

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.

- At the moment, eBay (work) with brand owners to remove fake items.
 - eBay now (spend) \$20m a year analysing suspicious sales.
- Louis Vuitton usually (sell) its products through authentic Louis Vuitton boutiques.
 - At the moment, Louis Vuitton (negotiate) with Hubert de Givenchy.
- Both Apple and BlackBerry (launch) important new products this year.
 - 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 brand¹ (grow) rapidly. According to the Millward Brown Brandz report, it² (hold) first place in the list of top 100 brands. In fact, the IT field³ (dominate) the top-ten corporate brands. Google⁴ (operate) websites at many international domains, the most popular being www.google.com, and⁵ (generate) revenue by providing effective advertising opportunities. Google always⁶ (focus) on the user, and consumers usually⁷ (see) Google as quite trustworthy.

Nowadays, companies⁸ (begin) to recognise that brands are amongst their most valuable assets. They understand that brands⁹ (become) ever more powerful in driving business growth. Strong brands¹⁰ (generate) superior returns and protect businesses from risk. Google currently¹¹ (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 Mobile¹² (grow) steadily, too.

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A Complete the sentences with the verbs from the box. Use each verb twice. Put each verb into the correct form and the correct tense – present simple or present continuous.

invest	sell	take	target	work
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- Breitling and Cartier *sell* luxury watches around the world.
- It only our laboratory half an hour to test all the ingredients.
- Which market segment they usually ?
- Oh no! My printer properly. I'll ask Leila to run off a copy of the report for you.
- you more money in marketing this year?
- Their advertising agency never at weekends.
- Do you think we a big risk if we postpone the launch of our new model?
- Unfortunately, our range of soft drinks well at the moment.
- This time, we our advertising campaign on the young.
- Our company a lot in R&D. That's why we develop fewer new products than our competitors.

B Complete this text with the correct form, present simple or present continuous, of the verbs given. Then check your answers.

work Ralf Hinze *works*¹ in the R&D department of the Antwerp-based company Merlin Foods Ltd, where he² a team of five responsible for all organic products under the brand name *Sunnyvale*. They³ about three new products each year.

manage This week, however, Ralf is not in his office. He⁴ in the lab. He

develop the testing of an innovative range of soups and dressings, and

work⁵ a report.

supervise He⁶ his job and is proud of his company. Indeed, Merlin Foods

write⁷ rapidly. It⁸ subsidiaries in France and Germany

enjoy and⁹ Kilkenny Dairies (Ireland). Sales and earnings for the company

expand / have¹⁰ far beyond expectations. The Sunnyvale brand in particular

own¹¹ hugely popular throughout Europe.

increase

become

C Study the information in Exercise B. Then write questions for these answers.

- Where does Ralf Hinze work?*
In the R&D department at Merlin Foods Ltd.
-
About three each year.
-
In the laboratory.
-
He's supervising the testing of some new products.
-
No, he isn't. He's writing a report.
-
In France and Germany.
-
Yes, indeed. Far beyond expectations!

