Successful Businesses
Advanced

Learning Goals

In this class, you will learn language to do the following:

• Give examples of successful businesses.
• Describe the keys to creating a successful business.
• Talk about what has made your company successful.
• Give opinions about why so many businesses fail.
Successful Companies

Give some examples of successful businesses.

Vocabulary

quality-driven
innovative
take risks
in the right place at the right time

invest in
ambitious
niche marketing
employee loyalty
What are the keys to creating a successful business?

**Vocabulary**
- product or service selection
- the market
- trends
- using technology
- personnel
- planning
- management
What factors have made the company that you work for successful?
What role have you played in your company’s success story?
Avoiding Failure

Advanced

Why do so many businesses fail?

Vocabulary

- competition
- blueprint
- expand too quickly
- advertising
- cultural problems

- human resources
- recession
- economy
- costs
Links for Further Study

Advanced

Grammar Center: Connectors to Give Examples
https://edge.globalenglish.com/GrammarCenter/Details/connectors/general/100325
GlobalEnglish One >> Study >> Grammar Center >> Basic Sentence Parts >> Connectors

Stress and Intonation: Listing
https://edge.globalenglish.com/stressandintonation/intonation/lists/132221
GlobalEnglish One >> Study >> Stress and Intonation >> Intonation >> Lists