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XEROX

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



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THE LISTENING / READING SCRIPT

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

Xerox Corporation is the world's leading document management company. The company website says Xerox offers "true end-to-end solutions, from back-office support to the printed page". It was founded in 1906 as the Haloid Photographic Company, which manufactured photographic paper and equipment. In 1959, it shot to fame when it introduced the world's first photocopier. It changed its name to Xerox. Its copiers became so commonplace around the world that the word 'xerox' became a verb and entered the Oxford English Dictionary. This is something Xerox says breaches its copyright. Today, it makes printers, copiers and other office equipment and offers business services that include document management consulting expertise. The company employs 130,000 worldwide and brings in around \$20 billion in revenue.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Xerox. 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 Xerox. 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/xerox.html>

Xerox Corporation is the world's _____ company. The company website says Xerox offers "true end-to-end solutions, from back-office _____ page". It was founded in 1906 as the Haloid Photographic Company, which _____ paper and equipment. In 1959, it shot to fame when it introduced the world's first photocopier. It changed its name to Xerox. Its copiers _____ around _____ 'xerox' became a verb and entered the Oxford English Dictionary. This is something Xerox _____. Today, it makes printers, copiers and other office equipment and offers business services that include document _____ expertise. The company employs 130,000 _____ around \$20 billion in revenue.





CORRECT THE SPELLING

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

Xerox Corporation is the world's leading mectnodu management company. The company website says Xerox offers "true end-to-end soulntosi, from back-office topspur to the printed page". It was founded in 1906 as the Haloid Photographic Company, which manufactured photographic paper and timepnqeu. In 1959, it shot to fame when it introduced the world's first photocopier. It changed its name to Xerox. Its copiers became so macmeoplcon around the world that the word 'xerox' became a verb and reteden the Oxford English Dictionary. This is something Xerox says breaches its igtyhprco. Today, it makes printers, ipeorsc and other office equipment and offers business services that include document management consulting expertise. The company eslpomy 130,000 worldwide and brings in around \$20 billion in vuernee.





UNJUMBLE THE WORDS

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

Xerox the is Corporation document leading world's
management company. The company website says Xerox
- end solutions , from offers " true end - to back-office
support to the printed page". It was founded in 1906 as
the Haloid Photographic Company, which manufactured
photographic paper and equipment. In 1959, it shot to
the introduced it when fame photocopier first world's. It
changed its name to Xerox. Its copiers became so
commonplace the that world the around word 'xerox'
became a verb and entered the Oxford English
Dictionary. says Xerox something is This breaches its
copyright. Today, it makes printers, copiers and other
and equipment office services business offers that include
document expertise consulting management. The
company brings 130 000 and employs , worldwide in
around \$20 billion in revenue.





INSERT THE VOWELS

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

X_r_x C_r_p_r_t__n __s th__ w_rld's l__d_ng
d_c_m_nt m_n_g_m_nt c_mp_ny. Th__ c_mp_ny
w_bs_t__ s_ys X_r_x __ff_rs "tr__ __nd-t__-__nd
s_l_t__ns, fr_m b_ck-__ff_c__ s_pp_rt t__ th__
pr_nt_d p_g_". __t w_s f__nd_d __n 1906 __s th__
H_l__d Ph_t_gr_ph_c C_mp_ny, wh_ch
m_n_f_ct_r_d ph_t_gr_ph_c p_p_r __nd
__q__pm_nt. __n 1959, __t sh_t t__ f_m__ wh_n __t
__ntr_d_c_d th__ w_rld's f_rst ph_t_c_p__r. __t
ch_ng_d __ts n_m__t X_r_x. __ts c_p__rs b_c_m__
s__c_mm_npl_c__ __r__nd th__ w_rld th_t th__ w_rld
'x_r_x' b_c_m__ __v_rb __nd __nt_r_d th__ __xf_rd
__ngl_sh D_ct__n_ry. Th_s __s s_m_th_ng X_r_x
s_ys br__ch_s __ts c_pyr_ght. T_d_y, __t m_k_s
pr_nt_rs, c_p__rs __nd __th_r __ff_c__ __q__pm_nt
__nd __ff_rs b_s_n_ss s_rv_c_s th_t __ncl_d__
d_c_m_nt m_n_g_m_nt c_ns_lt_ng __xp_rt_s__.
Th__ c_mp_ny __mpl_ys 130,000 w_rldw_d__ __nd
br_ngs __n __r__nd \$20 b_ll__n __n r_v_n__.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

xerox corporation is the world's leading document management company the company website says xerox offers "true end-to-end solutions from back-office support to the printed page" it was founded in 1906 as the haloid photographic company which manufactured photographic paper and equipment in 1959 it shot to fame when it introduced the world's first photocopier it changed its name to xerox its copiers became so commonplace around the world that the word 'xerox' became a verb and entered the oxford english dictionary this is something xerox says breaches its copyright today it makes printers copiers and other office equipment and offers business services that include document management consulting expertise the company employs 130000 worldwide and brings in around \$20 billion in revenue





CHOOSE THE CORRECT TENSE

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

Xerox Corporation (be) the world's leading document management company. The company website (say) Xerox (offer) "true end-to-end solutions, from back-office support to the printed page". It was (found) in 1906 as the Haloid Photographic Company, which (manufacture) photographic paper and equipment. In 1959, it (shoot) to fame when it (introduce) the world's first photocopier. It (change) its name to Xerox. Its copiers (become) so commonplace around the world that the word 'xerox' (become) a verb and (enter) the Oxford English Dictionary. This is something Xerox says (breach) its copyright. Today, it (make) printers, copiers and other office equipment and offers business services that (include) document management consulting expertise. The company (employ) 130,000 worldwide and (bring) in around \$20 billion in revenue.





CHOOSE THE CORRECT WORD

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

Xerox Corporation is the world's _____ document management company. The company website says Xerox offers "_____ end-to-end solutions, from back-_____ support to the printed page". It was founded in 1906 as the Haloid Photographic Company, which manufactured photographic paper and _____. In 1959, it shot to _____ when it introduced the world's first photocopier. It changed its name to Xerox. Its copiers became so _____ around the world that the word 'xerox' became a _____ and entered the Oxford English Dictionary. This is something Xerox says breaches its _____. Today, it makes printers, copiers and other office equipment and offers business services that include document management consulting _____. The company employs 130,000 worldwide and brings in around \$20 billion in _____.

equipment

expertise

leading

commonplace

office

revenue

verb

true

fame

copyright





PROJECT XEROX

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

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

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





XEROX – ROLE PLAY 1

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

Role A – Xerox 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 – Xerox 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 – Xerox customer

You are a customer of Xerox. 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 Xerox. 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.





XEROX – ROLE PLAY 2

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

Role A – Xerox New Products Director

You have created a new product for Xerox. 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 Xerox.

Role B – Xerox 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 – Xerox 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 – Xerox Shareholder

You know a lot about Xerox'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. _____





XEROX SURVEY

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

Write five GOOD questions about Xerox 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.





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

