A rich life
Mixing business and pleasure

Vocabulary development 1
> CB p. 122

Business: phrasal verbs

1 Complete the sentences with the correct form of a verb from A and a preposition from B.

A
- lay
- start
- take (x2)
- turn
- wind

B
- down
- off (x2)
- out
- over
- up

1 As soon as Marco left school, he ______ his own stationery business.
2 Unfortunately, although he struggled for several years, the business never really ______.
3 Eventually, he had to ______ some of his staff.
4 However, he then met someone who wanted to ______ his own business ______ so that he could retire.
5 He asked Marco if he would like to ______ it ______ as a going concern.
6 The gamble ______ very well and he's now a successful businessman.

Verb + noun collocations

2 Complete the sentences with the correct form of the verbs in the box.

do
give
make (x2)
play
run
take (x2)

1 After being made redundant, Anna decided to ______ a gamble and set up on her own.
2 She had never dreamed of ______ a company before.
3 However, she decided to ______ it a try.
4 At first, the company didn't ______ any profit.
5 However, she preferred to ______ it safe rather than ______ any risks.
6 It's now ______ very well indeed, and ______ a lot of money.

Business: prepositions

3 Choose the correct answers.

1 I've always wanted to go in / into business with Ben.
2 We've just embarked in / on a new project together.
3 Tony has gone away on / in business, I'm afraid.
4 That's none of / on your business.
5 That firm has gone out / down of business.
6 We're working very hard to stay with / in business.

Compounds

4 Choose the correct answer (A, B or C).

1 The ______ of the big retail firm caused shockwaves.
   A take-up
   B takeover
   C takeout

2 The ______ from my customers was very positive.
   A comeback
   B talkback
   C feedback

3 My ______ last year was more than I'd hoped for.
   A turnover
   B turn-out
   C turnaround

4 We were obviously affected by the ______ in the economy.
   A downfall
   B downturn
   C downgrade

5 I've got a really heavy ______ at the moment.
   A workload
   B jobload
   C taskload

6 It's really important for a business to have a ______ of contacts.
   A groupwork
   B teamwork
   C network

Business

5 Complete the text with words from the box.

balance
disaster
dissillusioned
trepreneurs
let
lucrative
running
sailing
service
stumbled

Every year in the UK, more than half a million people start up a business. Some are clearly natural (1) ______ who have come up with or (2) ______ across a fantastic idea they turn into a successful new product or a(n) (3) ______ they can sell. Some are looking for greater flexibility or a better work-life (4) ______. It can end up being (5) ______ if you are fortunate, but there are no guarantees and it rarely turns out to be plain (6) ______. Some ideas are a recipe for (7) ______ and never really get up and (8) ______. Some businesspeople go from strength to strength: far more will eventually get (9) ______ and have to (10) ______ their dream go.
Use of English  (Paper 1 Part 1)

Multiple-choice cloze

1  Read the whole text quickly to get the general meaning.
2  Read the text again carefully and think about the type of word that will fit in each gap. Can you predict the answer without looking at the options?
3  Do the task.
4  Read through the text again, with your answers in place. Does it make complete sense?

HELP
> Q2  Which word completes this idiomatic expression with hands?
> Q5  You need to make a phrasal verb that means 'becomes extinct'.
> Q6  Read the two sentences before the gapped one. You need to make a contrast with them.

EXPERT LANGUAGE
Find two examples of the future in the text.

For questions 1-8, read the text below and decide which answer (A, B, C or D) best fits each gap. There is an example at the beginning (0).

The demise of the bookstore

As I was leaving the vast New York bookstore, feelings of guilt (0) ____________ in. I'd spent 45 minutes inside, treading the thick green carpets, (1) ____________ the wooden shelves but, as usual, I'd left empty-handed. The only money to (2) ____________ hands was in the store's coffee shop, where I'd (3) ____________ through a biography which I'd be downloading later. I'd even taken a (4) ____________ photo of the cover with my smartphone, to ensure I located the correct edition online. For me, a visit to a good bookstore has long been one of life's great pleasures and I'm desolate at the thought that they might be (5) ____________ out. Should more be done to save them? (6) ____________ ed, did I want the inconvenience of lagging the heavy tome around with me all day? The sad fact is that in the age of the digital download, the bookstore is no longer a (7) ____________ business model – its fate sealed long ago, when the first Kindle (8) ____________ on to the market and consigned it to history.

0  A kicked  B jumped  C popped  D slipped  
1  A seeking  B glancing  C leafing  D browsing  
2  A move  B change  C swap  D join  
3  A skimmed  B glimpsed  C glanced  D gazed  
4  A surreptitious  B disguised  C hidden  D secluded  
5  A ceasing  B closing  C dying  D expiring  
6  A What’s more  B Indeed  C There again  D Consequently  
7  A loyal  B virtuous  C sincere  D viable  
8  A appeared  B came  C released  D brought

Language development 1

Emphasis using negative introductory expressions

1  Tick (✓) the correct sentences. Correct the mistakes in the wrong ones.
1  Under any circumstances could I ever run a company.
2  Rarely has a business of this kind taken off so quickly.
3  After only borrowing from my family has I able to achieve my dreams.
4  Under no circumstances I ever want to work that hard again!
5  Not since we had been I been so afraid of something.
6  Never will I see such a fantastic place again.
7  Hardly he had taken his coat off when the phone went.
8  At no time you must never touch that switch.

For questions 1-8, read the text below and decide which answer (A, B, C or D) best fits each gap. There is an example at the beginning (0).

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6  A What’s more  B Indeed  C There again  D Consequently  
7  A loyal  B virtuous  C sincere  D viable  
8  A appeared  B came  C released  D brought

Emphasis through fronting parts of the sentence

5  Rewrite the sentences beginning with the words in bold.
1  The film has been so popular that we’re going to have a repeat showing.
2  The scenery is even more impressive than the wildlife.
3  The sun came out just in time for the picnic.
4  It may be lovely, but it’s also very expensive.
5  James drove up just as we were about to leave.
6  He was annoyed but he finished the talk.
7  Her confidence in her ability was such that we were all amazed.
8  An old man in a dark coat was outside the hotel.

4  Rewrite the sentences beginning with a word or phrase from the box.

little  no sooner  not only  on no account  only after  only now  rarely  under no circumstances

1  You should never have signed that contract.
2  I didn’t realise how difficult the process would be.
3  I will have to write a business plan and talk to the bank as well.
4  He’d already set off for the airport when he remembered he’d left his passport behind.
5  I’d only just arrived at the park when the dog when it started to rain.
6  We hardly ever eat out in places like this.
7  You mustn’t open the door while we’re out, whatever happens.
8  We are only just ready to leave.
The origin of plastic payment cards
In 1954, Stanley Dashew's company was facing serious financial difficulties. With a large tax bill to pay and a demanding immediate payment, it looked to meet its next payroll. However, not only did the California-based Dashew Business Machines survive its cash-flow crisis, it went on to bring the world one of the banking sector’s most successful innovations: the embossed plastic card.

At the time, most everyday consumer users were settled in cash, whilst larger payments involved the use of handwritten cheques. Although charge cards were already in use, these were paper-based, and so torn or defaced. At the time, Dashew Business Machines was making data-imprinting equipment for the US government, and Stanley saw a possible new way of the existing technology. He developed a machine that could emboss a plastic bank card with the account holder’s name and other details, a technological which was to lead directly to the development of the world’s first credit card.
Is better off really better?

Do material possessions really make us happy?

It's a well-known fact that material possessions don't ultimately make us happy. There are a number of reasons for this. First of all, it is things such as connection with people and meaningful activity that make a big difference to our well-being. Additionally, there are various factors that underpin the fleeting nature of the thrill that comes from getting the stuff we crave. One is that the acquisition of material goods is often quickly followed by anxiety about losing or damaging them, think of the first scratch on a new car. Another is that if something makes you happy, more of it won't necessarily make you even happier. Then there is what's known as hedonic adaptation: the fact that we simply get used to having the things that make us feel good and so stop noticing their beneficial impact.

That's all true. And yet, I've come to think that the issue is slightly more nuanced. There seem to be certain things that continue to make a little bit of difference to daily life for a long time. In my case, the prime example is my smartphone, which never ceases to amaze me. I don't live in fear of losing or damaging it, nor have I stopped noticing its benefits. One distinction that can be made is whether the item is functional and something we really want to rely on, rather than just own. An expensive watch, for instance, wouldn't be used to them that they are no longer noticed. Improvements in life is never to allow ourselves to get so less, satisfaction with life. The way to appreciate is different, for instance, can lead to more, not less, satisfaction with life. The way to appreciate things in the genuine understanding that they will not last forever nor will they give meaning to our life. If we do this, we may be able to avert excessive fear of losing them. It would be completely wrong to let our well-being hang on an electronic device or to think that it could bring about a deep existential transformation. But there's nothing wrong with noticing and appreciating what it can do for us, practically and aesthetically.

And what is happiness, anyway? As my uncle always used to say, 'Laughing always turns to crying.' He may not have known that his homespun wisdom had a classical pedigree. Plato thought that if we feel pleasure, we will inevitably feel a corresponding pain as we regain equilibrium, and if we feel pain, we will feel pleasure when we are restored to normality. One popular folk theory to explain this, often digested by references to Taoism, is that the yin of happiness requires the yang of misery. 'He who has felt the deepest grief is best able to experience supreme happiness,' as Alexandre Dumas put it. From this principle many draw the same conclusion he did: that happiness and misery have a measure of relativity. There is neither happiness nor misery in the world; there is only the comparison of one state with another. There is some truth in that, but good and bad cannot be defined purely relative to expectation and experience. Many things or states of affairs really are better or worse than others. Poverty, for example, is terrible, even when people around you are even poorer.

Nothing has the power of the first time, so as we get used to good things, it is inevitable that many will have less impact. But familiarity need not make us lose sight of their real value. Remembering how lucky you are to eat well every day and how easily things could be different, for instance, can lead to more, not less, satisfaction with life. The way to appreciate improvements in life is never to allow ourselves to get so used to them that they are no longer noticed.
Vocabulary development 2

Phrasal verbs: money

1. Match the sentence halves.
   - At the moment I'm scraping by.
   - I got totally ripped off.
   - I've just taken a pay rise.
   - Most of my money is tied up in the house.
   - I've put some money aside for a rainy day.
   - I managed to cut my expenses.
   - If I came into some money, I'd buy a new car.
   - I would help you, but I don't have any money.
   - a. out a subscription to that new music magazine.
   - b. into a fortune. I'd start a business.
   - c. on very little money as it's the end of term.
   - d. out financially if I could, but I'm broke again.
   - e. down in the end but I had to hang on for ages.
   - f. off at that new restaurant I went to last week.
   - g. up in investments.
   - h. by for an emergency.

2. Match the phrasal verbs in bold in Exercise 1 with their meanings.
   - beyond by for in into of on (x2)
   - 1. totally / entirely
   - 2. just
   - 3. managed / succeeded
   - 4. put / save
   - 5. into / charge
   - 6. off / at
   - 7. up / away
   - 8. by / for

Prepositions

3. Complete the sentences with prepositions from the box.

   - beyond by for in into of on (x2)
   - 1. Was there a discount or did you have to pay full price?
   - 2. Most students at this college are living / on a grant.
   - 3. Are you allowed to pay / buy / use a library card at that restaurant?
   - 4. I've just paid my salary / wages / fees / fees into my account.
   - 5. Sarah is always short / for / of money at this time of the month.
   - 6. Unfortunately, this car is only worth / worth / valued / worth / valued loan while mine's being repaired.
   - 7. My friend is often hard-up because she tends to live / on her means.
   - 8. I think that trip is excellent value / worth / despite money.

Collocations

4. Complete the sentences with words from the box.

   - bargain cause costs deal earth even regular savings
   - 1. He doesn't earn a fortune but he has an income.
   - 2. We usually have to be careful what we spend at the end of the month but we usually manage to break even.
   - 3. That handbag she bought cost a fortune even though it was in the sale.
   - 4. In order to cut costs, we're going to change our power supplier.
   - 5. Tony got a good deal at the currency exchange.
   - 6. I love spotting a bargain and saving myself money.
   - 7. I am happy to donate a monthly sum to a worthy cause.
   - 8. She'll never be well-off because she can't resist dipping into her savings.

Choose the correct answers.

Tips for managing money

- **Sam:** If we're staying in, we sometimes get an Indian takeaway or something to (1) share / divide if we go out for a drink, we usually just (2) split / cut the bill between us.
- **Emily:** When you go out to a restaurant or a club, you sometimes get special (3) charges / rates if you're a student, so look out for them. When I go out with a friend, I prefer to pay my own (4) way / part.
- **Vanessa:** When you rent a student flat, be careful there are no hidden (5) additions / extras. And it's generally better to pay (6) upfront / up front than on credit, as long as you get a receipt.
- **Jesse:** I am much better at (7) dealing / handling money than I was at the beginning of term. My tip is to (8) withdraw / extract only a certain amount every week from the bank -- then you know where your money is.

Language development 2

Modifying comparisons

1. Complete each gap with one word or phrase from A and one from B.

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>about</td>
<td>considerably</td>
</tr>
<tr>
<td>2</td>
<td>as</td>
<td>less</td>
</tr>
<tr>
<td>3</td>
<td>more</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>the biggest</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>somewhere</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>the same</td>
<td></td>
</tr>
</tbody>
</table>

2. Choose the correct answers.

   - **Is it cheaper to be a woman than a man?**
     - You would expect that clothes for both sexes would cost (1) **less** if they’re identical but although this is true in some shops, others charge men **more** which may seem unfair, given that their clothes often use more material. Only a tiny bit, true, but it’s the principle that counts.
     - However, women over the year do spend **more** on clothes -- nearly twice the amount, in fact. And predictably, men spend (4) **much** on shoes as their wives or girlfriends do -- again, around half the average sum.

   - **Ways to make money from home**
     - Rather than do extra hours at work in these difficult times, it makes (1) **a great deal** / far more sense to try and get something for nothing. For example, you could rent out your driveway for someone to park on during the day. (2) **By far** / Considerably the biggest demand is for parking near an airport, and if you act (3) **as / like** a taxi-driver and drop clients off at the airport, you would earn even more.
     - If that idea won’t work, why not rent out a spare room? There are (4) **anywhere near / somewhat** enough affordable places to rent available for young people, who will be grateful just for a room. If you’d prefer (5) **less more** to rent / rent to an overseas student, you can improve your linguistic skills at the same time – many people find it (6) **such a / so good experience and make so many new friends that they say they would do it without being paid.
     - If your house isn’t big enough (7) **to accommodate / accommodate / accommodating** somebody else, you could sell your good quality, rarely worn clothes online to make money. The more clothes you have, the (8) **fewer / less** you wear them, so clear some space and it will (9) **easily / decidedly** be the best decision you have made!
     - (10) Slightly / Barely more preparation is required to set up a car boot sale, but this way you can get rid of all the rubbish in your house. Give it a go and watch the money roll in!
Use of English  (Paper 1 Part 4)

Key word transformations

1. Read the instructions for the task and look at the example. Think about how the two sentences are different and notice how the meaning hasn’t changed.

2. Do the task.

For questions 1–10, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between three and six words, including the word given. Here is an example (0).

0. Do you think you could help me lift the table?

HAN

Would you mind helping me lift the table?

1. My brother managed to get a place at a prestigious business college.

SUCCEED

My brother succeeded at a prestigious business college.

2. Despite the poor economic climate, the company increased its sales.

MANAGE

The company managed, despite the poor economic climate.

3. Dan didn’t realise he’d forgotten his passport until he arrived at the airport.

REALISE

Only when did Dan realise that he’d forgotten his passport.

4. Very few businesses are profitable in their first year.

MAKE

Hardly make a profit in their first year.

5. Ken’s family persuaded him to ask for a salary increase.

TALK

Ken was persuaded to talk to his family.

6. The end of the film was completely unpredictable.

COULD

Nobody could have known what would happen.

7. Very few club members bothered to attend the Annual General Meeting.

EFFORT

Hardly made an effort to attend the Annual General Meeting.

8. A multinational corporation has recently acquired the local company.

OVER

The local company has been over by a multinational corporation.

9. Many fewer shoppers have been visiting the mall lately.

SHARP

There has been a marked decrease in the number of shoppers visiting the mall lately.

10. Students may not use the staff entrance under any circumstances.

MAKE

Under any circumstances, students are not allowed to use the staff entrance.

HELP

Q7. You need to use the verb made in your answer.

Q9. You need to use a noun in your answer; it is the opposite of increase.

Q10. Replace the verb use with a phrase using the key word. Be careful; you need to use inversion in your answer.

EXPERT LANGUAGE

Look back at your answers. Find three examples of verb + noun collocations with the verb make.

Writing  (Paper 2 Part 2: Review)

(P1) Selling millions of copies worldwide, I thought it was somewhat overrated but there was still no question of me missing the film version when it came out.

(P2) What I found most original about the book was the way it was structured. Telling the story of the close friendship between Emma and Dexter, which started at university and continued over a period of 20 years, we learn about the relationship by reading about what happened one day every year in their lives. However, in my view, that doesn’t really come across as well in the film, partly because it feels as if it is moving far too fast. After all, 20 years has to be crammed into two hours. Despite this, the screenplay keeps pretty much to the book and nothing too vital is left out.

EXPERT STRATEGY

- Make sure the opening sentence catches the reader’s attention.
- Focus on evaluating/giving critical comments/ comparing and contrasting rather than just describing what is being reviewed.
- Use a wide range of descriptive vocabulary.
- Give a summary/final evaluation at the end.

Planning your answer

1. Read the task and then look at two possible paragraph plans. Which one do you prefer? Why?

A para 1: introduction

para 2: what you liked/disliked about the film

para 3: what you liked/disliked about the book

para 4: summary and recommendation

B para 1: introduction

para 2: compare and contrast (e.g. story, structure)

para 3: compare and contrast (e.g. portrayal of characters)

para 4: summary and recommendation

You see this advertisement on a college website.

Have you recently seen the film version of a book you have read? Compare the film and the book, including your opinions on how the main characters are portrayed and say which you preferred.

Write your review in 220-260 words.

A

para 1: introduction

para 2: what you liked/disliked about the film

para 3: what you liked/disliked about the book

para 4: summary and recommendation

B

para 1: introduction

para 2: compare and contrast (e.g. story, structure)

para 3: compare and contrast (e.g. portrayal of characters)

para 4: summary and recommendation

Using appropriate language

3. Find examples in the review of language which:

1. compares and contrasts.

2. balances an opinion.

3. expresses preferences.

4. summarises.

4. Find examples of descriptive language in the review that match these meanings:

1. not as good as it was said to be

2. made to fit into something small

3. not very good

4. like

5. a bit of fun

6. very sad

7. didn’t work very well

8. try

Using appropriate language

5. Find examples of descriptive language in the review that match these meanings:

1. not as good as it was said to be

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Writing task

Now do the task in Exercise 1.