

6

Making it big

Expressions of quantity • 'export and ex'port • Business expressions and numbers

TEST YOUR GRAMMAR

- 1 Underline the words that can complete the expressions of quantity.

a few ... cars/traffic/hold-ups/pollution

not many ... crimes/criminals/violence/accidents

several ... times/letters/paper/rooms

very little ... time/room/hope/spaces

not much ... jobs/unemployment/work/experience

a bit of ... luck/opportunity/fun/help

enthusiasm/energy/people/ingredients

chairs/food/herbs/cutlery

fresh air/fluids/sleep/walks

money/experience/clothes/friends

- 2 What do you notice about the three groups of quantifiers?

Expressions of quantity

Jamie Oliver is a famous British chef. Read the article.

Answer the questions.

- 1 How many TV series has he made?
- 2 How many books has he written?
- 3 How many live shows does he do a year?
- 4 How much did he earn cooking at his parents' restaurant?
- 5 How long did he spend in catering college?
- 6 How much time did he spend in France?
- 7 How many chefs did he work under in London?
- 8 How much experience did he have when he was first on TV?
- 9 How many fresh ingredients and herbs did he use?
- 10 How much interest in food programmes did his audience have previously?

Jamie Oliver

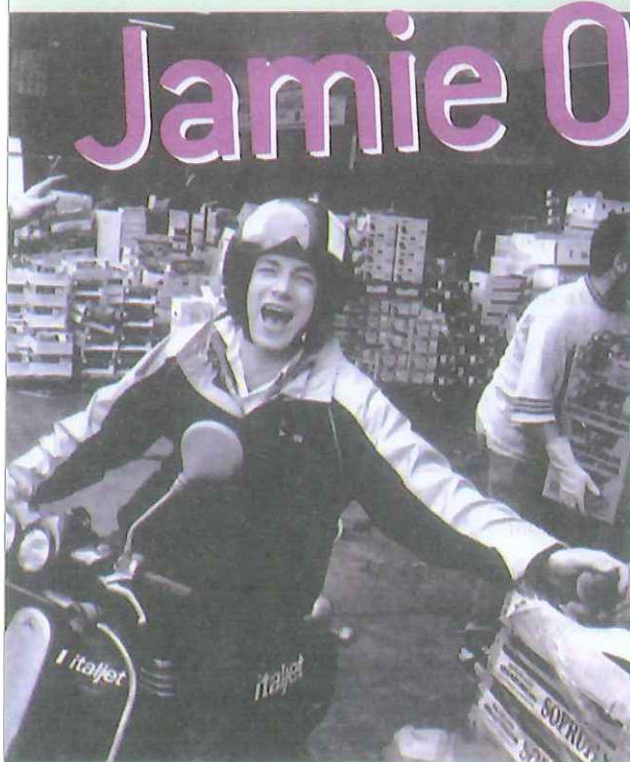
At only 33, JAMIE OLIVER is now an extremely successful and well-known chef, with his own acclaimed restaurant in the centre of London. He has made nine TV series, written several

books, and still does around twenty live shows a year. He doesn't have much free time any more. How did he make it big?

Well, his rise to fame and fortune came early and swiftly. By the age of eight he had already started cooking at his parents' restaurant. It was an easy way to earn a bit of pocket money! After two years in catering college, and some time spent in France, he started working in restaurants. He worked under three famous chefs in London before he was spotted by a TV producer at 21, and his life changed.

Even though he had very little experience, he had a great deal of enthusiasm for cooking, and was very natural in front of the camera. His first TV programme featured him rushing around London on his scooter buying ingredients and cooking for his friends, all to a rock and roll soundtrack. The recipes were bare and simple – they didn't involve complicated cooking techniques and used plenty of fresh ingredients and herbs. It attracted a completely new audience that previously had no interest in food programmes. Jamie Oliver became an overnight success.

So what's his recipe for success? 'A little bit of luck, a little bit of passion, and a little bit of knowledge!' he says.



- 3 **T 6.1** Listen to a similar text about Jamie Oliver. Write down the differences you hear.

LANGUAGE FOCUS

1 Why do we say ...?

quite **a few** TV series but **a little** pocket money
not much free time but **not many** free days

2 Complete the chart and compare the different ways of expressing quantity.

Reading text	Listening text
nine TV series	quite a few
	ten books
twenty live shows	
	not many free days
two years	
	a few famous chefs
very little experience	
	a lot of enthusiasm
plenty of fresh ingredients	
	didn't have any interest

►► Grammar Reference pp146-147

- 4 Close your books. What can you remember about Jamie Oliver?

PRACTICE

Countable or uncountable?

1 With a partner, ask and answer questions.

How much ...? How many ...?

- | | |
|--------------------------|--------------------------|
| 1 money/in your pocket | 6 pairs of jeans |
| 2 cups of coffee/day | 7 books/read in one year |
| 3 times/been on a plane | 8 homework/a night |
| 4 time/spend watching TV | 9 English teachers/had |
| 5 sugar/in your coffee | 10 films/a month |

T 6.2 Listen and compare your answers.

2 Some nouns can be both countable (C) or uncountable (U).

Chocolate is fattening. **U**
 Have a chocolate. **C**

I do a lot of business in the Middle East. **U**
 We opened a business together. **C**

Complete the sentences with *a* or *nothing*.

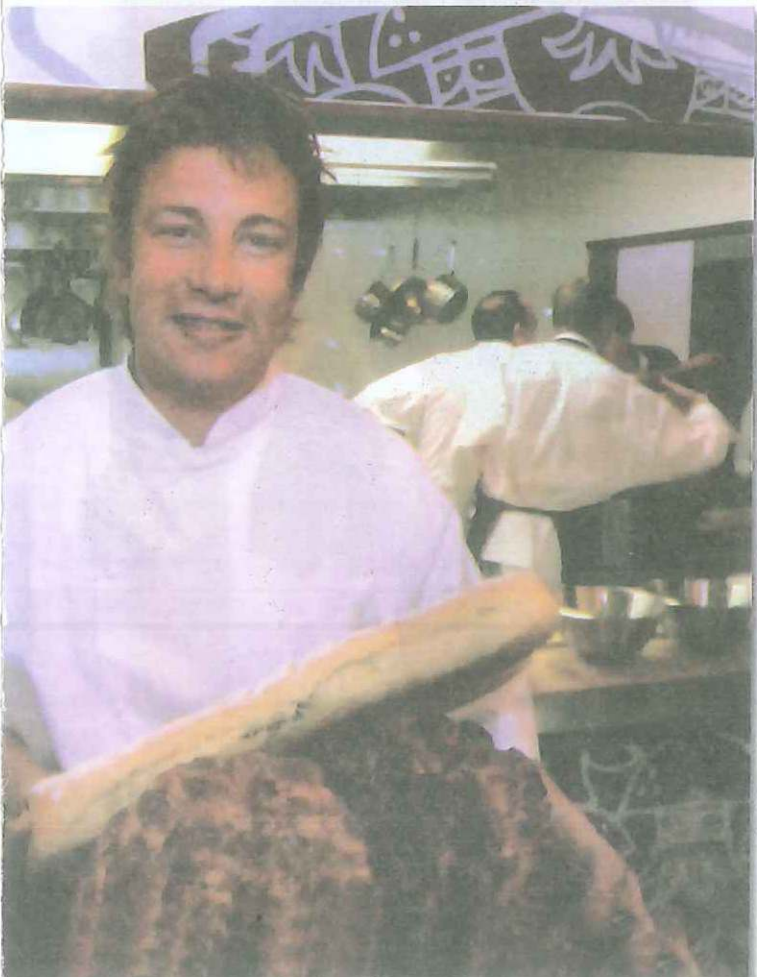
- I'd like ___ single room for the night.
Is there ___ room for me to sit down?
 - You mustn't let children play with ___ fire.
Can we light ___ fire? It's getting cold.
 - Oman is a land of ___ great beauty.
You should see my new car. It's ___ beauty.
 - There was ___ youth standing in front of me.
___ youth is wasted on the young.
- 3 Find word pairs linked according to meaning. Which are normally count nouns, and which uncount? Write them in the correct column.

dollar lorry suitcase job furniture advice apple
 trouble fact money suggestion fruit journey chair
 problem work traffic information luggage travel

Count nouns	Uncount nouns
dollar	money

With a partner, choose a pair of words. Write two sentences to illustrate their use. Use the count nouns in the plural.

We need some new furniture. We need four more chairs.



Expressing quantity

4 Rephrase the sentences. Use the prompts.

She earns five euros an hour.

much / very little / hardly any

She doesn't earn much money.

She earns very little money.

She earns hardly any money.

1 She's got two friends.

many / very few / hardly any

2 There are six eggs in the fridge.

some / a few / enough

3 There are two eggs in the fridge.

many / only a couple of

4 There aren't any tomatoes.

no / not a single / none

5 Did you spend many weeks in France?

much / a lot of

6 I have five days' holiday a year.

much / hardly any

7 I have put on 20 kilos!

a huge amount of / far too much / loads of

8 Ninety per cent of my friends have a car.

almost all / most / the majority

9 Ten percent of them smoke.

very few / hardly any / not many

10 There isn't one of my friends who's married.

none / not one

11 Ken works 100 per cent of the time.

all / the whole

12 Yesterday I ate hardly anything at all.

not much / very little / almost nothing

5 Choose the correct alternative.

1 I have *a few* / *few* cousins, but not many.

2 We have *very little* / *a little* money, I'm afraid.

3 I earn *less* / *fewer* money than I did in my old job!

4 *Less* / *fewer* people study French these days.

5 *All people* / *Everyone* took the test.

6 I was burgled last month. *All* / *Everything* was stolen.

7 *Everyone* / *All the people* was watching the Cup Final.

8 Last week the *all* / *whole* school had flu.

SPOKEN ENGLISH Expressing quantity

There are many ways of expressing quantity in spoken English.

She's got loads of clothes.

T 6.3 Listen and fill the gaps with the expression of quantity you hear.

_____ of time _____ of food _____ of things
_____ of money _____ of washing _____ of people

What have your friends got a lot of?

Tania's got millions of shoes.

A lifestyle survey

Conduct a survey of the habits of your class using the activities listed. When you are ready, give your feedback using expressions from the box.

- like shopping
- spend a lot of money on trainers
- watch *Prison Break*
- buy designer clothes
- like *Grey's Anatomy*
- go to coffee shops
- go swimming regularly
- do a lot of exercise

all of us
most of us
a few of us
hardly anybody
quite a lot of us
nobody
(nearly) everybody
none of us

Most of us like shopping.



▶▶ WRITING Report writing – A consumer survey *p116*

LISTENING AND SPEAKING

Advertisements



- 1 What's your favourite advertisement at the moment? What's it for? Does it have a story?
- 2 Talk about an advertisement from a newspaper or magazine. What's it for? Why do you like it?
- 3 **T 6.4** Listen to four radio advertisements and answer the questions. Write a number 1-4.

Which advert ...

- ... is advertising a football match? ☐
- ... is selling soap powder? ☐
- ... is for car insurance for women? ☐
- ... is advertising a shop's opening hours? ☐

- 4 Complete the chart.

	Name of the product	Characters involved	Setting/place
1			
2			
3			
4			

- 5 What is the selling point for each advert?
- 6 Answer the questions about each advert.
 - 1 Describe Sarah's play shirt.
What's special about this washing powder?
 - 2 What do the men think of the woman driver?
Why and how do they change their minds?
 - 3 What has the daughter done that she's so proud of?
Why is her father so horrible to her?
 - 4 How does the official try to hurry up the wedding?
Why is he in a hurry?

Writing an advert

Devise a radio or television advert. Choose a product or service of your own, or one of the following.

- a BMW sports car
- Bonzo pet food
- Dazzle washing-up liquid
- Blue Mountain coffee
- a bank for students
- a restaurant in town
- a computer

READING AND SPEAKING

Two famous brands



1 What do you know about these brands? What is their reputation? Are they popular among your friends and family? Who are their rivals?

2 Work in two groups.

Group A Read about Starbucks on this page.

Group B Read about Apple Macintosh on p59.

Read your article and answer the questions.

- 1 When and where did the company begin?
- 2 Who founded it?
- 3 Where did the name of the company come from?
- 4 Why did the product become a success?
- 5 Has the company's progress always been easy?
- 6 What makes the brand special?
- 7 What features of the product or company do people see as negative?
- 8 What are some examples of the company's products?

3 Find a partner from the other group. Compare and swap information.

4 Here are eight answers. Decide which four are about your article. Then write the questions.

- In Silicon Valley.
- Three or four.
- \$5 billion.
- In 1997. (*When ... launched?*)
- Ten years. (*How long ... take ...?*)
- Because he argued with his partner. (*Why ... resign?*)
- Because they can't compete. (*Why ... out of business?*)
- By selling some of their possessions. (*How ...?*)

STARBUCKS COFFEE

ANYONE FOR COFFEE? What about a Skinny Latte, or perhaps an Almond Truffle Mocha, or even a Raspberry Mocha Chip Frappuccino? These are just a few of the many speciality coffees on offer at Starbucks, the world's leading coffee roaster and retailer.

Starbucks serves over 25 million customers a week in 7,500 stores around the world. And this figure is increasing rapidly, with three or four new stores being opened every single day! So how did a company currently worth \$5 billion get started?

Starbucks Coffee, Tea and Spice, as it was originally known, roasted its first coffee beans in 1971.

This tiny coffee house in Seattle, named after a character in the novel *Moby Dick*, was the vision of three men – Baldwin, Siegel, and Bowker – who cared passionately about fine coffee and tea. Their determination to provide the best quality coffee helped their business to succeed, and a decade later, their fourth store in Seattle opened.

Meanwhile, in New York, Howard Schultz, a businessman specializing in kitchen equipment, noticed that a small company in Seattle was ordering a large number of a special type of coffeemaker. Out of curiosity, he made the cross-country trip to Seattle to find out more. Immediately he saw the Starbucks store, he knew that he wanted to be part of it. The three founder members weren't initially very keen, but a persistent Schultz was eventually hired to be head of Starbucks marketing in 1982. He modelled the Starbucks stores on Italian espresso bars, and made them comfortable places to relax. Within the next ten years, Schultz had already opened 150 new stores and had bought the company! There are now stores all over Europe, Asia, and the Middle East. Today Starbucks is one of the world's most recognized brands.

3 or 4 new stores open every day.

But global success comes at a price. Although Starbucks has a company policy of fair trade and employee welfare, it has been the recent target of anti-globalization protests. Many people feel that big corporations, even responsible ones, are never a good thing, as small, independent companies can't compete and go out of business. However, Starbucks' continued success in the face of opposition shows that its blend of commercialism and comfy sofas is still proving an irresistible recipe for world domination.

Apple Macintosh

ARE YOU A MAC USER? For many, home computers have become synonymous with Windows and Bill Gates, but there has always been a loyal band of Apple Macintosh users, whose devotion to the Apple brand and its co-founder Steven Jobs is almost religious.

Steven Jobs and Steven Wozniak dropped out of college and got jobs in Silicon Valley, where they founded the Apple Computer company in 1976, the name based on Jobs' favourite fruit. They designed the Apple I computer in Jobs' bedroom, having raised the capital by selling their most valued possessions – an old Volkswagen bus and a scientific calculator. The later model, the Apple Macintosh, introduced the public to point and click graphics. It was the first home computer to be truly user-friendly, or as the first advertising campaign put it, 'the computer for the rest of us'. When IBM released its first PC in 1981, Jobs realized that Apple would have to become a more grown-up company in order to compete effectively. He brought in John Sculley, the president of Pepsi-Cola, to do the job, asking him 'Do you want to just sell sugared water for the rest of your life, or do you want to change the world?' Sculley and Jobs began to argue bitterly, however, and after a power struggle, Jobs was reluctantly forced to resign.

"The computer for the rest of us."

By 1996 Apple was in trouble, due to the dominance of Windows software and the increasing number of PC clones which could use it. Jobs, having had great success with his animation studio Pixar, was brought back to the ailing firm for an annual salary of \$1, and the company gradually returned to profitability.

Apple's computers cost more than most PCs, and have a more limited range of software available for them, but their great appeal has been the attention to design, making Apple the cool computer company. The launch of the stunning multi-coloured iMac in 1997, followed by the sleek new iMac in 2002, marked the end of the computer as an ugly, utilitarian machine, and brought the home computer out of the study and into the lounge. As Steve Jobs put it, 'Other companies don't care about design. We think it's vitally important.'

Apple's fortunes were transformed again with the development of the iPod in 2003, which soon became a must-have gadget and brought about a boom in Internet music sales. And of course, it was beautifully stylish.



Vocabulary work

Find adverbs ending in *-ly* in the texts that have these meanings.

Starbucks

- a at great speed
- b at the present time
- c in the beginning, before a change
- d with strong feeling and enthusiasm
- e at the beginning
- f after a long time, especially after a delay

Apple Macintosh

- a really/genuinely
- b in a way that produces a successful result
- c in a way that shows feelings of sadness or anger
- d in a way that shows hesitation because you don't want to do sth
- e slowly over a long period of time
- f in a very important way

What do you think?

- 1 What arguments do the anti-globalization protesters make against Starbucks and other multinational corporations? Do you agree?
- 2 Do you have a computer? What sort? What are your favourite websites?

VOCABULARY AND PRONUNCIATION

export: /'eksɜ:t/ or /ɪk'spɜ:t/

- 1 **T 6.5** Listen and repeat these words, first as nouns and then as verbs. How does the word stress change?

a export	c decrease	e progress	g refund	i permit	k insult
b import	d increase	f record	h produce	j transport	l protest

- 2 With a partner practise the words. Give instructions like this.

c as a noun!

'decrease

g as a verb!

re'fund

- 3 Complete the sentences with one of the words in its correct form. Read the sentences aloud.

- Scotland _____ a lot of its food from other countries. Its _____ include oil, electronics and financial services.
- I'm very pleased with my English. I'm making a lot of _____.
- Ministers are worried. There has been an _____ in the number of unemployed.
- But the number of crimes has _____, so that's good news.
- How dare you call me a liar and a cheat! What an _____!
- There was a demonstration yesterday. People were _____ about blood sports.
- He ran 100m in 9.75 seconds and broke the world _____.
- Don't touch the DVD player! I'm _____ a film.
- Britain _____ about 50% of its own oil.

T 6.6 Listen and check.

refuse: /'refju:z/ or /rɪ'fju:z/

- 1 **T 6.7** These words have different meanings according to the stress. Check the meaning, part of speech, and the pronunciation in your dictionary. Listen and repeat.

a refuse	c minute	e content	g invalid
b present	d desert	f object	h contract

- 2 Practise saying the words in exercise 1 with a partner.

g as an adjective!

in'valid

- 3 Answer the questions using the words in exercise 1.

- What's another name for a dustman?
- What's a UFO?
- What's the Sahara?
- What do you get lots of on your birthday?
- What are pages 2 to 5 of this book?
- What's another way of saying ...?
 - happy
 - very small
 - a written agreement
 - to say you won't do something
 - incorrect (PIN number)

T 6.8 Listen and check.

SPEAKING

Starting a restaurant

- 1 Think of some restaurants that are popular where you live. What makes them successful?



- 2 Work in small groups. You are going to open your own restaurant. You have to make many important decisions. Discuss these questions.

- What kind of restaurant will you open?
- How will you raise money to start the restaurant?
- Where will the restaurant be located?
- What kind of customers do you want to attract?
- How will you advertise your restaurant to attract these customers?
- How many workers will you hire and how much will you pay them?

- 3 Your restaurant is now successful! Discuss these questions.

- Should you raise prices?
- Should you expand?
- The economy enters a recession and business slows. What do you do to stay profitable?

What do you think?

- Appoint a spokesperson from each group. Tell the rest of the class what decisions you made and why you think those decisions would make your restaurant successful.
- As a class, vote on the group whose restaurant is most likely to continue to succeed.

EVERYDAY ENGLISH

Business expressions and numbers

- 1 This exercise practises fixed expressions in a work context. Match a line in A with a reply in B.

We need to get together sometime. When would suit you best?

Monday and Tuesday are out for me, but Wednesday would be fine. Let's say 9.30.

A	B
1 Mike! Long time no see! How are things?	a Sorry. I didn't quite get that last bit. What was it again?
2 I'm afraid something's come up, and I can't make our meeting on the 6th.	b Sure. I'll email them to you as an attachment.
3 What are your travel arrangements?	c Hey! Mind your own business! You wouldn't tell anyone yours!
4 Could you confirm the details in writing?	d There's no point. I'm not qualified for it. I wouldn't stand a chance.
5 They want a deposit of 2 ½ percent, which is £7,500, and we ... the two ... thousand ... ge ... t ...	e I'm getting flight BA 2762, at 18.45.
6 I'll give you £5,250 for your car. That's my final offer.	f Good, thanks, Jeff. Business is booming. What about yourself?
7 I don't know their number offhand. Bear with me while I look it up.	g Great! It's a deal. It's yours.
8 OK. Here's their number. Are you ready? It's 0800 205080.	h Never mind. Let's go for the following week. Is Wednesday the 13th good for you?
9 So what's your salary, Dave? 35K? 40K?	i No worries. I'll hold.
10 Have you applied for that job?	j I'll read that back to you. Oh eight double oh, two oh five, oh eight oh.

T 6.9 Listen and check.

- 2 Work with a partner. Cover the lines in B. Try to remember the conversations. Then cover the lines in A and do the same.

Music of English

Use the stress shading to help you get the rhythm of each sentence right.



'No. Thursday's out. How about never – is never good for you?'

- 3 Practise the numbers in the conversations. How is the phone number said in two different ways?

- 4 Practise saying these numbers.

375 1,250 13,962 23,806 150,000 5,378,212

½ ¾ ⅓ ¼ ⅔

4.3 7.08 10.5 3.142 0.05

17 Sept Feb 3 22 Nov Aug 14

19th century 21st century 1960s

2007 1980 1786 1902

12.00 p.m. 12.00 a.m. 14.05 22.30

07775 360722 0800 664733 0990 21 22 23

(football) 2 – 0 (tennis) 30 – 0

T 6.10 Listen and check.

- 5 Write down some numbers. Dictate them to your partner. Ask your partner to read them back to you.