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AMAZON

<http://www.BusinessEnglishMaterials.com/amazon.html>



CONTENTS

- | | |
|-----------------------------|-----------------------------|
| 2. Listening/Reading script | 12. Project |
| 3. Warm-ups | 13. Role play 1 |
| 4. Gap fill | 14. Role play 2 |
| 5. Correct the spelling | 15. Job interview role play |
| 6. Unjumble the words | 16. Discussion |
| 7. Insert the vowels | 17. Survey |
| 8. Punctuate the text | 18. Speed writing |
| 9. Choose the correct tense | 19. Letter of complaint |
| 10. Rewrite with spaces | 20. Letter of apology |
| 11. Choose the correct word | 21. Homework |

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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/amazon.html>

Amazon.com is one of the biggest success stories of the Internet. It was started by Jeff Bezos from a garage in Seattle, Washington in 1995 and is now the largest online retailer in the world. Bezos was Time magazine's Person of the Year in 1999 for popularizing online shopping. His company originally sold only books but has diversified into selling music, video games, toys, electronics and other popular ranges of goods. Amazon has cleverly marketed itself worldwide by establishing separate websites in different countries. In 2007 Amazon launched its Kindle e-book reader, which now enjoys a huge share of that market. A year later it teamed up with toy and electronics makers to sell goods with minimal packaging to help the environment. It remains an innovative leader in the area of online commerce.





WARM UPS

From: <http://www.businessenglishmaterials.com/amazon.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Amazon on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. AMAZON MORNING:** Each student pretends to be an employee of Amazon. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Amazon. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Amazon and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Amazon. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.
- 6. FACTS:** In groups, students write down as many facts as they can about Amazon. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/amazon.html>

Amazon.com is _____ success stories of the Internet. It was started by Jeff Bezos from a garage in Seattle, Washington in 1995 _____ online retailer in the world. Bezos was Time magazine's Person of the Year in 1999 _____ shopping. His company _____ books but has diversified into selling music, video games, toys, electronics and other _____ goods. Amazon has _____ worldwide by establishing separate websites in different countries. In 2007 Amazon launched its Kindle e-book reader, which now _____ of that market. A year later it teamed up with toy and electronics makers to sell goods with minimal packaging to help the environment. It remains _____ in the area of online commerce.





CORRECT THE SPELLING

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UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/amazon.html>

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INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/amazon.html>

_m_z_n.c_m _s _n_ _f th_ b_gg_st s_cc_ss
 st_r__s _f th_ _nt_rn_t. _t w_s st_rt_d by J_ff
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 _n _nn_v_t_v_ l__d_r _n th_ _r__ _f _nl_n_
 c_mm_rc_.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/amazon.html>

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CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/amazon.html>

Amazon.com is one of the biggest success stories of the Internet. It was started by Jeff Bezos from a garage in Seattle, Washington in 1995 and (be) now the largest online retailer in the world. Bezos was Time magazine's Person of the Year in 1999 for popularizing online shopping. His company originally (sell) only books but (have) diversified into selling music, video games, toys, electronics and other popular ranges of goods. Amazon (have) cleverly marketed itself worldwide by establishing separate websites in different countries. In 2007 Amazon (launch) its Kindle e-book reader, which now (enjoy) a huge share of that market. A year later it (team) up with toy and electronics makers to sell goods with minimal packaging to help the environment. It (remain) an innovative leader in the area of online commerce.





REWRITE WITH SPACES

From: <http://www.businessenglishmaterials.com/amazon.html>

Amazon.com is one of the biggest success stories of the Internet. It was started by Jeff Bezos from a garage in Seattle, Washington in 1995 and is now the largest online retailer in the world. Bezos was Time magazine's Person of the Year in 1999 for popularizing online shopping. His company originally sold only books but has diversified into selling music, video games, toys, electronics and other popular ranges of goods. Amazon has cleverly marketed itself worldwide by establishing separate websites in different countries. In 2007 Amazon launched its Kindle e-book reader, which now enjoys a huge share of that market. A year later it teamed up with toy and electronics makers to sell goods with minimal packaging to help the environment. It remains an innovative leader in the area of online commerce.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/amazon.html>

Amazon.com is one of the biggest _____ stories of the Internet. It was started by Jeff Bezos from a _____ in Seattle, Washington in 1995 and is now the largest online _____ in the world. Bezos was Time magazine's Person of the Year in 1999 for popularizing online shopping. His company _____ sold only books but has diversified into selling music, video games, toys, electronics and other popular ranges of goods. Amazon has _____ marketed itself worldwide by establishing _____ websites in different countries. In 2007 Amazon launched its Kindle e-book reader, which now _____ a huge share of that market. A year later it teamed up with toy and electronics makers to sell goods with _____ packaging to help the environment. It remains an _____ leader in the area of online _____.

success
originally
minimal
cleverly
garage
commerce
retailer
enjoys
innovative
separate





PROJECT AMAZON

From: <http://www.businessenglishmaterials.com/amazon.html>

Part 1. Your mission is to increase the profits and sales of Amazon. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Amazon is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





AMAZON – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/amazon.html>

Role A – Amazon CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Amazon worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Amazon customer

You are a customer of Amazon. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Amazon. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





AMAZON – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/amazon.html>

Role A – Amazon New Products Director

You have created a new product for Amazon. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Amazon.

Role B – Amazon Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Amazon Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Amazon Shareholder

You know a lot about Amazon's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





AMAZON SURVEY

From: <http://www.businessenglishmaterials.com/amazon.html>

Write five GOOD questions about Amazon in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





WRITING 1 – SPEED WRITING

From: <http://www.businessenglishmaterials.com/amazon.html>

Write anything about Amazon for 10 minutes. Show your partner your paper. Correct each other's work.





WRITING 2 – LETTER OF COMPLAINT

From: <http://www.businessenglishmaterials.com/amazon.html>

Write a letter to Amazon. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/amazon.html>

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





HOMWORK

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Amazon. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Amazon. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. AMAZON POSTER** Make a poster about Amazon. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY AMAZON LESSON:** Make your own English lesson on Amazon. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Amazon. Share your findings with the class.

