

- B: Why don't we ask them to leave?
- C: I don't think that's a good idea. They look a bit threatening.
- A: We don't want any trouble.
- B: How about calling the police?
- C: Yes, but they're not doing anything wrong.
- A: They're allowed to stand there. It's a public space.
- B: Well, we need to do something because our customers don't like walking by them.
- A: We're not the only people with this problem. Could we speak to our neighbours about it?
- C: There aren't enough places for young people to go in this town.
- A: Yes.
- C: They have nothing to do so they hang about.
- B: What if we install a device that makes a high-frequency noise?
- C: How does it work?
- B: It's a noise that only young people can hear. It's not pleasant, so when they hear it they walk away.
- A: And older people can't hear this noise?
- B: No. Only people under twenty can hear it.
- C: Let's look into it.
- B: OK, I'll find out more about it.
- A: Or we could install speakers in the doorway and play classical music.
- C: That's a great idea. Most young people don't like Mozart.

### 8D, Page 69, Exercise 8

Hello, everyone. I'm glad to hear we've got some good creative teams ready to work. Now here's your task. We're launching a new product and we want you create the marketing plan. The product is a perfume. It smells of ... well, I'm not sure ... something like roses, I think. The target market is women over forty. It's a competitive market and we're aiming at the high end. These women are wealthy – they have very large incomes.

OK, so that's it. Look at your brief and be creative. We need you to come up with some really good ideas for this.

### 8D, Page 69, Exercise 10

OK, everyone. Good work so far, but I have some more information for you. Management has made a small change to the brief. The thing is that the perfume has a young fresh smell so we need to change the target market. You're now aiming at young women, aged eighteen to twenty-five. These women won't have quite so much money, so I want you to rethink your ideas. Young women, at the beginning of their careers. OK. Get to work.

### 8D, Page 69, Exercise 12

Hi, it's me again. I have some news about that perfume campaign you're working on. The market tests have arrived and they're, well ... they're surprising. The focus groups say it has a masculine smell – so the plan has changed. Instead of a perfume, it's going to be an aftershave lotion. Your target market is now men, aged eighteen to eighty. Please review your marketing plans. Thank you.

### 9B, Page 75, Exercise 7

1

- P = Paul Jones, G = Gyan Malik
- P: Paul Jones
- G: Hi, Paul. This is Gyan Malik, Judith's personal assistant.
- P: Oh, hi, Gyan.
- G: Paul, Judith would like to schedule a meeting with you to talk about her investment portfolio.
- P: Oh, good. Does she want me to come to her office?
- G: Yes, please.
- P: No problem. When's she free?
- G: Does Thursday at three suit you?
- P: Three doesn't work but four looks good.
- G: Four's fine. So that's four o'clock on Thursday the twentieth, then.
- P: Great. Thanks, Gyan.
- G: You're welcome. Thank you.

2

- R = Receptionist, G = Gyan Malik
- R: Hillman Medical Centre.
- G: Good morning. This is Gyan Malik and I'd like to make an appointment for Judith Harwood with Dr Goldberg as soon as possible.
- R: Dr Goldberg's booked up this week. How about next week?
- G: Oh, dear. It's quite urgent.
- R: Judith Harwood ...
- G: Uhuh.
- R: OK ... erm, hang on ... Can Mrs Harwood make Thursday at four?
- G: Is that the only time available?
- R: Yes. We just had a cancellation.
- G: Then that's fine. So that's four o'clock on Thursday with Dr Goldberg, then.
- R: Yes, that's right.
- G: Thank you.

### 9B, Page 75, Exercise 8

- P = Paul Jones, G = Gyan Malik
- P: Paul Jones.
- G: Paul, it's Gyan again. I'm afraid something's come up and Judith can't meet you on the twentieth.
- P: Ah. Do you want to schedule another time, then?
- G: Yes, please. Are you free at the same time on Friday the twenty-first?
- P: Yeah, Friday's open. So that's Friday at four at Judith's office, then.
- G: Good. Thanks. I'm sorry to mess you around like this.
- P: Hey, it's no problem. I'm glad to help.
- G: I'll email you to confirm, and thank you for being so flexible.
- P: You're welcome. Take care.
- G: Bye.