

Internet research

What do the terms vertical and horizontal integration mean? Find out about current trends in vertical integration in the music, drinks or TV industries.

- 4** 🎧 2:47 With a partner, choose the correct option in the checklist of useful expressions for presenting visuals. Then listen again and check your answers.

Useful expressions: Presenting visuals

Introducing a slide or visual

I'd like you to look at this slide.
My next slide *presents / shows / contains* two charts ...
Let's *look / see / show* at the second chart.

Highlighting

As the graph shows, ...
As you will *mark / notice / remark* in the pie-chart, ...
As you can *perceive / see / look*, after a merger ...

Contrasting

in contrast to ...
compared *with / regarding / in relation to* almost half who said ...
moreover / notwithstanding / whereas it remains about the same in ...

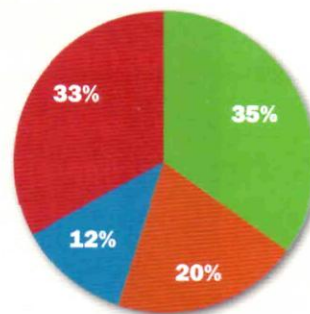
Explaining and interpreting

The figures seem to *recommend / suggest / explain* that ...
This is *because / resulting / due to* a perceived drop ...
The results *involve / indicate / interpret* that retailers ...
as *contrary / opposite / opposed* to manufacturers ...
This is the *result / reason / record* of improved product quality ...

Presenting visuals

- 5** The pie-chart shows how typical Americans spend their income.

- housing
- transportation
- food
- disposable, i.e. health, investments, entertainment, sports, communication, etc.



Draw two pie-charts, showing how you use your income today, and how you think you might use it in 20 years from now. In small groups, present your charts using the framework below.

- 1 Introduce the first chart.
- 2 Highlight points of interest.
- 3 Explain anything unusual.
- 4 Interpret what your chart says about you and your lifestyle.
- 5 Repeat points 1–4 for your second chart, and contrast the second chart with the first.

Presentation

- 6** Work in groups of three. Your company, which manufactures tennis racquets, is looking for a suitable takeover target in order to diversify and accelerate growth. Each person will present one company: decide together which is the best candidate for acquisition.

Student A: turn to page 115.
Student B: turn to page 117.
Student C: turn to page 121.

Glossary PAGE 157

crucial
deteriorate
disposable income
highlight
overload