LANGUAGE REVIEW

Present simple and present continuous

The present simple and the present continuous have several uses.

- We use the present simple to give factual information, for example about company activities.
  *Christian Dior Couture **makes** luxury, ready-to-wear fashion.*
  *Dior Homme **targets** the male consumer.*
- We use the present simple to talk about routine activities or habits.
  *Toledano routinely **communicates** with his demanding boss.*
  *Toledano **travels** every week to one of Dior's 224 stores.*
- We use the present continuous to talk about ongoing situations and projects.
  *Fashion house Christian Dior **is** now **selling** baby bottles.*
- We use the present continuous to talk about temporary situations.
  *Dior **is** currently **looking** to recruit a marketing director for the UK and Ireland.*

→ *Grammar reference* page 146

A **Which of the time expressions below do we usually use with the present simple? Which do we usually use with the present continuous? Which are used with both?**

usually	this year	every day	now
often	nowadays	once a month	currently
at the moment	these days	six months ago	

B **Complete these sentences with the present simple or the present continuous form of the verbs in brackets.**

1 a) At the moment, eBay ..... (work) with brand owners to remove fake items.
  b) eBay ..... now (spend) $20m a year analysing suspicious sales.
2 a) Louis Vuitton usually ..... (sell) its products through authentic Louis Vuitton boutiques.
  b) At the moment, Louis Vuitton ..... (negotiate) with Hubert de Givenchy.
3 a) Both Apple and BlackBerry ..... (launch) important new products this year.
  b) These days, a lot of people ..... (have) a BlackBerry.

C **Complete this text with the present simple or the present continuous form of the verbs in brackets.**

The Google brand .....[1] (grow) rapidly. According to the Millward Brown Brandz report, it .....[2] (hold) first place in the list of top 100 brands. In fact, the IT field .....[3] (dominate) the top-ten corporate brands. Google .....[4] (operate) websites at many international domains, the most popular being www.google.com, and .....[5] (generate) revenue by providing effective advertising opportunities. Google always .....[6] (focus) on the user, and consumers usually .....[7] (see) Google as quite trustworthy.

Nowadays, companies .....[8] (begin) to recognise that brands are amongst their most valuable assets. They understand that brands .....[9] (become) ever more powerful in driving business growth. Strong brands .....[10] (generate) superior returns and protect businesses from risk. Google currently .....[11] (hold) the top position, but it has to keep innovating if it wants to remain number one. BlackBerry and Apple are the two fastest-growing brands in the top 100, and China Mobile .....[12] (grow) steadily, too.

SKILLS

Taking part in meetings



A CD1.5 **Four marketing executives at a sports sponsorship agency are talking about finding a new sponsor for their client, a well-known media company. Listen to the conversation and answer the questions.**

1 Why does the client want to change the sport they sponsor?

2 Which four sports do the executives consider?

3 Which sport does Mario suggest? Why does he suggest it?

4 What must David do before he contacts Larry Harrington's agent?

B CD1.5 **Listen again and complete the extract.**

Joy Well, there are several possibilities. ..... [1] ice hockey? It's an incredibly fast, exciting sport, it's very popular in America and in a lot of European countries.

David OK, that's a possibility. ..... [2], Natasha? Would ice hockey be a good choice?

Natasha Mmm, ... [3]. It's not really an international sport, is it? Not in the same way as baseball, for example, or ... tennis.

David ..... [4] – baseball's got a lot more international appeal, and it's a sport that's got a good image. I don't know about tennis – I'm not sure it would be suitable. Mario, ... [5]?

Mario ..... [6], motor racing would be perfect for our client. It's fast, exciting, and the TV coverage of Formula One races is excellent. They would get a lot of exposure, it will really strengthen their image.

David That's a great idea, Mario. ..... [7] get in touch with Larry Harrington's agency and see if he's interested? Harrington's young, exciting – he'd probably jump at the chance to work with our client. They're a perfect match. But first I must check with our client and make sure they're happy with our choice.

C **Which of the phrases in Exercise B are:**

1 asking for opinions?
2 giving opinions?
3 agreeing or disagreeing?
4 making suggestions?

D **Role-play this situation.**

Jeanne de Brion is a jewellery company in Boston, USA. A year ago, it launched a line of jewellery with the brand name 'Cecile'. This is the name of the French designer who created the collection. Unfortunately, the Cecile line has not achieved its sales targets. Three directors of the company meet to discuss how to improve sales.

Work in groups of three. Read your role cards, study the Useful language box and then role-play the discussion.

Student A: Turn to page 134.
Student B: Turn to page 140.
Student C: Turn to page 143.

USEFUL LANGUAGE

ASKING FOR OPINIONS
How do you feel about that?
What do you think?
What's your view?

GIVING OPINIONS
I think / I don't think that's a good idea.
In my opinion, we need new products.

AGREEING
That's true.
I agree.
Absolutely.
Exactly.
I think so, too.

DISAGREEING
I see / know what you mean, but I think there's a problem.
I'm not so sure.
Maybe, but that's not enough.

MAKING SUGGESTIONS
I think we should reduce our prices.
How about a special promotion?
Why don't we talk to the big stores?
Maybe / Perhaps we could offer incentives.

Case study 1

HUDSON CORPORATION



A luxury luggage manufacturer is facing increased competition from cheaper imports. It must decide how to protect its brand and create new markets for its products.

Background

Hudson Corporation, based in New Jersey, USA, makes top-of-the-range luggage and travel accessories. It is a well-known brand name in the USA. Its suitcases and bags are associated with high quality, traditional design and craftsmanship. Hudson emphasises in its advertising that its products are 'made in America'. Recently, the company's market share in the USA has decreased. One reason for this has been the increased competition from Asian companies selling similar products at much lower prices.

A year ago, the management decided to boost sales by entering the European market, focusing initially on Switzerland, Germany, France and Italy. They set up a branch office and warehouse facility in Zurich, which would be the base for their European expansion.

What problems do you think Hudson will face on entering the European market? Make a list of your ideas.

Market research

Hudson recently set up a series of focus groups to find out how consumers perceived the company's brand in the USA.

Which of the findings do you think may have contributed to the company's lower market share in its home market?

Do you think Hudson's luggage and bags are:	% of people answering 'yes'
expensive?	72
exclusive?	56
value for money?	48
good quality?	82
old-fashioned?	68
exciting?	15
innovative?	18



CD1.6 Four of Hudson's American managers are talking about the problems they could face in Europe. **Listen and make notes on the key points.**



MARKETING STRATEGIES FOR EUROPE – OPTIONS

Reposition the brand
Sell Hudson suitcases and bags at medium price ranges. Manufacture the products in a country where labour costs are low, e.g. India or China. Do *not* promote the products as 'Made in America'. Use a high-volume, low-cost strategy for Hudson's core products.

Develop the Hudson brand
Promote the Hudson products as an exclusive brand and keep the 'Made in America' tag. Sell the products in the higher price ranges. Use product placement in films and television to support the brand. Hire a famous, sophisticated, influential man and woman to endorse the products. Two well-known French film stars have shown interest in endorsing a new range.

Hire a top designer
Employ a top designer to produce a new range of smaller suitcases and shoulder bags aimed at businesspeople travelling in Europe and at rich, younger, fashion-conscious buyers. Sell the products under a new label.

Develop a wider product range
Sell a wider range of products under the Hudson label, e.g. trolley-backpacks, document cases, briefcases, name-card holders, shoulder bags for men and women. Sell at lower, competitive prices.

Stretch the Hudson brand
Put the Hudson brand on high-quality watches and jewellery. Make an agreement with the Swiss manufacturers of these top-of-the-range products.

Develop sales using e-commerce
Sell the existing product lines via the Internet at very competitive prices.

Task

1 Work in small groups as directors of the Hudson Corporation. Hold an informal meeting. Consider the advantages and disadvantages of each option listed above. Choose *two* of the marketing strategies which Hudson should focus on to expand sales in European markets.

2 Meet as one group and decide which *two* marketing strategies you will use to develop sales in European markets.

Watch the Case study commentary on the ***DVD-ROM.***

Writing

As the CEO of Hudson Corporation, write an e-mail to the head of European Marketing Associates, David Wright, summarising the actions you agreed to take at your meeting, with your reasons. Suggest a time for a meeting with David Wright and his associates.

Writing file page 127