

Making it big 6

- **Language focus** Expressions of quantity
- **Vocabulary** Words with variable stress
- **Everyday English** Business expressions & numbers
- **Reading** Scandi successes
- **Listening** Advertisements
- **Writing** Report writing

‘A satisfied customer is the best business strategy of all.’

Michael LeBoeuf

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- 1 Look at the photo. Is it a natural urge to always want more? Is this a positive thing? Why/Why not?
- 2 Read the quote. Why is this the best strategy? How do companies sometimes forget this? Which companies do you think get it right? How?



Watch the video introduction



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