

Market Leader Intermediate Homework 1.2

Pages 8 - 11

Listening - Part A - D

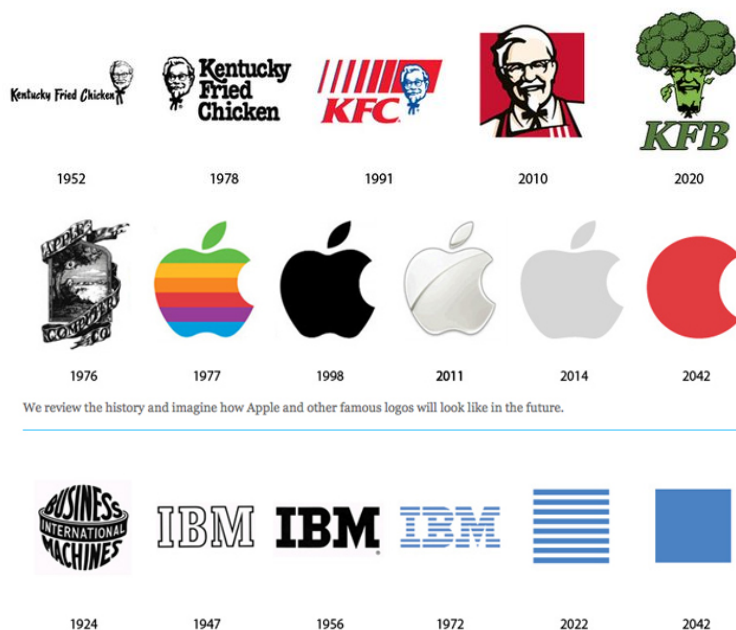
Use the MP3 files or the DVD in the book to listen to parts A – C and answer the questions in the book. Prepare an answer to question D and be ready to discuss it with your teacher.

Discussion

Do you agree or disagree with the following quotes?

- 1) "If people believe they share values with a company, they will stay loyal to the brand." -Howard Schultz, CEO of Starbucks
- 2) "Always remember: a brand is the most valuable piece of real estate in the world; a corner of someone's mind." -John Hegarty, Hegarty on Advertising

Do you think it is a good idea for companies to change their logo every 10-20 years? Do you think the companies below have improved their logos? Will the future predicted logo be better than the current one?



Language Review - Part A - C

Complete the grammar exercises and prepare to ask questions to your teacher about the ones you are not sure about in class.

Skills - Part A, B & D

Use the MP3 files or the DVD in the book to listen to parts A – B and answer the questions in the book. Preview the role-play in Part D and be ready to practice the dialogue with your teacher in class.