



UNIT 4 Business

Chapter 10



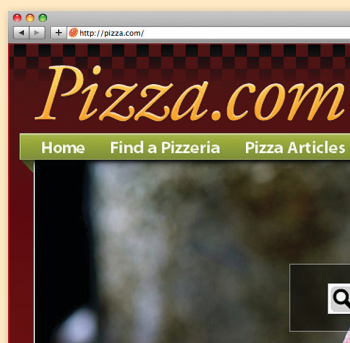
Accidental Inventions

Can a multimillion-dollar business idea begin as an accident?

Content areas:

- Business
- Science

Chapter 11



Names for Sale

Buying and selling Web site names is big business.

Content areas:

- Business
- Information Technology

Chapter 12



The Queen of Trash

A successful businesswoman made billions of dollars from trash.

Content areas:

- Business
- Environmental Studies

Accidental Inventions



1 TOPIC PREVIEW

A Read the list of five inventions from the last 150 years. Which do you think is the most important and why? Number your choices in order from 1 to 5. Share your answers with your classmates.

- _____ the computer
- _____ the television
- _____ the telephone
- _____ the refrigerator
- _____ the car

B Read the title of this chapter, look at the picture, and discuss the following questions.

- 1 What are some other inventions from the last 150 years? Why do you think they are important?
- 2 What does *accidental* mean? Which inventions in the picture do you think were accidental?
- 3 What do you think the reading is going to be about?

2 VOCABULARY PREVIEW

A Read the word lists. Put a check (✓) next to the words that you know and can use in a sentence. Compare your answers with a partner. Then look up any unfamiliar words in a dictionary.

Business	Academic Word List	Science
brand manufacturer market (v.) product	enormous global	discover laboratory melt radar
The chart shows selected words from the reading related to business, science, and the Academic Word List (AWL). For more information about the AWL, see page 121.		

B Write the word from Part A next to its definition.

- 1 Very, very large: _____
- 2 Change to a liquid: _____
- 3 A company that makes large amounts of things: _____
- 4 Something that people make in order to sell it: _____
- 5 A system for tracking things, such as airplanes or ships:

- 6 A type of product that a particular company makes:

- 7 Including the whole world: _____
- 8 Find something for the first time: _____
- 9 Try to sell something: _____
- 10 A room or building where scientists work: _____



3 READING

Preview the questions in Reading Check Part A on page 78. Then read the story.

Accidental Inventions



Dr. John Pemberton

- 1 Did you know that many inventions began as accidents? Some of these accidents even became big business ideas. They gave us products that people all over the world use every day.
- 2 In 1886 in the United States, a pharmacist¹ named Dr. John Pemberton tried to invent a medicine. Pemberton wanted a cure for headaches. He mixed several ingredients together. No one knows exactly what he did. The mixture was a mystery, but it tasted delicious!
- 3 Pemberton took the mixture to a drugstore. The drugstore sold the medicine as a drink for a few cents a glass. Pemberton and a partner started a company to make and sell the drink. However, the business didn't make much money. Then a smart businessman named Asa Candler bought the company. Candler made the business much more successful. The company grew, and it sold the drink around the world.
- 4 What happened to the mysterious headache cure? It's now a global product. It's one of the most famous brands in the world: Coca-Cola®. The Coca-Cola Company markets the drink in 200 countries. It sells more than 1.6 billion drinks every day.
- 5 An accident with a candy bar became another business idea in the United States. It happened in 1946. Percy Spencer, an

¹ pharmacist: a person who prepares and sells medicines





engineer, put a candy bar in his jacket pocket. Then he went to work. That day, he was testing a magnetron in his company's laboratory. The company used magnetrons to make radar systems. A magnetron is a device² that produces microwaves. These are short waves of energy that cause things to heat up.

Spencer stood near the magnetron. He turned it on. Suddenly, something very strange happened. The candy bar in his pocket melted! Spencer thought, "Maybe I could try this with other foods." First, he put little pieces of dried corn near the magnetron. Soft, white, puffy popcorn flew all around the room. Then he put an egg next to the magnetron. It heated up quickly and exploded. Spencer got hot yellow egg yolk all over his face! Some of Spencer's experiments were messy, but he discovered a new way to cook. What did he invent? The microwave oven.

The early microwave ovens were enormous. They were about 5½ feet (1.7 meters) tall, and they weighed over 750 pounds (340 kilograms). They cost about \$5,000 each. They were only good for restaurant use. Today, manufacturers make small, lightweight microwave ovens that are much cheaper than the early ones. These days, over 80 percent of homes in the developed world have a microwave oven.



Percy Spencer

Coca-Cola® and the microwave oven were lucky accidents. There are other examples, too. Did you know that the invention of plastic was an accident? The Post-it® note is another example. Now people use millions of these small sticky pieces of paper in offices and homes around the world.

Will other accidents bring us successful business ideas in the future? Who knows? Maybe a lucky scientific accident is happening somewhere in the world right now!

² device: an object that people make for a special use



4 READING CHECK

A Match the person to the action.

- | | |
|------------------|---|
| 1 Pemberton ____ | a He discovered a new way to cook. |
| 2 Candler ____ | b He wanted a cure for headaches. |
| 3 Spencer ____ | c He made Coca-Cola® a successful company. |

B Circle the letter of the best answer.

- 1 Dr. John Pemberton was ____ .
a an engineer **b** a pharmacist **c** a drugstore owner
- 2 Who bought Pemberton's company?
a a drugstore owner **b** Asa Candler **c** John Pemberton's partner
- 3 What happened to Pemberton's invention?
a It's now a famous drink.
b It's now a famous headache cure.
c No one knows what happened to it.
- 4 What was Percy Spencer doing one day at work in 1946?
a He was testing radar.
b He was testing airplanes.
c He was testing a magnetron.
- 5 What happened to Spencer's candy bar?
a It melted.
b It exploded.
c It flew around the lab.
- 6 What did Spencer do after he saw the melted candy bar?
a He sold the machine to a restaurant.
b He did experiments with other foods.
c He made lunch.
- 7 How were early microwave ovens different from today's microwave ovens?
a They were bigger.
b They cost less.
c Restaurants didn't use them.
- 8 What was another accidental invention?
a candy bars
b popped corn
c plastic



5 VOCABULARY CHECK

A Retell the story. Fill in the blanks with the correct words from the box.

brand	enormous	global	laboratory
markets	melted	radar	

Coca-Cola® started as an invention for a headache medicine. Dr. John Pemberton invented it right in his home, not in a ¹_____. Today, everyone knows the famous ²_____ named Coca-Cola®. The Coca-Cola Company ³_____ the drink around the world. In other words, the company is a/an ⁴_____ business.

Percy Spencer's invention was also accidental. Spencer worked with magnetrons. His company used them in ⁵_____ systems. When Spencer stood next to a magnetron, the candy bar in his pocket ⁶_____. ! Spencer did more experiments with food, and he found a new way to cook – with a microwave oven! At first, microwave ovens were ⁷_____ and expensive. Later, manufacturers made smaller, cheaper ones for home use.

B Circle the correct form of the word in each sentence.

Verb	Noun
discover	discovery
produce	product
manufacture	manufacturer

- 1 The (discover / discovery) of the microwave's use for cooking was the first step.
- 2 Then companies tried to (manufacture / manufacturer) a microwave oven for people to use at home.
- 3 Now many (manufactures / manufacturers) make microwave ovens.
- 4 The microwave oven is a very successful (produce / product).
- 5 Companies (produce / product) many different styles of microwave ovens.



6 APPLYING READING SKILLS

Understanding the order of events in a reading means that you know what happens first, second, third, and so on. A good idea is to make a list of the events in order, and number the first event 1, the second event 2, and so on.

A Complete the list to show the history of Coca-Cola®. Write the events in the correct order from 1 to 5.

- Pemberton started a business.
- Today, Coca-Cola® markets the drink around the world.
- Candler bought the business and made it successful.
- Pemberton invented a headache cure.
- Pemberton took his cure to a drugstore.

1 *Pemberton invented a headache cure.*

2

3

4

5

B Read these events in the history of the microwave oven. Write them in the correct order on a separate piece of paper.

- a** Spencer tested a magnetron.
- b** Spencer discovered a new way to cook.
- c** Spencer experimented with other foods.
- d** Spencer went to work with a candy bar in his pocket.
- e** The candy bar melted.

7 DISCUSSION

Discuss the following questions in pairs or groups.

- 1 Why do you think Coca-Cola® and the microwave oven became successful products?
- 2 What kind of people are inventors? For example, why did Spencer do more experiments with food after his chocolate bar melted?
- 3 What new product do you want to invent? Describe it. What will you name it?



CHAPTER 11 Names for Sale



1 TOPIC PREVIEW

A The name of a Web site functions as an address for the site. Look at this list of Web site names. Put a check (✓) next to the best names. Why do you think they are good names? Share your answers with your classmates.

- ☐ pizza.com
- ☐ nufrenz.com
- ☐ 123cd.com
- ☐ cars.com
- ☐ shop4everythinghere.com

B Read the title of this chapter, look at the picture, and discuss the following questions.

- 1 What are your favorite Web sites? Why do you like them?
- 2 What kinds of things do people buy and sell on the Internet?
- 3 What do you think the reading is going to be about?

2 VOCABULARY PREVIEW

- A** Read the word lists. Put a check (✓) next to the words that you know and can use in a sentence. Compare your answers with a partner. Then look up any unfamiliar words in a dictionary.

Business	Academic Word List	Information Technology
fee investor profit (n.) real estate value (n.)	predict register (v.)	click (on) (v.) domain name search engine

The chart shows selected words from the reading related to business, information technology, and the Academic Word List (AWL). For more information about the AWL, see page 121.

- B** Fill in the blanks with words from Part A.

- 1 Not many people are buying houses this year. It's not a good time to sell _____.
- 2 You have to pay a small _____ to keep a Web site.
- 3 Google is a popular _____. It helps you find information on the Internet.
- 4 The _____ gave him money to develop his business.
- 5 The _____ of land in that town is high. People pay a lot of money for it.
- 6 Type a topic in the search box, and _____ on "Search."
- 7 When you _____ a Web site name, you list it on the Internet.
- 8 Raul bought a house for \$200,000. Then he sold it for \$350,000. He made a/an _____ of \$150,000!
- 9 It's not easy to _____ the weather, but sometimes clouds can help us guess.
- 10 A/an _____ is the name of a Web site.



3 READING

Preview the questions in Reading Check Part A on page 85. Then read the story.

Names for Sale



Chris Clark

What is a name worth? A lot of money, when it's a Web domain name like pizza.com. Chris Clark created the name pizza.com in 1994. He didn't plan to sell pizza. He didn't even have a Web site! For the next 14 years, Clark paid only \$20 a year to keep the Web site name. Then in 2008, someone bought the name pizza.com from him for \$2.6 million. 1

Anyone can create a domain name and pay a fee to register it. Some smart investors, like Chris Clark, try to predict domain names that will be valuable in the future. Then they sell the names. Some of these investors make millions of dollars. 2

Who are these investors, and how do they do it? Many of them are regular people like you and me. They buy domain names, even when they have no use for them. Then they keep the names until their value goes up. Some investors use the names to build Web sites. They sell advertising on the sites to make some money. However, they can make much more money when someone wants to buy the domain names. 3

Domain names are like real estate. Investors buy them like houses or land. They hope to sell them for a profit in the future. In fact, buying and selling domain names is big business. People 4



buy and sell 90,000 names a day. Some experts say that worldwide sales of domain names could be about \$4 billion a year in the near future.

- 5 People are paying millions of dollars for good names. Names with .com are especially valuable. For example, CreditCards.com sold for \$2.75 million. Toys.com sold for \$5.1 million. Another domain name, Diamond.com, sold for \$7.5 million, and Business.com sold for \$350 million. People want names like these for their businesses.



- 6 There are millions of domain names on the Internet already. That makes it hard to create new good names. Here are some rules:
- Good names use short, common words. They are words that people often use in search engines, such as *cars*, *shoes*, or *books*. Words like these are easy to remember.
 - Domain names with letters and words are worth more than domain names with numbers. For example, *booksforyou* is better than *books4you*.
 - Correct spelling is better than incorrect spelling. For example, *shoes.com* is better than *shooz.com*.
- 7 Are you good at guessing domain names that people will want to buy? Do you have a few dollars for the registration fee? Start by thinking of a name. Use your favorite search engine, type the name in the search box, and click on "Search." Is the name already on the Internet? If not, maybe you can make millions of dollars on Internet real estate just like Chris Clark did.





4 READING CHECK

A Are these sentences true or false? Write *T* (true) or *F* (false).

- 1 ____ Chris Clark made a lot of money selling pizza.
- 2 ____ People are making a lot of money buying and selling domain names.
- 3 ____ All domain names are worth about the same amount of money.

B Circle the letter of the best answer.

- 1 Chris Clark ____ .
a sold pizza.com **b** sold pizza **c** bought pizza.com
- 2 Most Web site investors are ____ .
a Internet experts **b** rich people **c** regular people
- 3 About how much money are people paying for good domain names?
a billions of dollars
b millions of dollars
c hundreds of dollars
- 4 Buying and selling domain names is like ____ .
a buying and selling advertising
b buying and selling diamonds
c buying and selling real estate
- 5 According to the reading, what domain name made the most money?
a CreditCards.com
b Diamond.com
c Business.com
- 6 Why is it hard to create new domain names?
a You need to have a lot of money.
b You need to be good at using the Internet.
c There are already millions of names on the Internet.
- 7 Which sentence is *not* true about good domain names?
a They are easy to remember.
b They are easy to type.
c They are easy to create.
- 8 According to the reading, which is the best domain name?
a shoes4you.com
b shoes.com
c shooz.com



5 VOCABULARY CHECK

A Retell the story. Fill in the blanks with the correct words from the box.

click	domain names	fee	investors	predict
profit	real estate	register	search engine	value

Many people make a lot of money when they buy and sell
_____. These people are _____. First,
they try to _____, or guess, a name that will be worth a
lot of money in the future. Then they pay a small _____
to _____ the name on the Internet. When the
_____ of the domain name goes up, an investor can sell it
for a big _____. It's like buying and selling houses or land,
so many people say domain names are like _____.

The best domain names are short, common words that people often
use when they are using Google or another _____
to get information. Try to think of a good domain name. Then check
for it on the Internet. Just type the name into the search box, and
_____ on "Search." Maybe you can make some money!

B Some nouns and verbs often go together. Circle the verbs that often come
before the nouns in bold. Sometimes, more than one answer is possible.

- | | | | | |
|---|------|------|------|------------------------|
| 1 | say | pay | sell | a fee |
| 2 | make | do | buy | a profit |
| 3 | do | ask | use | a search engine |
| 4 | make | buy | sell | real estate |
| 5 | have | lose | try | value |



6 APPLYING READING SKILLS

Finding main ideas and supporting details (information that explains the main ideas more fully) will help you have a better understanding of a reading.

- A** Match the main ideas of the reading with the supporting details. Write the letter of each detail in the appropriate box.

MAIN IDEA	SUPPORTING DETAILS
1 Chris Clark made a lot of money from a domain name. <div><div></div><div></div></div>	a People buy and sell 90,000 names a day. b Chris Clark paid only \$20 a year to keep the name pizza.com. c Someone bought pizza.com for \$2.6 million. d Some experts say that worldwide sales of domain names could be about \$4 billion a year in the near future.
2 Buying and selling domain names is big business. <div><div></div><div></div></div>	

- B** Find two supporting details for each of these main ideas in the reading.

- 1** Names with *.com* are especially valuable.
a _____
b _____
- 2** There are some rules for creating good domain names.
a _____
b _____

7 DISCUSSION

Discuss the following questions in pairs or groups.

- Why does the writer say that domain names are like real estate?
- Do you think buying and selling domain names is a good way to make money today? Why or why not?
- Think of a good domain name. Follow the rules in the reading. Explain why the name could be valuable in the future.

The Queen of Trash



1 TOPIC PREVIEW

A What do you do with paper trash? Put a check (✓) next to all the things you do. Share your answers with your classmates.

- 1 ☐ I burn it.
- 2 ☐ I bury it.
- 3 ☐ I throw it away.
- 4 ☐ I make things with it.
- 5 ☐ _____ (your idea)

B Read the title of this chapter, look at the picture, and discuss the following questions.

- 1 Who do you think the woman in the picture is?
- 2 People call this woman the Queen of Trash. Can you guess why?
- 3 What do you think the reading is going to be about?



2 VOCABULARY PREVIEW

- A** Read the word lists. Put a check (✓) next to the words that you know and can use in a sentence. Compare your answers with a partner. Then look up any unfamiliar words in a dictionary.

Business	Academic Word List	Environmental Studies
accountant (make a) deal employee factory	export (v.) strategy	collect (garbage) dump packaging recycle

The chart shows selected words from the reading related to business, environmental studies, and the Academic Word List (AWL). For more information about the AWL, see page 121.

- B** Fill in the blanks with words from Part A.

- 1 Sometimes new CDs are difficult to open. This is because of the plastic _____.
- 2 The company uses old plastic and glass to make new products. They _____ it. That way, there is less trash.
- 3 He works for the company. He is a/an _____.
- 4 Olivia keeps records of a company's money. She's a/an _____.
- 5 He put all his trash in bags. He's going to take it to the _____.
- 6 The students just finished their tests. The teacher is going to _____ them.
- 7 The company is working on a plan to sell their new product in Europe next year. They want to succeed, so they need a good _____.
- 8 The company manufactures sneakers in a big building outside of town. In fact, they make all their shoes at this _____.
- 9 They are trying to agree on the best price for the car. Then they will sign the papers. They are making a/an _____.
- 10 The company makes products in China, and they ship them to other countries. For example, they _____ hats to Brazil.



3 READING

Preview the questions in Reading Check Part A on page 92. Then read the story.

The Queen of Trash



- 1 Cheung Yan is one of the most successful businesswomen in the world. She made billions of dollars. How did she do it? Does she sell computers? Does she sell diamonds? Does she sell real estate? No. She sells trash. In fact, many people call her the Queen of Trash.
- 2 Cheung was born in China in 1957. Her family wasn't rich. When Cheung was a young woman, she worked as an accountant. She saved some money, and she moved to Hong Kong. There, she became interested in the paper trash business. She and two partners started a company with a small amount of money. The company collected paper trash and sold it to paper mills¹.
- 3 Then Cheung had an idea. China had a shortage of paper. Cheung knew just where to get paper for China. In 1990, she and

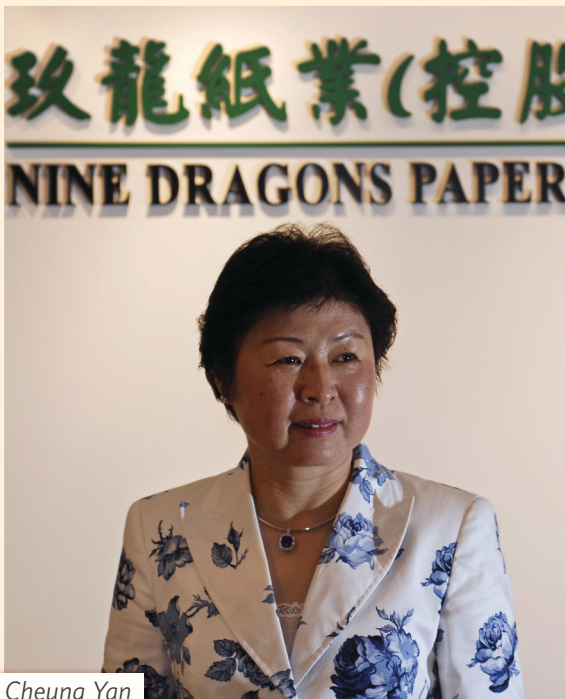
¹ *paper mill*: a place with machines that make paper





her husband moved to Los Angeles. There they found paper – tons of it. They drove their van to garbage dumps around Los Angeles. They collected the paper trash. Then they exported the trash to China. What did Chinese factories do with Cheung’s paper trash? They recycled it and made cardboard, a thick, stiff paper. Then they made the cardboard into packing boxes. They used the boxes to pack “Made in China” products, such as toys, electronics, and clothing. They sent these products to the United States and Europe.

In 1996, Cheung moved back to China. She started her own paper-making company called Nine Dragons Paper. Today, Cheung buys paper trash in the United States and Europe. She sends it to her factory in China. Then she makes it into materials for packaging. Big companies like Sony use her packaging. When people in the United States and Europe receive their “Made in China” products, they throw the packing boxes away as trash. Cheung gets the boxes and recycles them again into packaging.



Cheung Yan

What kind of person is Cheung? She’s a little mysterious. She almost never gives interviews. Other businesspeople say she’s good at making deals. She develops good strategies for her business. She works very hard, and she expects her employees to work hard, too.

The Queen of Trash is a hard-working businesswoman. She started her own company, and she made it grow. What will her future be? She hopes she will be successful for many years. Cheung knows one important thing: There will always be paper trash that she can recycle again and again.



4 READING CHECK

A Are these sentences true or false? Write *T* (true) or *F* (false).

- 1 ____ Cheung Yan is a successful businessman.
- 2 ____ Cheung Yan made a lot of money selling real estate.
- 3 ____ Cheung Yan started a paper-making company in China.

B Circle the letter of the best answer.

- 1 Cheung Yan sells ____ .
a real estate **b** trash **c** diamonds
- 2 When Cheung was young, she worked as ____ .
a a real estate seller **b** a paper exporter **c** an accountant
- 3 Why did Cheung Yan decide to export paper to China?
a China had a paper shortage.
b China had a lot of paper trash.
c China had a lot of paper factories.
- 4 Where did Cheung Yan and her husband find paper to export?
a at factories
b in dumps
c in vans
- 5 What did Chinese factories do with Cheung Yan's paper?
a They made toys with it.
b They made clothing with it.
c They made boxes with it.
- 6 Where is Cheung's own paper-making company?
a in Europe
b in China
c in the United States
- 7 Who uses Cheung's packaging?
a Nine Dragons Paper
b Sony
c the "Made in China" Company
- 8 Which sentence about Cheung Yan is true?
a She doesn't have good business ideas.
b She's mysterious and hardworking.
c She likes to give interviews.



5 VOCABULARY CHECK

A Retell the story. Fill in the blanks with the correct words from the box.

accountant	collected	deals	dumps	employees
exported	factories	packaging	recycled	strategies

Cheung Yan was born in China, and she worked as a/an _____
_____ ¹ when she was young. Later, she started a paper
trash company. Her company _____ ² paper trash and sold it
to paper mills.

When China had a paper shortage, Cheung and her husband moved to Los
Angeles to get paper. They drove to garbage _____ ³ around
the city to collect the paper. Then they _____ ⁴ it to China.

Chinese _____ ⁵ bought Cheung's paper. They
_____ ⁶ it and made cardboard boxes. Cheung decided to
start her own company in China. Today, she buys paper from the United
States and Europe. Her company makes it into _____ ⁷.

Cheung Yan develops good _____ ⁸ to make her company
successful. She works hard, and her _____ ⁹ work hard,
too. She also knows how to make good _____ ¹⁰ with other
companies. She hopes she will be successful for many years.

B Unscramble the words to complete the sentences.

- 1 You can find a lot of paper trash in garbage _____.
(mdups)
- 2 Some people _____ paper trash and use it to make
things. (loclcte)
- 3 You can _____ old plastic bottles. (lecryec)
- 4 A good company tells its _____ to recycle paper.
(seelyoepm)
- 5 Some companies make _____ from old paper. (ggapkainc)



6 APPLYING READING SKILLS

Your reading speed is the number of words you can read per minute.
Increasing your reading speed will make it easier to do all the reading for your classes. Timing yourself when you read will help you read faster.

- A** Reread “The Queen of Trash” on pages 90–91, and time yourself. Write your starting time, your finishing time, and the number of minutes it took you to read. Then calculate your reading speed.

Story title: “The Queen of Trash” (402 words)

Starting time: _____

Finishing time: _____

Total reading time: _____ minutes

*Reading speed: _____ words per minute



*To calculate your reading speed, divide the number of words in the text (402) by your total reading time (the number of minutes you needed to read the text).

- B** Now reread either “Accidental Inventions” (494 words) on pages 76–77 or “Names for Sale” (459 words) on pages 83–84. Time yourself. Write the title of the story and your times below. Then calculate your reading speed.

Story title: _____ (_____ words)

Starting time: _____

Finishing time: _____

Total reading time: _____ minutes

Reading speed: _____ words per minute

7 DISCUSSION

Discuss the following questions in pairs or groups.

- 1 Cheung Yan’s company, Nine Dragons Paper, makes packaging from recycled paper. What else can you make with recycled paper?
- 2 Do you think that Cheung Yan’s paper business will be successful in the future? Why or why not?
- 3 What kind of person is Cheung Yan? Why is she successful? Compare your personality with Cheung Yan’s.



UNIT 4 WRAP-UP

VOCABULARY REVIEW

Chapter 10	Chapter 11	Chapter 12
Business brand • manufacturer • market (v.) • product	Business fee • investor • profit (n.) • real estate • value (n.)	Business accountant • (make a) deal • employee • factory
Academic Word List enormous • global	Academic Word List predict • register (v.)	Academic Word List export (v.) • strategy
Science discover • laboratory • melt • radar	Information Technology click (on) (v.) • domain name • search engine	Environmental Studies collect • (garbage) dump • packaging • recycle

Find words in the chart above that match the definitions. Answers to 1–4 are from Chapter 10. Answers to 5–8 are from Chapter 11. Answers to 9–12 are from Chapter 12.

- 1 Something that you make and sell: _____
- 2 Very big: _____
- 3 To turn into a liquid: _____
- 4 A room used for scientific research: _____
- 5 To put a name on an official list: _____
- 6 A Web site name: _____
- 7 Money that you get from selling something for more than you paid for it:

- 8 A person who gives money to help start or grow a business:

- 9 To send to another country: _____
- 10 A person who works for a company or an organization:

- 11 A place where people throw things that they don't want anymore:

- 12 A plan: _____



VOCABULARY IN USE

Work with a partner or small group, and discuss the questions below.

- 1 Why do you think the Coca-Cola® **brand** is famous all over the world?
- 2 What are some other **global** brands? Do you buy them?
- 3 Did you ever **discover** how to do something in a new way (for example, a new way to study, exercise, or dance)?
- 4 Would you like to visit a **factory**? If so, what kind of factory? Why?
- 5 What is the best way to **market** a new product to someone your age?
- 6 How can manufacturers improve the **packaging** of products? Give examples.
- 7 What do you **recycle**? What things are difficult to recycle?
- 8 Do you like to shop online using a **search engine**? Why or why not?

ROLE PLAY

Work with a partner. Student A is a newspaper reporter. Student B is one of the people below. Prepare questions. Ask and answer the questions. Then change roles.

- **Dr. John Pemberton**
- **Chris Clark**
- **Cheung Yan**

WRITING

Answer the following questions. Give your own ideas and use examples from the stories.

- What kind of person is successful in business?
- How important are luck, intelligence, family, personality, and the location of the business?

WEBQUEST

Find more information about the topics in this unit by going on the Internet. Go to www.cambridge.org/readthis and follow the instructions for doing a WebQuest. Search for facts. Have fun. Good luck!