

## LET'S GET BUSINESS-MINDED-2

### 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.

## DISCUSSION AFTER DISCUSSION

Join another partner / group and tell them what you talked about.



### STUDENT A's QUESTIONS (Do not show these to student B)

- What were your initial thoughts on this headline?
- Did the headline make you want to read the article?
- Are you interested in fashion or sportswear news?
- What do you think of Adidas and Reebok products?
- Which sports goods maker is the best and why?
- How important is fashion to you?
- How long do you think sportswear will be in fashion?
- What company's products do you buy to actually play sports?
- Do you think Adidas will be able to challenge Nike?
- Do you think Adidas needs a slogan similar to Nike's "Just do it"?

### STUDENT B's QUESTIONS (Do not show these to student A)

- Did you like reading this article?
- What did you think about what you read?
- What do you think the two companies have to gain from the takeover?
- What are "the needs of today's and tomorrow's consumers"?
- What are your needs as a consumer?
- Do you think people spend too much money on fashion?
- Do you think there is a strong link between sports, music and technology?
- What do you think of David Beckham?
- Which international star would be best to promote Adidas's products?
- Did you like this discussion?



# SPEAKING

## ADIDAS DOMINATION

You are a marketing executive for Adidas. In pairs / groups, discuss your plans to make Adidas the leading sports brand in the world. Discuss the possible problems of your plans and think of solutions to overcome them.

	YOUR IDEA	PROBLEMS	SOLUTIONS
Timeline to be number one			
Slogan			
Superstar to promote products			
First new product			
People to target			
New markets			
Mystery product			

Change partners and share and compare your ideas. Give each other feedback on your ideas.

Return to your original partners. Discuss the feedback you received and any revisions that need implementing.

## Home WORK

- VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- INTERNET:** Search the Internet and find more information on Adidas and Reebok. Share your findings with your class in the next lesson.
- MY WARDROBE:** Make a poster about the last five items of clothing you bought. Explain what you bought and your reasons for buying the clothes. Show your posters to your classmates in your next lesson. Did you all buy similar things?
- LETTER:** Write a letter to the CEO of Adidas about the takeover of Reebok. Explain what kinds of products you want Adidas to produce in the future. Read your letter to your classmates in the next lesson. Did you all write about similar things?

## THE PASSIVE VOICE

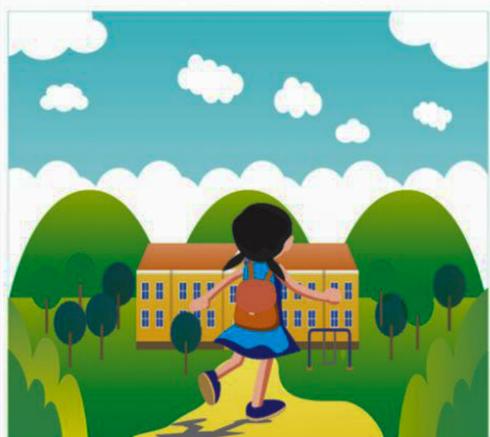
Complete the story using either the active or passive voice.

This building, which is the oldest surviving example in the country, (1) ..... (say) to be the most expensive house in Canada. Currently the house (2) ..... (sell) by the international auctioneers, Mc Phersons. The house- (3) ..... (report) to be haunted and many people down the centuries (4) ..... (hear) strange footsteps and noises in the dark of night. The building (5) ..... (build) in 1123 by Michel Davidson, and it (6) ..... (have) a remarkable history ever since then. Many famous people are said (7) ..... (stay) in the house on many occasions including Oliver Cromwell, Henry Reede (8) ..... (live) in the house for the past ten years. While the house (9) ..... (restore) some years ago, Mr Reede conducted some research into the history of the house. 'I (10) ..... (read) that there are secret chambers somewhere' he said. 'We (11) ..... (look) for them for quite some time now but (12) ..... (not find) them. However, we do hope to find them some day.'



Complete the following sentences using the passive voice.

- Animal Farm ..... (write) by George Orwell.
- I've collected all the necessary articles that ..... (need) to write this paper.
- If you hadn't been so unprofessional, you ..... (sack).
- The man who ..... (suspect) of stealing your handbag has been captured.
- Lady Spence ..... (hold) at gunpoint during a robbery in her home at Dorchester yesterday.
- We had hoped to get a look at some of the exhibits but the gallery ..... (restore) last May when we were there.
- This company is very inefficient. The telephone ..... (never/answer) promptly.
- It seems to me that no proper records ..... (keep).
- Many items ..... (damage) during the robbery.
- President Kennedy ..... (shot) in 1963.



Correct the following sentences.

- This room is cleaning every day.
- Gregory get liked by everyone.
- All his money were stolen and he couldn't fly home to London.
- Everything possible is doing to solve the problems in other countries.
- Brian are having the roof repaired finally.
- The hunted killer is believe to be living in Boston.
- Mr Gregory doesn't like being kept waiting.
- Gold was discovering in California some years ago.
- The picture got painted by Anabella last year.
- The car needs being repaired.



Find the answers in next MONDAY issue

ANSWER KEY TO THE LAST EIS PAGE ACTIVITIES (DATED NOVEMBER 2, 2015)

### KEY

Choose the correct form of the verbs: can, could and (be) able to.

- could
- haven't been able to
- could
- could have been
- could have phoned
- was able to
- could be
- couldn't
- could have been
- can

Choose the correct form of the verb: must/have to/mustn't/ needn't/don't have to.

- have to
- must/have to
- must/have to
- mustn't
- needn't/don't have to
- don't have to/needn't
- has had to
- must/has to
- had to
- must

Choose the correct form of the verbs: must/can't/-may/might.

- must be
- can't be
- must be
- must have been
- can't be
- can't have enjoyed
- may be delivering
- can't have been concentrating
- may be having
- might

Part of these sentences are wrong. Correct them.

- It must have been my uncle.
- She can't be more than fifteen.
- ...we were able to persuade them to come.
- Would you like a cup ...
- Mary doesn't have to work
- You must be Anthony's brother.
- ...said he had just left for a two day trip to Malibu.
- We needn't have booked
- I wasn't able to/couldn't go to work ...
- You needn't have cooked all that food.

Countable and Uncountable/ Some/Any

- church
  - the Far East
  - Computer games
  - spaghetti
  - Europe; the Middle East
  - school
  - the police
  - space
  - the sea
  - the guitar
- Put in much/many, (a) little, (a)few, a lot of, plenty of where necessary.
- a lot of
  - little
  - a few/a lot of/plenty of
  - many
  - plenty of/a lot of
  - much
  - many/a few
  - few
  - a few
  - a lot of/little

Correct the following sentences.

- We don't have many boxes to carry.
- I'm afraid I have (some) bad news.
- Four people were injured in the car crash.
- We had a very good trip across Europe.
- I love to eat bananas when I am really hungry.
- Jane's parents are very nice people.
- Thank you very much. That was a very nice dinner.
- The French are famous for their culinary talents.
- He was told to go to bed and stay there until he was better.
- I have visited the United States on many occasions and I really enjoyed it.
- Half of the money I gave my sister so that she could buy a dress.
- Most tourists come to this part of Germany for the outdoor activities.
- Both of us were extremely tired after our walking holiday in Greece.
- I didn't see anything
- We spent a lot of money on things we will never need.
- Mr Elliot knows everyone on his street.

Put in the comparative of the adjectives and adverbs in brackets, and then, where necessary.

- cheaper than
- more tired
- longer; than
- more slowly
- more friendly
- farther/further
- better
- elder/older
- more important
- older than

Complete the sentences, using the correct form of the word(s) supplied and adding any other words needed.

- the biggest
  - The sooner
  - cheaper
  - not as warm as
  - (any) faster
  - serious
  - the same as
  - the most delicious
  - the happier
  - most beautifully
- Correct the following sentences.
- What is the biggest city in the World?
  - Don't go by train. It's a lot more expensive.
  - The final examination was easier
  - Her injuries were more
  - My sister is older than me
  - Marjorie earns the same
  - That building there is the
  - Of all the people working in this
  - He is so noisy. It is a lot quieter some years ago
  - The more people that lend a hand, Anabella last year, the less we will have to do later