**Clauses of contrast and purpose: Activity 1**

Read Grammar Bank 9A. Then complete the sentences with the words in the box. Listen and check.

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| Grammar Bank  **9A** clauses of contrast and purpose  **clauses of contrast** EXAMPLES **1 Although / Though** the ad said it would last for years, my dishwasher stopped working after two months.     My dishwasher stopped working after two months, **although / though** the ad said it would last for years.     My dishwasher stopped working again, **even though** I’d had it repaired the week before.     My dishwasher has never stopped working. I hardly ever use it, **though**.  **2 In spite of (Despite)…**     her age, my mother is still very active.     being 85, my mother is still very active.     the fact that she’s 85, my mother is still very active. FORM   * We use *although, though, even though,* and *in spite of* or *despite* to express a contrast.   **1** *although, though* and *even though* are usually used at the beginning or in the middle of a sentence.   * *though* is more informal than *although*. * *even though* is stronger than *although / though* and is used to express a big or surprising contrast. * *though* can also be used as an adverb, usually at the end of a sentence, after a comma. In this case, it means *however*.   **2** After *in spite of* or *despite*, we can use a noun, a verb in the *-ing* form, or *the fact that* + subject + verb.   * Remember not to use *of* after *despite*. **NOT** *Despite of the rain*,…   **clauses of purpose** EXAMPLES **1** I went to the bank **to / in order to / so as to /**talk to the bank manager.  **2** I went to the bank **for** a meeting with the bank manager.  **3** I went to the bank **so that** I could talk to the manager in person.  **4** I wrote down what he said **so as not to / in order not to** forget it.  FORM   * Use *to, in order to, so as to, for,* and *so that* to express purpose.   **1** After *to, in order to,* and *so as to,* use a base form.   * *in order to* and *so as to* are more formal than *to*.   **2** Use *for* + a noun, e.g., *for a meeting*.   * You can also use *for* + gerund to describe the exact purpose of a thing, e.g.,  *This liquid is for cleaning metal*.   **3** After *so that,* use a subject + modal verb (*can, could, would,* etc.).   * When there is a change of subject in a clause of purpose, we use *so tha*t, e.g.,  *We bought a new car so that the children would have more space.* **NOT** *to / in order to / so as to the children…*  This is the only way of expressing purpose when there is a change of subject.   **4** To express a negative purpose, use *so as not to* or *in order not to*, e.g.,  *I wrote down what he said in order not to forget it.* **NOT** ...*to not forget it.* |

|  |  |
| --- | --- |
| for despite as spite order that  even although to though |  |

1.  We loved the movie, \_\_\_\_\_\_\_\_\_ the fact that it was nearly three hours long!

2.  Carl doesn’t like spending money, \_\_\_\_\_\_\_\_\_ though he’s very rich.

3.  They went down to the harbor \_\_\_\_\_\_\_\_\_ see if they had fresh fish.

4.  I’ll make a list, so \_\_\_\_\_\_\_\_\_ not to forget anything.

5.  My mother called the doctor in \_\_\_\_\_\_\_\_\_ to make an appointment.

6.  He really isn’t very fashionable. He sometimes tries to wear a fun tie to work, \_\_\_\_\_\_\_\_\_ .

7.  I turned the heat on high, so \_\_\_\_\_\_\_\_\_ the house will warm up quickly.

8.  The cake tasted good, in \_\_\_\_\_\_\_\_\_ of not looking like the photo in the recipe book.

9.  I stopped at a roadside diner \_\_\_\_\_\_\_\_\_ a quick meal before continuing on my journey.

10.  I must say that, \_\_\_\_\_\_\_\_\_ the service was poor, the meal was delicious.

**Clauses of contrast and purpose: Activity 2**

Read Grammar Bank 9A. Then rewrite the sentences. Use contractions where possible. Listen and check.

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| **Grammar Bank**  **9A** clauses of contrast and purpose  **clauses of contrast** EXAMPLES **1 Although / Though** the ad said it would last for years, my dishwasher stopped working after two months.     My dishwasher stopped working after two months, **although / though** the ad said it would last for years.     My dishwasher stopped working again, **even though** I’d had it repaired the week before.     My dishwasher has never stopped working. I hardly ever use it, **though**.  **2 In spite of (Despite)…**     her age, my mother is still very active.     being 85, my mother is still very active.     the fact that she’s 85, my mother is still very active. FORM   * We use *although, though, even though,* and *in spite of* or *despite* to express a contrast.   **1***although, though* and *even though* are usually used at the beginning or in the middle of a sentence.   * *though* is more informal than *although*. * *even though* is stronger than *although / though* and is used to express a big or surprising contrast. * *though* can also be used as an adverb, usually at the end of a sentence, after a comma. In this case, it means *however*.   **2** After*in spite of* or *despite*, we can use a noun, a verb in the *-ing* form, or *the fact that* + subject + verb.   * Remember not to use *of* after *despite*. **NOT** *Despite of the rain*,…   **clauses of purpose** EXAMPLES **1** I went to the bank **to / in order to / so as to /**talk to the bank manager.  **2** I went to the bank**for** a meeting with the bank manager.  **3** I went to the bank **so that** I could talk to the manager in person.  **4** I wrote down what he said **so as not to / in order not to** forget it.  FORM   * Use *to, in order to, so as to, for,* and *so that* to express purpose.   **1** After *to, in order to,* and *so as to,* use a base form.   * *in order to* and *so as to* are more formal than *to*.   **2** Use *for* + a noun, e.g., *for a meeting*.   * You can also use *for* + gerund to describe the exact purpose of a thing, e.g.,  *This liquid is for cleaning metal*.   **3** After *so that,* use a subject + modal verb (*can, could, would,* etc.).   * When there is a change of subject in a clause of purpose, we use *so tha*t, e.g.,  *We bought a new car so that the children would have more space.* **NOT** *to / in order to / so as to the children…*  This is the only way of expressing purpose when there is a change of subject.   **4** To express a negative purpose, use *so as not to* or *in order not to*, e.g.,  *I wrote down what he said in order not to forget it.* **NOT** ...*to not forget it.* |

|  |  |
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| **1.** Despite not getting very good reviews, the book sold really well.      Even though \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . **2.** We stayed at a bed and breakfast so as not to spend too much money on accommodation.      We stayed at a bed and breakfast so that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . **3.** Despite earning a fortune, she drives a very old car.      Although \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . **4.** Everyone enjoyed the movie, even though the ending was sad.      Everyone enjoyed the movie, in spite of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . **5.** The plane managed to land despite the terrible weather conditions.      The plane managed to land, even though \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . **6.**I told her I enjoyed the meal, so that I wouldn’t offend her.      I told her I enjoyed the meal, so as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . **7.** The police closed the roads so as to allow the president’s car through safely.      The police closed the roads in order \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . |  |

## Advertising, business: Activity 1

Complete the sentences with the correct form (simple present, simple past, or past participle) of a verb from the list. Then listen and check.

|  |  |
| --- | --- |
| become     close down     drop     grow      expand      export   import launch    manufacture      market      merge     produce      set up     take over |  |

**1.**  Apple products are easy to \_\_\_\_\_\_\_\_\_\_\_ because people are immediately attracted to the stylish designs.   
**2.**In 1989, Pepsi-Cola \_\_\_\_\_\_\_\_\_\_\_ a new product called Pepsi A.M., which was aimed at the "breakfast cola drinker." It was an immediate flop.   
**3.** The Spanish airline Iberia \_\_\_\_\_\_\_\_\_\_\_ with British Airways in 2011 and became one of the world’s biggest airline groups.   
**4.**Although GAP stands for Genuine American Product, most of its clothes are \_\_\_\_\_\_\_\_\_\_\_ in Asia.   
**5.**Prosciutto is a kind of Italian ham. Two of the best-known kinds are San Daniele and Parma, which are \_\_\_\_\_\_\_\_\_\_\_ in the Friuli and Emilia regions of Italy, and are \_\_\_\_\_\_\_\_\_\_\_ all over the world.   
**6.**When General Mills \_\_\_\_\_\_\_\_\_\_\_ Blue Buffalo (a gourmet pet food maker), the smaller company became part of the larger organization.  
**7.**  The supermarket chain Tesco \_\_\_\_\_\_\_\_\_\_\_ the market leader in 1995, and is still the UK’s biggest-selling chain.   
**8.**The first Zara store was opened in La Coruña in Spain in 1975, where its head office still is today. The company started to \_\_\_\_\_\_\_\_\_\_\_ into new markets in 1988, and it now has branches in 96 countries.   
**9.**  Many banks are now offering loans to people who want to \_\_\_\_\_\_\_\_\_\_\_ a new small business.   
**10.** The cost of living in Iceland is so high because so many food products have to be \_\_\_\_\_\_\_\_\_\_\_ .  
**11.** During a boom period, the economy \_\_\_\_\_\_\_\_\_\_\_ quickly and living standards improve.   
**12.** During a recession, many companies \_\_\_\_\_\_\_\_\_\_\_ and living standards \_\_\_\_\_\_\_\_\_\_\_ .

## Advertising, business: Activity 2

Match the words and phrases to the correct verb (*do* or *make*). Then listen and check.

|  |  |
| --- | --- |
| money well an in﻿vest﻿ment a loss business (with)  a deal a job badly market research a decision |  |

|  |  |
| --- | --- |
| **do** | **make** |
|  |  |

## Advertising, business: Activity 3

Match the idioms with *business* to their meanings (A–H).  See Tools for Quick tips. Then listen and check.

|  |  |
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| **1.** \_\_\_ I think we’ve been through everything on today’s agenda. Now, is there **any other business**?  **2.** \_\_\_ Now that so many people book their vacations and travel online, many travel agencies have **gone out of business**.  **3.** \_\_\_ Let’s **get down to business** right away – we’ll take a break in an hour or so.  **4.** \_\_\_ She looks very determined - like a woman who **means business**.  **5.** \_\_\_ **A** "What are you doing?"  **B  "**I’m sorry, but **it’s none of your business**."  **6.** \_\_\_ **A** "Is he your new boyfriend?"  **B** "**Mind your own business**!"  **7.** \_\_\_ He arranged to meet his ex-business partner because they had some **unfinished business**.  **8.** \_\_\_ Why are you taking your tennis racket on a work trip? It’s never a good idea to **mix business with pleasure**. **A** important things that still need to be discussed or dealt with  **B**  (informal) it’s not something that concerns you  **C**  start dealing with the matter that needs to be dealt with, or doing the work that needs to be done  **D**  closed down because there is no more money or work  **E** (informal) have serious intentions  **F**  things that are discussed at the end of an official meeting  **G** try to do something enjoyable when you also need to work  **H** (informal) think about your own affairs and don’t get involved in other people’s lives |  |

## Changing stress on nouns and verbs

Listen and read. Which syllable in the bold words is stressed? Choose the correct answers. Then listen again and repeat.

|  |  |
| --- | --- |
| * 1. We **ex|port** to customers all over the world.   + first syllable   + second syllable |  |
| * 1. One of our main **ex|ports** is cheese.   + first syllable   + second syllable |  |
| * 1. Sales have **in|creased** by 10% this month.   + first syllable   + second syllable |  |
| * 1. There has been a large **in|crease** in profits this year.   + first syllable   + second syllable |  |
| * 1. The new building is **pro|gre|ssing** well.   + first syllable   + second syllable |  |
| * 1. We’re making good **pro|gress** with the report.   + first syllable   + second syllable |  |
| * 1. Most toys these days are **pro|duced** in China.   + first syllable   + second syllable |  |
| * 1. The demand for organic **pro|duce** has grown enormously.   + first syllable   + second syllable |  |

**Ponzi schemes: Activity 1**

Read and complete the article with the missing sentences.

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| **Ponzi schemes** Want to know an easy route onto the world’s rich list? You may think it’s an impossible dream, but as Charles Ponzi reveals, all you really need is a persuasive smile and the ability to lie very, very well.  **The man behind the name**  Charles Ponzi was an Italian immigrant living in the United States who cheated countless innocent people out of money in the 1920s. At that time, when a person wanted to send a letter to another country, he or she (if they were feeling generous) could also send the recipient an international reply coupon. The coupon could then be used to pay for the postage of the reply. Ponzi’s idea was to buy cheap reply coupons in another country and sell them in the United States, where they were worth more. He then planned to share the profits with his investors. However, transporting and paying for the coupons caused delays and incurred extra costs, which meant he couldn’t pay back his investors as quickly as he had promised. But he didn’t tell them that.  **1** \_\_\_. Ponzi paid the early investors their profit with the new money that was pouring in and kept some of it for himself. At the height of his success, he was buying and selling around 160 million reply coupons, despite only 27,000 existing worldwide. When people realized this, it was all over. **2** \_\_\_.  **How does it work?**  The Ponzi scheme is based on a simple principle revolving around paying old investors with money that comes in from new investors. What exactly they invest in doesn’t matter. With the money from the first investors you rent a fancy office and buy a new car, which helps you to attract new investors. **3** \_\_\_. One person can only do so much, and sooner or later the scheme flops because there aren’t enough new investors to pay all of the old ones.  **Other big schemers**  Examples of the Ponzi scheme date back as far as the 1880s and are still happening now. One of the longest running operations was headed by Lou Pearlman, former manager of the famous American boy bands Backstreet Boys and 'N Sync. To fund promotional activity for his band roster, he convinced businesspeople to invest in other non-existent side projects. **4** \_\_\_, Pearlman was eventually convicted of cheating investors of over $300 million and, in 2008, was sentenced to 25 years imprisonment.  But that was nothing compared to Bernard Madoff’s $65 billion Ponzi scheme. In 2009, Madoff was sentenced to 150 years in prison after having cheated billionaires, celebrities, and even banks and charities. **5** \_\_\_. He was also helped by the fact that he was running a legitimate business at the same time. He didn’t promise ridiculously high returns, and he always gave his investors their money when they asked for it. Madoff’s business propositions seemed perfectly trustworthy, but a lot of people lost all their money.  So for Charles Ponzi, Lou Pearlman, Bernard Madoff, and countless other Ponzi schemers, their lies eventually caught up with them. Their riches were only temporary and the price they eventually had to pay much more. Our advice? Never try to make an honest buck based on a lie. The truth always wins…eventually. |

1.

* + Among the fake companies he created was an airline, which existed solely on paper.
  + He was able to convince them because he was a highly respected and well-established financial expert.
  + He continued to happily take money from excited new investors on a daily basis, many of whom gave him their life savings.

2.

* + The whole thing collapsed and the authorities caught him.
  + However, the scheme doesn’t work for long because of the constant need to find new investors.
  + Among the fake companies he created was an airline, which existed solely on paper.

3.

* + Among the fake companies he created was an airline, which existed solely on paper.
  + He was able to convince them because he was a highly respected and well-established financial expert.
  + However, the scheme doesn’t work for long because of the constant need to find new investors.

4.

* + Among the fake companies he created was an airline, which existed solely on paper.
  + He was able to convince them because he was a highly respected and well-established financial expert.
  + The whole thing collapsed and the authorities caught him.

5.

* + The whole thing collapsed and the authorities caught him.
  + However, the scheme doesn’t work for long because of the constant need to find new investors.
  + He was able to convince them because he was a highly respected and well-established financial expert.

**Ponzi schemes: Activity 2**

Read the article again. Look at the words and phrases in bold and try to figure out their meaning. Then match them to the definitions.

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| --- |
| **Ponzi schemes** Want to know an easy route onto the world’s rich list? You may think it’s an impossible dream, but as Charles Ponzi reveals, all you really need is a persuasive smile and the ability to lie very, very well.  **The man behind the name**  Charles Ponzi was an Italian immigrant living in the United States who cheated countless innocent people out of money in the 1920s. At that time, when a person wanted to send a letter to another country, he or she (if they were feeling generous) could also send the recipient an international reply **coupon**. The coupon could then be used to pay for the postage of the reply. Ponzi’s idea was to buy cheap reply coupons in another country and sell them in the United States, where they were worth more. He then planned to share the profits with his investors. However, transporting and paying for the coupons caused delays and incurred extra costs, which meant he couldn’t pay back his investors as quickly as he had promised. But he didn’t tell them that. He continued to happily take money from excited new investors on a daily basis, many of whom gave him their life savings. Ponzi paid the early investors their profit with the new money that was **pouring in**, and kept some of it for himself. At the height of his success, he was buying and selling around 160 million reply coupons, despite only 27,000 existing worldwide. When people realized this, it was all over. The whole thing collapsed and the authorities caught him.  **How does it work?**  The Ponzi scheme is based on a simple principle revolving around paying old investors with money that comes in from new investors. What exactly they invest in doesn’t matter. With the money from the first investors you rent a fancy office and buy a new car, which helps you to attract new investors. However, the scheme doesn’t work for long because of the constant need to find new investors. One person can only do so much, and sooner or later the scheme **flops** because there aren’t enough new investors to pay all of the old ones.  **Other big schemers**  Examples of the Ponzi scheme date back as far as the 1880s, and are still happening now. One of the longestrunning operations was headed by Lou Pearlman, former manager of the famous American boy bands Backstreet Boys and 'N Sync. To **fund** promotional activity for his band roster, he convinced businesspeople to invest in other non-existent side projects. Among the fake companies he created was an airline, which existed solely on paper. Pearlman was eventually convicted of cheating investors of over $300 million and, in 2008, was sentenced to 25 years imprisonment.  But that was nothing compared to Bernard Madoff’s $65 billion Ponzi scheme. In 2009, Madoff was sentenced to 150 years in prison after having cheated billionaires, celebrities, and even banks and charities. He was able to convince them because he was a highly respected and well-established financial expert. He was also helped by the fact that he was running a **legitimate** business at the same time. He didn’t promise ridiculously high returns, and he always gave his investors their money when they asked for it. Madoff’s business propositions seemed perfectly **trustworthy**, but a lot of people lost all their money.  So for Charles Ponzi, Lou Pearlman, Bernard Madoff, and countless other Ponzi schemers, their lies eventually caught up with them. Their riches were only temporary and the price they eventually had to pay much more. Our advice? Never try to make an honest **buck** based on a lie. The truth always wins…eventually. |

|  |
| --- |
| buck fund flops pouring in trustworthy  coupon legitimate |

1.  \_\_\_\_\_\_\_\_\_\_\_\_ can be relied on to be good, honest, and responsible

2.  \_\_\_\_\_\_\_\_\_\_\_\_ coming in great numbers

3.  \_\_\_\_\_\_\_\_\_\_\_\_ pay for

4.  \_\_\_\_\_\_\_\_\_\_\_\_ collapses, stops working

5.  \_\_\_\_\_\_\_\_\_\_\_\_ a voucher which can be exchanged for cash

6.  \_\_\_\_\_\_\_\_\_\_\_\_ another word for an American dollar

7.  \_\_\_\_\_\_\_\_\_\_\_\_ allowed and acceptable according to the law