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GILLETTE

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



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THE LISTENING / READING SCRIPT

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

Gillette is a leading brand of razors and personal hygiene products. It was founded in 1895. It produced the first safety razors using disposable blades in 1902. In 1958, it produced its first 'adjustable' razor – the model for most of today's razors. The company is famous for bringing out different designs of razors, each claiming to produce a much better, closer shave than the ones before. Its slogan is "The Best a Man Can Get". The brand markets itself as providing "high-performance styling and grooming products for men." More than 600 million men worldwide shave with a Gillette product. Gillette was bought by Procter and Gamble in 2005 and the name 'The Gillette Company' disappeared. The company also produces shaving gels and creams, hair care products and deodorants.





WARM UPS

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

1. BRAINSTORM CHAT: Write all the words you can think of about Gillette on the board or on a piece of paper. Talk about these words with your partner(s).

2. GILLETTE MORNING: Each student pretends to be an employee of Gillette. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about Gillette. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about Gillette and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Gillette. 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 Gillette. 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/gillette.html>

Gillette _____ of razors and personal hygiene products. It was founded in 1895. It produced the first safety razors _____ in 1902. In 1958, it produced its first _____ – the model for most of today’s razors. The company is famous _____ different designs of razors, each claiming to produce a much _____ than the ones before. Its slogan is "The Best a Man Can Get". The brand markets _____ “high-performance _____ products for men.” More than 600 million men worldwide shave with a Gillette product. Gillette was bought by Proctor and Gamble in 2005 and the name ‘The Gillette Company’ disappeared. The _____ shaving gels and creams, hair care products and deodorants.





CORRECT THE SPELLING

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

Gillette is a leading brand of razors and personal ngeehyi products. It was founded in 1895. It produced the first aytesf razors using disposable blades in 1902. In 1958, it produced its first 'adjustable' razor – the model for most of today's razors. The company is famous for ngrignbi out different sensgdi of razors, each claiming to produce a much better, slcoer shave than the ones before. Its osngla is "The Best a Man Can Get". The brand markets itself as providing "high-performance yisltng and grooming products for men." More than 600 million men worldwide shave with a Gillette product. Gillette was gthoub by Proctor and Gamble in 2005 and the name 'The Gillette Company' disappeared. The company also produces shaving gels and esacmr, hair care products and dsedorano.





UNJUMBLE THE WORDS

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

Gillette is a hygiene brand razors personal leading of and products. It was founded in 1895. It produced the first safety in blades disposable using razors 1902. In 1958, it produced its first 'adjustable' razor – the model for most of today's razors. company famous bringing The is for out different designs of razors, each claiming to produce a much better, shave closer before ones the than. Its slogan is "The Best a Man Can Get". The brand markets providing as itself styling performance - high and grooming products for men." More than 600 million men shave worldwide product Gillette a with. Gillette was bought by Proctor and Gamble in 2005 and the name 'The Gillette Company' disappeared. The company also and , produces gels creams hair shaving care products and deodorants.





INSERT THE VOWELS

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

G_ill_tt_ _s _ _ l__d_ng br_nd _f r_z_rs _nd
 p_rs_n_l hyg__n_ pr_d_cts. _t w_s f__nd_d _n
 1895. _t pr_d_c_d th_ f_rst s_f_ty r_z_rs _s_ng
 d_sp_s_bl_ bl_d_s _n 1902. _n 1958, _t pr_d_c_d
 _ts f_rst '_dj_st_bl_' r_z_r - th_ m_d_l f_r m_st
 _f t_d_y's r_z_rs. Th_ c_mpn_y _s f_m__s f_r
 br_ng_ng __t d_ff_r_nt d_s_gns _f r_z_rs, __ch
 cl__m_ng t_ pr_d_c_ _ m_ch b_tt_r, cl_s_r sh_v_
 th_n th_ _n_s b_f_r_. _ts sl_g_n _s "Th_ B_st _
 M_n C_n G_t". Th_ br_nd m_rk_ts _ts_lf _s
 pr_v_d_ng "h_gh-p_rf_rm_nc_ styl_ng _nd
 gr__m_ng pr_d_cts f_r m_n." M_r_ th_n 600
 m_ll__n m_n w_rldw_d_ sh_v_ w_th _ G_ill_tt_
 pr_d_ct. G_ill_tt_ w_s b__ght by Pr_ct_r _nd
 G_mbl_ _n 2005 _nd th_ n_m_ 'Th_ G_ill_tt_
 C_mpn_y' d_s_pp__r_d. Th_ c_mpn_y _ls_
 pr_d_c_s sh_v_ng g_ls _nd cr__ms, h__r c_r_
 pr_d_cts _nd d__d_r_nts.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

gillette is a leading brand of razors and personal hygiene products it was founded in 1895 it produced the first safety razors using disposable blades in 1902 in 1958 it produced its first 'adjustable' razor – the model for most of today's razors the company is famous for bringing out different designs of razors each claiming to produce a much better closer shave than the ones before its slogan is "the best a man can get" the brand markets itself as providing "high-performance styling and grooming products for men" more than 600 million men worldwide shave with a gillette product gillette was bought by proctor and gamble in 2005 and the name 'the gillette company' disappeared the company also produces shaving gels and creams hair care products and deodorants





CHOOSE THE CORRECT TENSE

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

Gillette (be) a leading brand of razors and personal hygiene products. It was (found) in 1895. It (produce) the first safety razors using disposable blades in 1902. In 1958, it produced its first 'adjustable' razor – the model for most of today's razors. The company (be) famous for bringing out different designs of razors, each claiming to (produce) a much better, closer shave than the ones before. Its slogan (be) "The Best a Man Can Get". The brand (market) itself as providing "high-performance styling and grooming products for men." More than 600 million men worldwide (shave) with a Gillette product. Gillette was (buy) by Proctor and Gamble in 2005 and the name 'The Gillette Company' (disappear). The company also (produce) shaving gels and creams, hair care products and deodorants.





REWRITE WITH SPACES

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

Gillette is a leading brand of razors and personal hygiene products. It was founded in 1895. It produced the first safety razor using disposable blades in 1902. In 1958, it produced its first 'adjustable' razor – the model for most of today's razors. The company is famous for bringing out different designs of razors, each claiming to produce a much better, closer shave than the ones before. Its slogan is "The Best a Man Can Get". The brand markets itself as providing "high-performance styling and grooming products for men." More than 600 million men worldwide have used a Gillette product. Gillette was bought by Procter and Gamble in 2005 and the name 'The Gillette Company' disappeared. The company also produces shaving gels and creams, hair care products and deodorants.





CHOOSE THE CORRECT WORD

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

Gillette is a _____ brand of razors and personal hygiene products. It was founded in 1895. It produced the first _____ razors using disposable blades in 1902. In 1958, it produced its first 'adjustable' razor – the _____ for most of today's razors. The company is famous for _____ out different designs of razors, each claiming to produce a much better, _____ shave than the ones before. Its slogan is "The Best a Man Can Get". The brand markets itself as _____ "high-performance _____ and grooming products for men." More than 600 million men worldwide shave with a Gillette product. Gillette was bought by Procter and Gamble in 2005 and the _____ 'The Gillette Company' disappeared. The company also produces shaving gels and creams, hair _____ products and _____.

bringing
styling
safety
care
name
closer
deodorants
leading
model
providing





PROJECT GILLETTE

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

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

Main products			
How to improve them			
A brand new 'killer' product			
How Gillette 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.





GILLETTE – ROLE PLAY 1

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

Role A – Gillette 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 – Gillette 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 – Gillette customer

You are a customer of Gillette. 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 Gillette. 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.





GILLETTE – ROLE PLAY 2

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

Role A – Gillette New Products Director

You have created a new product for Gillette. 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 Gillette.

Role B – Gillette 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 – Gillette 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 – Gillette Shareholder

You know a lot about Gillette'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. _____





GILLETTE SURVEY

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

Write five GOOD questions about Gillette 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/gillette.html>

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





WRITING 2 – LETTER OF COMPLAINT

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

Write a letter to Gillette. 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/gillette.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.





HOMework

- 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 Gillette. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Gillette. 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. GILLETTE POSTER** Make a poster about Gillette. 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 GILLETTE LESSON:** Make your own English lesson on Gillette. 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 Gillette. Share your findings with the class.

