



5. What used to be executives' motto in the past?

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**2. Read about the Coca-Cola bottle and fill in the blanks with a suitable connective**

It is said that the Coca-Cola bottle is the most recognised object in the world. Hundreds of millions of people can recognise a Coke bottle by its shape, \_\_\_\_\_ if they cannot see it! And the famous Coca-Cola logo is the most famous logo in the world. Unlike any other famous commercial logo, it has not changed in 100 years!

\_\_\_\_\_ the story of Coca-Cola is even older than that. It was in 1886 that John Pemberton, a druggist in Atlanta, Georgia, invented a new type of syrup using coca leaves, sugar and cola nuts, \_\_\_\_\_ from a few other secret ingredients! Pemberton sold it as a medicine; and with its coca (the source of cocaine), it must have made people feel good!

\_\_\_\_\_ Pemberton's medicine was not very successful initially, he sold his secret formula to another druggist, Asa Candler. Candler was interested \_\_\_\_\_ he had another idea; he thought that Pemberton's "medicine" would be much better \_\_\_\_\_ it was mixed with soda.

It can \_\_\_\_\_ be said that Candler was the man who really invented the drink Coca-Cola. At \_\_\_\_\_ he sold it in his drugstore; then he began selling the syrup to other drugstores, \_\_\_\_\_ used it with their soda fountains. Candler also advertised his new drink, and soon people were going to drugstores just to get a drink of Coca-cola.

\_\_\_\_\_ long, other people became interested in the product, including a couple of businessmen who wanted to sell it in bottles. Candler sold them a licence to bottle the drink, and very quickly the men became millionaires. The famous bottle, with its very distinctive shape, was designed in 1916.

**3. Fill in the blanks with only ONE word only**

Tom Ivester is Douglas's brother. Last week he went to the airport to wait for his brother. When he got there he learnt that the plane from Cairo, on \_\_\_\_\_ his brother was travelling, had \_\_\_\_\_ delayed at Paris with engine trouble and was expected to be about an hour late. As a rule Tom can pass the time quite happily, watching the planes land and take off, but that evening he had a headache and he thought that the noise of the engines might \_\_\_\_\_ it worse. He decided, therefore, to walk around for a while.

First of all he went back to the place \_\_\_\_\_ he had left his car to \_\_\_\_\_ sure that all the doors were locked. The walk in the fresh air did him good. He made his way to the restaurant, ordered a cup of black coffee and sat there studying the faces of the people around him. Some passengers \_\_\_\_\_ obviously anxious about the time, and kept looking at their watches; others checked to see that they had tickets, documents and money with them. Where there was a group of people, it was easy to tell \_\_\_\_\_ was about to leave. That person was the object of everyone's attention and looked \_\_\_\_\_ very happy or very sad at the thought of departure.

When Tom finished his coffee, he went along the newsagent's, where he bought a couple of magazines, \_\_\_\_\_ of them about travel. Then he went into one of the waiting-rooms and made himself comfortable in an armchair. He had just opened one of his magazines \_\_\_\_\_ someone came up and put his hand on Tom's shoulder. It was an old friend, who was just about to leave on a business trip to South America.

P.A.E.L.V.

**4. The plane finally landed. Fill in the blanks with the correct form of the verb. When you see + use a modal**

Douglas, (look) \_\_\_\_\_ for his private driver when he spotted his brother among the crowd. He (be) \_\_\_\_\_ more than pleased to see him there. They (not see) \_\_\_\_\_ each other for a long time because of his job and he was really happy. While they (get) \_\_\_\_\_ into the car, Douglas remembered that he (leave) \_\_\_\_\_ his Duty Free-shop buy at the counter so he (+ go) \_\_\_\_\_ back and get it. It was a sunny and warm day and there (be) \_\_\_\_\_ a lot of cars on the freeway heading for the beach. It (take) \_\_\_\_\_ them longer than usual to arrive at Doug's house. Although he was really tired Douglas invited his brother to lunch with his family. At Doug's house, Tom (give) \_\_\_\_\_ his favourite food, rice and chicken. That was the dish their mother (+ prepare) \_\_\_\_\_ every Sunday when they were just boys. "You (+ eat) \_\_\_\_\_ all the food if you want to be strong enough to play with other children," she \_\_\_\_\_ (+ always tell) them.

After lunch Douglas (call) \_\_\_\_\_ by one of his assistants who reminded him of a press meeting he had at 4 pm at the Wilton Hotel. He (completely, forget) \_\_\_\_\_ about it! Douglas was exhausted but he knew he (+ miss) \_\_\_\_\_ this extremely important meeting.

"Don't worry, Doug, I (take) \_\_\_\_\_ you there," Tom said. "After all, I don't think it (take) \_\_\_\_\_ long. Besides, if I hadn't come, I (not have) \_\_\_\_\_ my favourite meal."

"That's very kind of you. If we finish early I (show) \_\_\_\_\_ you my new office on our way back here," said Douglas. "You see, we (just, buy) \_\_\_\_\_ a new office complex ten blocks from the hotel downtown."

"That's very convenient," Tom replied.

**5. Now Douglas Ivester is at the press conference. Complete the dialogue with the reporters.**

**REP.** So, Mr Ivester, \_\_\_\_\_ from Cairo?  
**Mr I.** I came back a few hours ago. I should have arrived earlier but the plane was delayed in Paris.

**REP.** \_\_\_\_\_?  
**Mr I.** There was an engine problem but luckily it was promptly solved.

**REP.** \_\_\_\_\_ there, in Cairo?  
**Mr I.** I was there for almost two weeks.

**REP.** \_\_\_\_\_ of your visit?  
**Mr I.** First of all, to supervise business in the area. You know I like being in close touch with reps around the world, especially Cairo which opened not so long ago.

**REP.** \_\_\_\_\_?  
**MR I.** The mini factory has been there for only four years and I must say they are doing pretty well there.

**REP.** \_\_\_\_\_ by local people?  
**MR I.** It is at present managed by local people but there was a coaching process.

**REP.** Tell us \_\_\_\_\_.  
**MR I.** Well, there appeared ads in the local newspapers in Cairo offering coaching in the USA for executives of a prospective Coca Cola mini factory there.

**REP.** \_\_\_\_\_ applications?  
**MR I.** Yes, we were really surprised at the number of applicants willing to run Coca Cola in Cairo. The selection was quite difficult but we are very pleased with the people there.

**REP.** Of course, all the applicants had to know English, \_\_\_\_\_?  
**MR I.** I'm afraid that was condition number 1, since all our training programs are carried out in English, here in Atlanta.

