

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-UPS

- 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.
- 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.
- 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.

BEFORE READING

- TRUE / FALSE** : Look at the article's headline and guess whether these sentences are true (T) or false (F):
a. Two global sportswear giants are involved in a takeover. T / F
b. Around fifty per cent of global sportswear sales are made in the U.S. T / F
c. The Adidas CEO said such takeovers happened every year or so. T / F
d. The CEO said the deal was a routine acquisition for Adidas. T / F
e. Reebok's CEO was very unhappy with the takeover. T / F
f. Reebok wants to attract kids through sports, music and technology. T / F
g. Adidas's mission is to be the world's number two sports brand. T / F
h. Adidas's commercial tie-up with David Beckham has been a disaster. T / F

WHILE READING

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).

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- | | | | |
|------------------|----------------------|---------------|-------------|
| 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 |

AFTER READING

- 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.
- 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.
- 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...?
- VOCABULARY** : Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.
- 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.
- TEST EACH OTHER** : Look at the words below. With your partner, try to recall exactly how these were used in the text:
• rival • enhanced
• dominance • addresses
• lucrative • enroll
• penetrate • mission
• combine • presence
• milestone • elevate



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			
Superstar to promote			
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.

HOMEWORK

- 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?



Find the answers in next MONDAY issue

ANSWER KEY TO THE LAST EIS PAGE ACTIVITIES (DATED JULY 04, 2016)

Key A Beard : less Power: less / ful / ed End: less: ed Child: ish / less / ful / ly
Friend : ly / less Fame: famous Orient: ed / al Snow: y Harm: full / less / ed Nation: al Live: ly
Annoy : ed / ing Alcohol: ic Wood: en Region: al Idiot: ic Fury: furious Danger: ous Accept: able
insist : ing / ent fashion: able explode: exploding act: ive / able create: ive

Key B 1. damaged 2. pointless 3. minded 4. nervous 5. creative 6. annoying 7. acceptable 8. friendly Key C 1. excited 2. interesting 3. Depressed / disappointed 4. Terrifying
5. Disappointed 6. Boring 7. Embarrassing / depressing / disappointing 8. Interesting / disappointing / depressing 9. Excited / depressed / disappointed / embarrassed
10. Interested / excited 11. Depressing / disappointing 12. Embarrassed 13. Interesting / amazing / exciting 14. Amazing / depressing / disappointing / exciting / interesting / embarrassing 15. Bored 16. Terrified
Key D 1. There weren't as many people as the Chairman had expected. 2. They don't see their daughter as much as they would like to. 3. The other members of the department aren't as qualified as Joan. 4. Nowhere is as nice as this place. 5. Canada is a less densely populated country than Britain. Britain is a more densely populated country than Canada. 6. Nothing I've heard is as bad as this. 7. No one else's behavior was as bad as Tom's. 8. You can make as much fuss as you want, but you're not making me change my mind. 9. This is the best proposal so far. 10. I haven't seen a great game like this for years.
11. New York's climate is the healthiest of all. 12. I have heard more ridiculous stories than this one before. Key E 1. C 2. C 3. C 4. D 5. C 6. B 7. B 8. A 9. B 10. A
Key 1. 1. fascinated 2. automatically 3. specific 4. controlled 5. programmes 6. function 7. adapt 8. performed 9. qualities 10. tasks
Key 2. 1. a machine that can do a job automatically 2. by computers 3. i) robots can function independently, without people ii) robots can sense the environment and respond to it iii) robots can adapt, change, while working iv) robots can complete several steps and can try other methods if one does not work
4. 1961 5. in a General Motors car factory it did a job that was too dangerous for people. 6. machines built for specific purposes. 7. robots can work in situations that are dangerous or harmful for human workers. 8. automobile factories 9. more than 71,000. 10. do many humanlike tasks
Key 3. 1. T 2. T 3. F 4. F 5. F 6. F 7. T 8. F