to university in order to be successful in business; many top _____ didn't do well at school.
9. The figure for gross profit looks impressive, but _____ that it only shows the profit before _____ are deducted.
10. The company was forced to change its _____ as a result of the economic situation.

3. Read the following article and choose the word that best fits in the gaps (1-8) from the options below.

History of business success- Google

Google began in 1996 as a project by Larry Page and Sergey Brin when they were both studying at Stanford University, California. In their **1** _____ project they came up with a plan to make a search engine that ranked websites according to the number of other websites that linked to that site (and ultimately came up with the Google we have today). Before Google, search engines had ranked sites simply by the number of times the term **2** _____ for appeared on the webpage, and the duo set out to make a more "aware" search engine.

The domain google.com was registered on September 14th 1997 and Google Corporation was **3** _____ up a year later in September 1998. Google started selling advertisements with its keyword searches in 2000. These advertisements used a system based **4** _____ the idea that you only pay for your advertising if someone clicks on your ad link – and the term Pay Per Click (PPC) was born.

In 2004, Google **5** _____ its own free web-based email service, known as Gmail, as a rival for services offered by Yahoo and Microsoft. This new free email service made a big impact on the market by offering considerably more storage than anything offered by its rivals.

In 2006, Google was **6** _____ to the Oxford English dictionary as a verb – the verb "to Google" has become so popular that Google has even been worried that they might lose the copyright and patent protections on their brand name, which would allow other companies to legally use the word Google in their own brands or products.

Today Google has a dominant **7** _____ of the search market, with its competitors a long way behind. Independent estimates say that more than 80% of search referrals come from Google – Google receives about a billion search requests per day – and with estimates that Google makes 12 cents for every search you perform, you can see that Google corporation is a very **8** _____ business!

1.	A investigation	B research	C homework
2.	A searched	B looked	C sought
3.	A set	B founded	C made
4.	A for	B in	C on
5.	A invented	B launched	C discovered
6.	A added	B put	C included
7.	A piece	B share	C part
8.	A rich	B wealthy	C lucrative

4. Write an essay on the following topic.

More and more companies are promoting a work-from-home model. Is it better to work from home or in an office?

Write about:

- 1- Contact with people
- 2- Working hours
- 3- (your own idea)