

LESSON PREPARATION

INTERMEDIATE UNIT NINE

VOCABULARY AND EXPRESSION BUILDERS

Competition Vocabulary

Opposition: To be in against. The opposition was a powerful force.

Cut: throat competition Very aggressive players. There were many cut throat competitors on the market.

Advantage: The lead. The competition was getting the advantage.

Striving: To be determined. The company was striving to eliminate the competition.

Workforce: The employees. They have a large workforce.

Dominance: To have major control. They dominate the market.

Attaining: To achieve. They have attained their goals.

Survival: To continue to endure. They survived the market change.

Favorable: Positive circumstances. They had favorable conditions during the buyout.

Prize: The reward. They won the prize.

Evolution: To grow. They evolved into the market leader in the industry.

Consequences: The result. The consequences of the situation.

Capitalism: A free enterprise government. Russia has become capitalistic.

Efficiency: No waste. They are efficient in their procedures.

Strength: The advantages. The strength in the organization is that it has expertise.

Indisputable: No debate. It was indisputable that he would win the election.

Market leader: The best in the industry. They are the market leaders in the industry.



SPEAKING ENGLISH

I have been doing an analysis on the workforce and it seems like there is cut throat competition.

It is not a question of attaining dominance but more-over of survival right now.

They are the indisputable market leaders right now.

TECHNIQUE BUILDERS

Quantities.

Inch / Centimetre

Yard /Meter

Mile/Kilometre

Acre/Hectare

Fahrenheit / Celsius

Gallons/Litres

Ounce/Gram

Pound/Kilo

WRITING BUILDERS

Informal

Hey Jack,

I have been talking to the legal department and they said that the spinoff is a go.

Talk to you later.

Malcolm

Formal

Dear staff,

As member of the executive board of the Acme

Company I am proud to announce the Merger of our company with the Asian market leader Choi Industries.

Sincerely Yours,

Paul Jenkins

For information

Earn Remember to earn money.

Win To win the lotto or a game.

Merger Two companies joining forces.

Acquisition One group buys another.

Spin off A company sells one of its activities.