## **COMPANIES**

EX 1) Watch the video of "GOING PUBLIC" – What is an IPO?, CNBC Explains, May 2018 (from beg. to 02:11) on youtube, then answer the following questions.

1. What happens to the ownership of a firm when it go	es public?	
2. What do most Stock Exchanges do to commemorat	e IPOs?	
3. Why go public?		
4. Pick up examples of massive companies that have	chosen to remain private.	
5. Why did they make such a choice?		
EX 2) Fill in the text with words from the vocabulary list (p. 88-89)		
One example of a, or PLC, is App	le. It has been a well-known company	
for several decades, especially due to its product inner	ovation that has the ability to appeal to	
both young and old, and in between. Apple	with its IPO in 1980. It is	
on NASDAQ under the stock symbol AAPL.	are issued. Apple's	
includes Tim Cook, James A. Bell, and	Arthur D. Levinson.	
A prominent example of a significant is	Huawei. Because it is private, the	
shares cannot be traded in the	. Ren Zhengfei is the founder and	
the, or CEO.		
These examples of a public and private company wou	ld be considered	
, or legal entities. The shareholders have	, and cannot be held	
financially responsible for more than the amount they	have invested in the company. Both are	
large tech companies, but this shows that both private and public companies can drive		
innovation, make huge profits, and become household names.		

## EX 3) A) Read the folloxing text and fill in the missing words from the options given :

Corporate Italy keeps it in the family, The Financial Times, October 2019

{capital - responsibility - index - expanding - professor - players - affair - triple-dip - dynamic - dynasty}

Italian capitalism is largely a family . Behind the largest industrial groups, family		
owners have traditionally been the main . While the ravages of the European debt		
crisis forced some to move on, recent events show that Italians keeping it in the family are		
still providing the most dramatic corporate sagas. Reports of the death of Italian family		
capitalism that characterised the years of Italy's recession are proving greatly		
exaggerated. More than a third of the companies on Italy's leading FTSE MIB (Milano Indice		
di Borsa) have families as the major shareholder. From the mega merger led by		
Ray-Ban maker Leonardo Del Vecchio to create global eyewear leader EssilorLuxottica to		
the Benetton dynasty's dilemma over the future of their infrastructure group Atlantia, Italy's		
business families are proving unexpectedly . Guido Corbetta, of		
family capitalism, argues that there is a number of entrepreneurs in their forties and fifties —		
such as the Lavazza coffee brothers or Campari owner Luca Garavoglia - who are		
quietly their businesses and making bigger revenues through exports. Against a		
backdrop of growing disruption and Wall Street shareholder capitalism, some Italian family		
business owners see an opportunity for a positive reappraisal of their paternalistic style of		
business. Mr Corbetta argues that Italian family capitalism traditionally rates better than the		
Anglo Saxon variety on attention to corporate social and local communities		
But, he says, "they have to better open their companies to outside managers and outside		
B) Now, briefly in answer the questions asked below: ".		
☐ What are the key takeaways from the text?		
☐ What are the strengths and weaknesses of family businesses in general?		
□ Will family businesses (vs larger firms) become more popular following covid?		

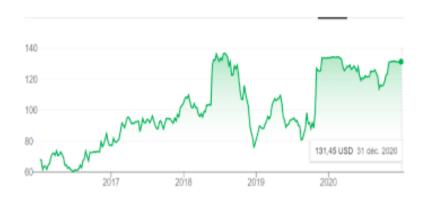
EX 4)

Look at the words below, which all feature the vowel –i, and match them with the appropriate pronunciation.

life / coronavirus / Al / conspiracy / idea / crisis / iconic / minority / viral / policy / to live / finishing line / to thrive / primary

fine /ai/	kit /i/

## Ex 5) Past simple or present perfect? The stock price of Tiffany & Co. between 2016 and 2020



1. Between 2017 and 2018, to \$100. (rise, jump, sink)
2. Between February 2018 and July 2018,by about \$30. (hit bottom,
plunge, climb).
3. In June 2018, at \$136 (peak, rocket, drop)
4. In mid 2018, high (reach a peak, jump, remain)
5. Between mid-2018 and December 2018, from \$130 to \$75 (peak,
rocket, drop)
6. At the turn of 2019, sharply (fall, crash, surge) before
(plunge, slip back, recover)
7. In the last quarter of 2019, a lot. (remain steady, fluctuate, go
up)
8. From August 2019 to January 2020, about \$50 (drop, gain, plunge)
9. Broadly speaking, over the past year (soar, remain steady;
jump).
10. All in all, since 2016. (decline, sink, rise)

## EX 6) Some prompts

last week – already – years ago – since 2015 – all my life – for seven years – ever – at that time – on Monday – back then – never – so far – when I was a teen

PRESENT PERFECT