Booksellers

Before you read

Use a dictionary to help you underline the correct answer.

a) An unemployed person
   i) has a job.
   ii) doesn't have a job.

b) You get experience in something by
   i) reading a book.
   ii) learning how to do a job or activity.

c) You celebrate when
   i) something good happens or it's a special occasion.
   ii) something bad happens or it's a normal day.

Reading

Read this article adapted from the Observer and answer the questions.

The Book People

How do you sell books to people who never read? An unemployed man and a young mother found a new way to sell books and became millionaires. Fourteen years ago, Ted Smart was unemployed. He was 45 years old with a family. In the past, he had many different jobs. He was a salesman, a publisher and a photographer. He also lived in Hong Kong where he worked as a police officer. Seni Glaister was 21. She had a small baby. She had a little marketing experience in the US. Smart and Glaister decided to sell books to people who didn't go to bookshops. Smart and Glaister started a company called The Book People. Their company sells books to people at work in offices, banks, factories and schools. The salespeople call at an office or factory six times a year. They leave some books at reception. The workers look at the books at work and decide if they want to buy any. The salespeople return a week later and collect orders and money from the workers.

The company now has about 2.5 million customers. It is valued at £100 million. It sells 14 million books a year. Each year Smart and Glaister have a big party to celebrate their success.

From the Observer

1) In the article find four jobs and four places to work. Write them under these headings.

<table>
<thead>
<tr>
<th>Jobs</th>
<th>Places to work</th>
</tr>
</thead>
<tbody>
<tr>
<td>salesman</td>
<td>offices</td>
</tr>
</tbody>
</table>

2) Read the article again and answer the questions.

a) What job did Ted have in Hong Kong? police officer
b) Who had some marketing experience?
c) How old was Seni?
d) What does the company sell?
e) How often do the salespeople call at the offices and factories?
f) What do they have every year to celebrate their success?

What does:

“He” refers to in line 12? ____________

“She” refers to in line 15? ____________

“they” refers to in line 29? ____________

“it” refers to in line 35? ____________
Unemployment

Before you read
Underline the correct word or phrase in italics to make true sentences.

a) A jobless person is employed/unemployed.
b) If something gets results it doesn’t succeed/succeeds.
c) When people are laid off they get/lose a job.

WeWantWork

Lisa Rosevear worked in public relations in New York. A year ago, she was laid off from her job. She thought that she would find a new job quickly but she didn’t. There was eight percent unemployment in New York. Lisa sent out her CV and phoned companies but nothing worked. Lisa talked about the problem with two friends. They were also unemployed. The three friends had tried all the usual ways to find employment such as applying to job advertisements and contacting companies. Now it was time to try something new.

Lisa, her two friends and forty other jobless executives started an organisation called WeWantWork. All the members had excellent CVs. Most had graduate business degrees and good work experience. There were executives, IT managers and sales directors in the group. The members put information about their work experience on a website. They also went out on the streets at 7 a.m. and spent the morning giving out CVs and information to advertise their website.

The idea got results. Eleven of the forty-three members have found work. Another group has started in Boston. But the original group does not want new members. The group and the website will finish when all forty-three have found jobs.

From the Financial Times

1. Complete the sentences with the correct numbers from the article.

a) New York had ______ unemployment.
b) Lisa talked to her ______ friends.
c) There were ______ members of WeWantWork.
d) They gave out CVs at ______ a.m.
e) ______ members of the group have found work.

2. Are these sentences true or false?

a) Lisa lost her job last year.
b) She worked in human resources.
c) She soon found a new job.
d) Lisa and her friends started WeWantWork.
e) Most members had graduate business degrees.
f) They gave out CVs in the afternoon.
g) WeWantWork wants new members.

Read the article again and answer the questions

What does:

“she” refer to in line 3?

“They” refer to in line 11?

“They” refer to in line 29?
Lesson D  Good things happen.

1 Reading

A Brainstorm! Make a list of all the good things that happened to you recently. Tell the class.

- I found $20.
- An old friend called me.
- I passed my driver's test.

B Read the newspaper column. What good things happened to these people?

Around Town by Nelson Hunter

Acts of Kindness
A few weeks ago, I was walking to my car in the parking lot, when someone came up to me and said he enjoyed reading my weekly column. “But,” he said, “you always write about everyone’s bad experiences. Why don’t you ask people to talk about their good experiences, too?”

So I asked readers to write in and tell me about all the good things that happened to them recently. I got hundreds of replies. Here are three of them:

I was coming home from a party really late at night, and I missed the last train home. I didn’t have enough money for a cab, and I didn’t want to walk home in the dark. I was standing outside the train station, and I guess I looked worried because a woman came up and asked me if I needed any help. She offered to share a cab with me and to pay for it! She said she didn’t like being by herself at night, either. I was so grateful.

- Abby Walters

When I was shopping at the mall last week, I lost my wallet with all my money and credit cards in it. I spent a long time looking for it with no luck. I was really upset because it had my spare house key and my address in it, too. Anyway, later that day after I got home, my doorbell rang. It was a young man, and he had my wallet. Apparently, he saw it on the ground when he was walking into the mall. He drove all the way to my house to give it to me! I couldn’t believe it! I was so lucky!

- Andrea Keane

After class each week, I often go to the local donut shop and get some coffee before I go home. When I was leaving the store last week, the owner gave me a bag of donuts from the day before to take home for free. She said I was a good customer, and she didn’t want to throw them out. When I got home, I shared them with my roommates!

- John Jones

So, thank you for all the letters. For next week, I want to hear about any funny stories you have. What funny things happened to you recently?

C Read the article again. Are the sentences true or false? Correct the false sentences.

<table>
<thead>
<tr>
<th></th>
<th>True</th>
<th>False</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Nelson Hunter usually writes about good things that happen to people.</td>
<td>[ ]</td>
<td>[X]</td>
</tr>
<tr>
<td>2. Abby Walters had to pay for a cab home when she missed her train.</td>
<td>[ ]</td>
<td>[X]</td>
</tr>
<tr>
<td>3. Andrea was worried because if someone found her wallet, they could get into her house.</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>4. A young man found Andrea’s wallet when he was leaving the mall.</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>5. John ate the bag of donuts by himself.</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
Pricing policy

Read the report on a meeting about pricing policy in Callan Ltd, a clothing manufacturer. Think about the meaning of the words in bold type. Then mark sentences 1-12 True or False. If a sentence is false, explain why.

Report

Subject: Marketing Focus Group Meeting
Date: 4 December 2001
Present: DE, HT, PT, JF

The following decisions were taken regarding pricing strategy for the new year.

1. **Budget-priced goods** will only be sold in Category 'C' stores. These stores are in locations with a particular consumer profile. We expect high volume sales with low margins.

2. Goods can only be sold at a **sale price** where they have already been offered at the recommended retail price for a period of not less than three months.

3. Agents shall be instructed that from January 1, we do not allow **discounts** on any goods not sold at a previously higher price for a period of three months.

4. Decisions on pricing must realize **margins** for the retailer of up to 25%. Margins below 15% are unlikely to be economic for any of our retailers.

5. Similarly, our own **factory gate price** must allow the company to cover all **production costs** and also to realize a profit of between 25 and 35%. Our marketing team should watch the **market prices** to ensure that we do not price ourselves above the going rate.

6. Wherever possible, we should sell our products to retailers. This will cut out intermediaries and avoid retail prices being forced higher by high wholesale prices.

7. **An economic price** is a price that allows a reasonable profit.

8. **The factory gate price** is the cost of producing the product for the factory.

9. **Production costs** are the expenses a manufacturer has to pay for labour.

10. **The market price** is the price one company charges for a product.

11. **The going rate** is the price the consumers are prepared to pay.

12. **Retail price** is the price consumers actually pay.

13. **The wholesale price** is the price paid by consumers who buy many examples of the same product.

14. A **sale price** is a special low price, reduced from an earlier price. Goods offered for sale at a sale price are often at the end of their life or the season is at an end. For example, camping equipment may be put in a sale at the end of summer.
Social Life
There are a lot of people who are not able to distinguish their business lives from their social lives. They consider people are the same and conversation is the same. But they’re not. Here are some tips that could help you to act properly according to the situation. Don’t use a friend’s or your own house to make business contacts, collect free advice or publicize your achievements. Social occasions are for making friends, romantic contacts, offering advice to people who are not present and publicizing your children’s achievements. Don’t

- Things you have succeeded in doing.
- Having been taught good manners.
- To exaggerate your own good qualities.
- People who can help you find work or give you business-related information.
- An opinion that is given about the best thing to do in a specific situation.