



Market Leader Intermediate Homework 3.1
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Starting up – Parts A – B

Write down your answers to each question and be ready to discuss with your teacher in class.

Starting up – Part C

Rank each situation's level of stressfulness on a scale of 1 to 5 with 1 being not stressful, and 5 being extremely stressful. Write a brief explanation for your ranking of each one and be ready to discuss.

Vocabulary – Parts A & B

Complete the exercises. Highlight or circle the parts that are difficult to understand so your teacher can help you understand them in class. Then write your answers to the following questions and be ready to discuss.

- 1) Which of the words in exercise A apply to a change that you have experienced in your career? For example did your company ever “relocate”, “downsize”, “deregulate”, etc?
- 2) Did any of the situations in part B happen in your company? Explain.

Reading – Parts A, C & D

Read the article and answer the questions in the book. For Part A, be ready to explain why you think they are true or false. Then write your answers to the following question and be ready to discuss.

- 1) Do you think it is unethical for Mr. Zetsche to cut so many jobs in order to create a “dramatic effect on the bottom line”?
- 2) Do you agree with the London-based analyst who said, “Mercedes is building cars that people want to buy again and for once, they even look better than BMWs”?
- 3) Do you know of other companies that have made significant changes and were able to dramatically increase their profit?