

LET'S GET BUSINESS-MINDED

Adidas agrees to buy rival Reebok

German sports goods firm Adidas has bought US rival Reebok in a friendly takeover for \$3.8 billion. The merger is seen as a serious challenge to Nike's dominance in the sportswear world. Adidas hopes to make inroads into the highly lucrative US market, which constitutes half of global sporting goods sales. Adidas also expects Reebok will penetrate deeper into the European market. Adidas boss Herman Hainer said: "This is a once-in-a-lifetime opportunity to combine two of the most respected and well known companies in the worldwide sporting goods industry." He also said the deal represented "a major milestone" for Adidas.



Reebok CEO Paul Fireman considered Adidas as a perfect partner. He said: "With Adidas, we are able to offer an enhanced portfolio of global brands that truly addresses the needs of today's and tomorrow's consumers... Reebok's mission is to enroll global youth through sports, music and technology. This complements Adidas's mission to be the leading sports brand in the world with a focus on performance and international presence." The two companies are expected to sign up famous international stars to

elevate their products. Adidas's tie-up with David Beckham has greatly enhanced the company's worldwide profile.

WARM-UP TASKS

1. MY SPORTSWEAR HISTORY:

In pairs / groups, talk about the styles and brands of sportswear you have bought over the years. Which are the best brands? What do you like about sportswear? What sportswear do you have now? Change partners often.

2. MY FAVORITE:

Write down the name of your favorite sports or clothing brand. Pretend you are the CEO of that company. Introduce yourself to the other "CEOs" in the class and talk about your company. Tell your partner about the company's past, its current products, why it is such a great company, and the future. After you have spoken to several students, sit down with a partner and share what you heard.

3. CHAT:

In pairs / groups, decide which of these topics or words are most interesting and which are most boring.

Adidas / Reebok / Nike / sportswear / global brands / mergers and takeovers / perfect partners / today's and tomorrow's consumers / David Beckham

Have a chat about the topics you liked. For more conversation, change topics and partners frequently.

4. RIVAL:

Spend one minute writing down all of the different words you associate with the word "rival". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

5. THE BEST BRAND:

Talk with your partner(s) about which are the best brands for the following products today and why. Was this the same last year or five years ago? Why have things changed?



Change partners and compare what you talked about.

6. QUICK DEBATE:

Students A think Nike is the best sports goods company. Students B think Adidas is the best sports goods company. Change partners often.

AFTER READING / LISTENING

1. WORD SEARCH:

Look in your dictionaries / computer to find collocates, other meanings, information, synonyms ... for the words 'take' and 'over'.

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS:

Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. SYNONYM FILL:

In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the synonym fill. Were they new, interesting, worth learning...?

4. VOCABULARY:

Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. STUDENT "GLOBAL BRANDS" SURVEY:

In pairs / groups, write down questions about global brands, sportswear and fashion.

- Ask other classmates your questions and note down their answers.
- Go back to your original partner / group and compare your findings.
- Make mini-presentations to other groups on your findings.



Find the answers in next MONDAY issue

2 SYNONYM MATCH:

Match the following synonyms from the article:

a. firm	attends to
b. dominance	perceives
c. make inroads into	augmented
d. penetrate	upper hand
e. milestone	meets
f. enhanced	recruit
g. addresses	company
h. enroll	achievement
i. complements	association
j. tie-up	muscle in on

BEFORE READING / LISTENING

1 TRUE / FALSE:

Look at the article's headline and guess whether these sentences are true (T) or false (F):

- Two global sportswear giants are involved in a takeover. T / F
- Around fifty per cent of global sportswear sales are made in the U.S. T / F
- The Adidas CEO said such takeovers happened every year or so. T / F
- The CEO said the deal was a routine acquisition for Adidas. T / F
- Reebok's CEO was very unhappy with the takeover. T / F
- Reebok wants to attract kids through sports, music and technology. T / F
- Adidas's mission is to be the world's number two sports brand. T / F
- Adidas's commercial tie-up with David Beckham has been a disaster. T / F



3 PHRASE MATCH:

Match the following phrases from the article (sometimes more than one combination is possible):

- | | |
|-------------------------------------|--------------------------------|
| a. a friendly | the highly lucrative US market |
| b. a serious challenge to | the needs of... |
| c. make inroads into | on performance |
| d. a once in a | milestone |
| e. a major | sports, music and technology |
| f. we are able to offer an enhanced | takeover |
| g. truly addresses | with David Beckham |
| h. enroll global youth through | Nike's dominance |
| i. a focus | portfolio |
| j. Adidas's tie-up | lifetime opportunity |



WHILE READING / LISTENING

SYNONYM FILL:

Place the number of the synonym group in the correct gap (It is not important to guess a correct word - any of the synonyms from each group could be put into the relevant gap).

Adidas agrees to buy rival Reebok

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Reebok CEO Paul Fireman considered Adidas as a perfect partner. He said: "With Adidas, we are able to offer an _____ portfolio of global brands that truly addresses the needs of today's and tomorrow's consumers... Reebok's _____ is to enroll global youth through sports, music and technology. This complements Adidas's mission to be the _____ sports brand in the world with a focus on performance and international presence." The two companies are expected to sign up famous international stars to _____ their products. Adidas's _____ with David Beckham has greatly enhanced the company's worldwide profile

1 enhanced	2 once in a lifetime	3 milestone	4 leading
augmented	once in a blue moon	achievement	foremost
improved	rare	landmark	numero uno
reinforced	infrequent	event	pre-eminent
5 tie-up	6 mission	7 constitutes	8 friendly
association	task	makes up	affable
hookup	aim	comprises	amicable
banding together	goal	forms	civil

ANSWER KEY TO THE LAST EIS PAGE ACTIVITIES (DATED OCTOBER 19, 2015)

KEY
PRACTICE A: THE SUBJECT IS UNDERLINED.
 1. student, works 2. he, studies 3. students, walk 4. pictures, were 5. children, want
PRACTICE B: THE SUBJECT IS UNDERLINED.
 1. buildings, were 2. applications, have 3. student, has 4. chalkboards, are 5. winner, seems
PRACTICE C: THE SUBJECT IS UNDERLINED.
 1. some, have 2. each, is 3. several, hit 4. everything, was 5. neither, meets
PRACTICE D: THE SUBJECT IS UNDERLINED.
 1. science, math, gives 2. cat, dogs, greet 3. men, woman, has 4. cousin, uncle, was 5. Ms. Jessica, member, is
REVIEW ANSWERS:
 1. teach 2. knows 3. C 4. has 5. have 6. were 7. is 8. has 9. enter 10. C 11. have 12. prepare 13. C 14. is 15. C 16. C 17. was 18. take 19. Fits 20. were
 Reading Comprehension 1.B, 2.D, 3.A, 4.C, 5.D, 6.C, 7.B, 8.D, 9.A

OCTOBER 12, 2015

Exercise KEY 1. (1) have to (2) must / have to (3) must / have to (4) musn't (5) needn't / don't have to (6) don't have to / needn't (7) has had to (8) must / has to (9) had to (10) must
 Exercise KEY 2. (1) must be (2) can't be (3) must be (4) musn't have been (5) can't be (6) can't have enjoyed (7) may be delivering (8) can't have been concentrating (9) may be having (10) might
 Exercise KEY 3. (1) church (2) the Far East (3) Computer games (4) spaghetti (5) Europe, the Middle East (6) school (7) the police (8) space (9) the sea (10) the uiter