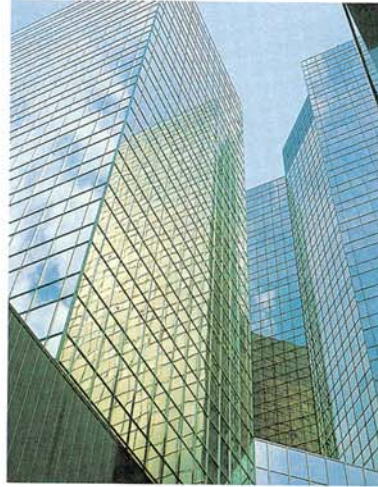


2 Companies



In this unit:

- **Language Focus**
Present simple and present continuous
Pronunciation: third person singular /s/ /z/ /vz/, sentence stress
- **Skills**
Writing: avoiding repetition
Reading: FT Graduate Training Programme
Listening: four major companies
- **Vocabulary**
Word building
- **Business Communication**
Presenting information

Key Vocabulary

2.1 Companies are involved in many activities, for example **buying, selling, marketing and production**, in a range of different industries, such as **information technology, telecommunications, film, and car manufacture**. Many well-known companies are **multinationals**, these are companies which **operate** in a number of countries. Multinationals often have a complicated structure. There is usually a **parent or holding company**. This company owns other companies or parts of other companies. These other companies are called **subsidiaries**.

Lead-in

1 Look at the photos and identify the four companies.



3 <http://www.reuters.com/>

2 Match the information about these multinational companies to the correct company logo.

Company logo	Company activities	The company says
	1 The third largest record company in the world. It is also the world's largest publisher of songs and music.	a 'We are committed to providing high quality food.'
	2 The world's largest hamburger restaurant company. It has over 19,000 restaurants in 100 countries.	b '(We) lead the world in the provision of news and financial information to broadcasters, newspapers, financial markets and on-line services.'
	3 This company provides news and financial data to the business community.	c 'We aim to be the world's premier music company in all aspects of our business.'
	4 This company is an international air-express carrier. It delivers packages and documents all over the world.	d 'We keep your promises.'

3 Work in groups. Choose three of these companies.

- BMW Coca-Cola Nike Levi Strauss & Co. Microsoft

Write what you know about:

- 1 what each company produces or provides
- 2 where the company started
- 3 where the company operates
- 4 who its main competitors are