

Student A

SWIFT were one of the UK's best-selling fiction publishers. But in the 1970s they were losing market share and they had serious financial problems. In 1980 Bob Jones became Swift's Chief Executive. He introduced changes that made Swift a successful company again. Here are some of them.



T/F

Organisation	Different departments – design, production, marketing – were made to work in the same offices together.	
Employees	The number of employees was increased.	
Stock	Stock was moved to a cheaper warehouse.	
Catalogue	Fewer new books were produced.	
Writers	Payments to writers were reduced.	
Promotion	Spending on advertising was reduced.	
Sales	A new Sales Manager was appointed with experience in marketing consumer products.	
Outlets	Bookshops were given lower prices and more time to pay.	



Student B

SWIFT were one of the UK's best-selling fiction publishers. But in the 1970s they were losing market share and they had serious financial problems. In 1980 Bob Jones became Swift's Chief Executive. He introduced changes that made Swift a successful company again. Here are some of them.



T/F

Organisation	Different departments – design, production, marketing – were separated more.	
Employees	The number of employees was reduced.	
Stock	Stock was reduced by 4 million books.	
Catalogue	More new books were produced.	
Writers	Payments to writers were increased.	
Promotion	Books were promoted on the TV, on radio, and in the press.	
Sales	A new Sales Manager was appointed with many years experience of publishing.	
Outlets	Nine Swift bookshops were opened. Swift books were sold in new places like airports, hotels and stations.	

ACTIVITY

Pairwork: reading, speaking

AIM

To read a set of statements and decide if each one is true or false.

GRAMMAR AND FUNCTIONS

Past simple passive

VOCABULARY

best-selling, publisher, market share, design, marketing, stock, warehouse, appoint, promote

PREPARATION

Make one copy of the worksheet for each pair of students and cut it in two as indicated. Try and make sure there are bilingual dictionaries available.

TIME

15 to 25 minutes

PROCEDURE

- 1 Tell the students they are going to look at some facts about a company that recovered from a difficult situation.
- 2 Divide the class into Student A and Student B and give out the relevant worksheet.
- 3 Ask the students to read the paragraph at the top of the worksheet, and help them with vocabulary if necessary.
- 4 Tell the students that the table shows some of the changes that Bob Jones introduced. However some of the sentences in the table are true and some are false.
- 5 Give the students time to read the sentences.
- 6 Tell them not to show each other their worksheets.
- 7 Explain the task. The students should read their sentences to each other and decide in each case which is the true sentence.
- 8 Once the students understand the task, start the activity. Circulate, helping with problems.
- 9 When most pairs have finished, check the answers by asking individual students.

ANSWERS

	Student A	Student B
Organisation	T	F
Employees	F	T
Stock	F	T
Catalogue	T	F
Writer	T	F
Promotion	F	T
Sales	T	F
Outlets	F	T