

A

Comparative adjectives

Compare the Nokia N97 with the Apple iPhone.

	Nokia N97	Apple iPhone 3G S
Length	11.7 cm	11.5 cm
Width	5.5 cm	6.2 cm
Thickness	1.6 cm	1.2 cm
Screen (diagonal)	3.5 inches	3.5 inches
Weight	150 grams	135 grams

The N97 is **(slightly) longer than** the iPhone. The iPhone is **shorter than** the N97.

The iPhone is **wider**. The N97 is **narrower**.

The iPhone isn't as **thick** as the N97. The N97 is **thicker**.

The two screens are **the same size**. One isn't **bigger** or **smaller** than the other.

The N97 is **heavier**. The iPhone is **lighter**.

Which one is **more attractive**?

Which one is **easier** to use?

But which phone is **better**? Which one is **worse**?

Perhaps one is **as good as** the other. And neither is worse!



Note

You use **than** after comparative adjectives, not **'that'**.



B

Superlative adjectives

Now compare the Palm Pre with the two phones above.

	Palm Pre
Length	10 cm
Width	5.9 cm
Thickness	1.7 cm
Screen (diagonal)	3.1 inches
Weight	135 grams

The Palm Pre is **the shortest** /'ʃɔ:tɪst/ of the three phones. The N97 is **the longest**.

The N97 is **the narrowest** /'nærəʊɪst/. The iPhone is **the widest**.

The Palm Pre is **the thickest**.

The Palm Pre's screen is **the smallest**.

The N97 is **the heaviest**.

But which phone is **the best**? Which one is **the worst**?

Which one is **the most attractive**?

Which one is **the easiest** to use?



32.1 Look at A opposite. Compare these two business jets, using the comparative form of the adjectives. Look at the example before you begin.

	Embraer Phenom	Bombardier Learjet 45 XR
Length (metres)	15.5	17.5
Cabin* width (metres)	1.5	1.4
Top speed (miles per hour)	450	535
Cost	\$6.65m	\$10.85m



*the 'room' where passengers sit

- 1 (long) *The Learjet is longer than the Phenom.*
- 2 (short)
- 3 (wide)
- 4 (fast)
- 5 (slow)
- 6 (expensive)
- 7 (cheap)

32.2 Now look at the information about this business jet. Use the superlative form of the adjectives in 32.1 above to write sentences about the three jets. Look at the example before you begin.

	Cessna Citation
Length (metres)	19.3
Height (metres)	6.2
Cabin width (metres)	1.7
Top speed (miles per hour)	527
Cost	\$15.35m

- 1 *The Citation is the longest.*
- 2
- 3
- 4
- 5
- 6
- 7

32.3 Look at A and B opposite. Complete the sentences with the comparative or superlative form of the adjectives.

- 1 My friends all have mobile phones. I think mine is (heavy) of them all.
- 2 Using a computer is (easy) than writing a letter by hand.
- 3 Your mobile is much (thin) than mine.
- 4 These computers are all great, but I think this one is (good).
- 5 I'm not very good at texting, but my colleague is even (bad) than me.
- 6 The Canon Ixus is (attractive) than any of the other Canon cameras.

Over to you



Think of three products of a particular type that you like. Which is the best, and why?

A

Service industries

Here are some examples of **service industries**:

- **tourism** – travel, hotels, etc.
- **telecommunications** or **telecoms** – companies that provide telephone and Internet services
- **distribution** and **retail** – taking products to shops, supermarkets, etc. and selling them there
- **financial services** – banks and other **financial institutions**



B

Support services

Companies depend on **support services**. For example, they use **consultants** for **management advice**, IT specialists for advice on **computers** and **computing**, **translators** to change documents from one language into another and **accountants** to prepare **accounts** – details of the money coming into and going out of a company. They need **lawyers** – people who are experts in the **law** – and they also need **logistics services**, including **transport** and **shipping** – delivering products etc. to other places. For fast deliveries, they use **couriers**.

Services	
accountancy	services
cleaning	
consultancy	
IT (information technology)	
legal	
logistics	
translation	

Service providers
accountants
cleaners
consultants
IT specialists
lawyers
shippers and couriers
translators

Note

BrE: accountancy
AmE: accounting

We want to get our offices cleaned.

How long will it take?

When will it be done by?

C

A service company

Japanese-English-Japanese translation services are our **speciality**¹.

Express service
Your documents are **turned round**² very fast. Email your documents by 6 pm. Our team of translators will work on them **overnight**³ and **return** them to you by 9 am the next day.

Standard⁴ service
Turnround 48 hours.

We treat your documents with the highest level of **confidentiality**⁵.

Our **charges** are **reasonable**⁶.

Note

BrE: speciality /,speʃi'ælɪti/
AmE: specialty /'speʃəlti/

¹ what we do best

² finished and sent back

³ during the night

⁴ normal, ordinary

⁵ the information is not given to anyone else

⁶ not expensive

33.1 Which service industry in A opposite deals with each of the following?

- 1 lending money
- 2 selling to consumers, rather than to businesses
- 3 selling holiday flights
- 4 providing mobile phone services (2 expressions)

33.2 Look at B opposite. Talk about different managers' problems using 'get'. Look at the example before you begin.

- 1 (I – offices – clean) I want to *get my offices cleaned*
- 2 (he – accounts – prepare)
- 3 (she – documents – translate)
- 4 (we – products – deliver)
- 5 (they – legal problems – solve)
- 6 (the company – new computers – install)

33.3 Look at B opposite again. Which type of service provider could solve each problem above in 33.2?

- 1 *cleaners*
- 2
- 3
- 4 and
- 5
- 6

33.4 Look at B and C opposite. Correct the words in italics.

Miho: Faithful Translation Services. Good morning.

Raj: Hello. Do you do translations from English into Japanese? I'm going on a business trip to Japan and I want to have our company's product brochures (1) *translate* into Japanese.

Miho: When do you want to get the translations (2) *finish* by?

Raj: My trip is next week. It's getting rather late, I know ...

Miho: That's not a problem. You can use our express service and we can (3) *turned* them round fast. We can (4) *turn* them by email the next morning. Roughly how many pages do you need translated?

Raj: About 20. How much do you (5) *charging* for product brochures?

Miho: It's 15,000 yen a page. That's about 160 US dollars.

Raj: That's expensive.

Miho: Not really. When you think how important your product brochures are in selling your products, it's (6) *reason*.

Raj: OK, I'll email the brochures to you now. What's your email address?

Over to you



You are the boss of a small company. Write four things that you want to get done.

A

Service characteristics

Here are some ways of describing companies that provide services.

They're	so pretty very really extremely	flexible. reliable /rɪ'laɪəbl/. accurate. efficient. reasonable. safe and secure. convenient /kən'vi:niənt/.
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Note

The adverbs **very**, **really** and **extremely** have the same meaning; **pretty** means 'quite, but not extremely'. You can use all four adverbs with each of these adjectives.

Some people are talking about the service they have received.

They're **very flexible**. They can change easily depending on what is wanted.

They're **extremely reliable**. They always do what they say they're going to do.

They're **really accurate**. They never make mistakes.

They're **so efficient**. They work without wasting time or energy.

They're **very reasonable**. Their prices are not expensive.

They're **extremely safe and secure**. They won't lose our information or let other people have it.

They're **pretty convenient**. Their offices are in a good location, not far from ours.

B

Problems with services

Raj (from 33.4) tells a colleague, Anita, about his trip to Japan.

Anita: Hi Raj. How was your trip?

Raj: A bit of a disaster, because of our brochures. I had them translated into Japanese. The translation company said they would do the translations overnight, but in the end they took three days.

Anita: That's really slow.

Raj: Yes, and **inconvenient** because I needed the brochures urgently. I found out later that they were using seven different translators for different brochures.

Anita: That's a very **inefficient** way of doing things.

Raj: Then they emailed the translations to someone in another company by accident. Their systems are pretty **insecure** and **unreliable**.

Anita: You're right. They are extremely **unsafe**.

Raj: And when I got to Japan, my Japanese contacts laughed at the brochures – they were full of mistakes. They were **inaccurate** – in fact, they were **full of inaccuracies**.

Anita: So the service overall was not good at all – in fact it was pretty **poor**. Did the translation company offer any sort of **compensation**?

Raj: I thought they were **unreasonable**. They just said they would give a 50 per cent reduction next time. They were very **inflexible** – they didn't want to offer anything else.

Anita: But I guess there won't be a next time.

Raj: That's for sure.



Note

Reasonable means 'not expensive', but **unreasonable** means 'not fair or acceptable'.

34.1 Complete the table with adjectives from A opposite and negative adjectives from B opposite.

Noun	Adjective	Negative adjective
accuracy		
convenience		
efficiency		
flexibility		
reliability		
safety		
security		
–	good	

34.2 Complete the sentences with words from 34.1 above, beginning with the letters shown.

- 1 Our accountants never lose our documents: their systems are very s..... and s..... .
- 2 They do the work on time, as promised. They're extremely e..... and r..... .
- 3 The figures in the accounts that they prepare are always correct. They always have a very high level of a..... .
- 4 If we ask them to make changes to the way they do things, they are always f..... .
- 5 Their charges are extremely r..... .

34.3 Now use other words from 34.1 above to complete these sentences.

- 1 Our cleaners are terrible. The service they provide is very p..... .
- 2 They never come at the time they promised and they waste a lot of time because they are badly organized. They're very unr..... and ine..... .
- 3 When they leave, they sometimes leave the doors open. So at night, I always feel very ins..... .
- 4 If we ask them to make changes to the way they do things, they never agree. They have no f..... at all.
- 5 Their charges are not at all reasonable. In fact they're pretty e..... .

Over to you 
Describe a service provider that you have known.

A It's made of ...



wool

cotton

What's it made of?

It's made of
 wool.
 cotton.
 silk.
 nylon.

Materials like these **textiles** can have these **characteristics** or **qualities**:

- a cool b easy to care for c shiny d warm

B Materials and their uses

These **materials** are used in **manufacturing** – making products – and **construction** – building.



Material (noun)	Adjective	Example	Characteristic	Used in ...
wood	wood or wooden	pine	easy to cut	furniture
glass	glass	clear glass	attractive, but breaks easily	bottles, windows
metal	metal	aluminium	strong but light	aircraft
plastic	plastic	PVC	light, easy to shape and cut	cars, bottles, carrier bags – the bags you get in supermarkets

C It's unbreakable

Materials can also have these **characteristics**:

- **artificial** /,ɑ:ti'fiʃəl/ / **synthetic** / **man-made** – not natural
- **rigid** – difficult to bend
- **traditional** – describes something that has been used for a long time
- **fragile** – easily broken
- **attractive** – nice to look at
- **recycled** /,ri:'saɪklɪd/ – made from materials that were used before
- **natural** – comes from plants, etc., not a chemical process
- **flexible** – bends easily
- **modern** – new
- **unbreakable** – difficult to damage
durable /'dʒʊərəbəl/ – lasts a long time

Note

BrE: aluminium /,ælj ō'mɪniəm/
 AmE: aluminum /ə'lju:mɪnəm/

35.1 Match the textiles in A opposite with where they come from.

1 2 3 4



35.2 Now match each textile in 35.1 above with its main quality (a–d) in A opposite.

1 2 3 4

35.3 Match the two parts of these sentences containing expressions from B and C opposite.

- | | |
|--|---|
| 1 One of the most attractive features of the house is the wooden | a wine glasses, cups and plates for two people. |
| 2 They think polypropylene will replace traditional materials | b that cause health problems for children and old people. |
| 3 Graham Green produces a picnic backpack that includes plastic | c floors in all rooms. |
| 4 People use too many chemical products in the home, for example cleaning products | d but now our customers are only buying modern furniture. |
| 5 In the past we sold a lot of traditional brown wood furniture, | e to watch students at work. |
| 6 A large glass window will allow visitors | f such as metal, paper, wood and glass. |

35.4 Choose the correct adjective in brackets from C opposite to complete these sentences.

- 1 Kevlar is a (natural / man-made) material invented by DuPont in 1965.
- 2 Drinks cans are made from a strong but (rigid / flexible) metal.
- 3 The cheaper bottles are made of (fragile / durable) glass which can break when dropped, but the more expensive ones are made of steel and are almost (breakable / unbreakable).
- 4 Stanley Reed invented plastic coins that he said were (durable / natural) and washable.
- 5 Estée Lauder uses tubes made from 80 per cent (recycled / attractive) aluminium and its gift boxes are now made from (rigid / recycled) paper.
- 6 It's a (man-made / natural) product, made from plants.
- 7 Carrier bags are made of (flexible / rigid) material.

Over to you



What is your favourite material for clothes for work? What don't you like? Why?

A

Manufactured products

Look at this Asus netbook computer. **Where's it made?**

It's	made	in a	factory	in Taiwan.
It is	manufactured		plant	
They're				
They are				



They're **loaded** into a **container** and **shipped** to the United States.



They're **stored** in a warehouse.



They're **distributed** to a **retailer**, where they're sold to **customers**.

Note

The past participle is used in passive forms of verbs. The passive is often used to talk about processes.

Note

When a past simple or past participle **-ed** ending follows **t** or **d**, it is pronounced **/ɪd/**, for example **loaded**: **/ˈləʊdɪd/**.

See page 142 for the passive forms of irregular verbs.

B

Industries and their processes

- 1 **Farmers grow a crop**, such as wheat.
 - They **pick** or **harvest** the crop **manually** or **by machine**.
 - Food producers process** the wheat and use it to make bread and other products.



- 3 **Miners extract ore**, such as iron ore.
 - They **mine** the ore from or from under the ground, usually by machine.
 - Steel producers use** iron ore to make **steel**.
 - Manufacturers shape** the metal to make **components** – parts.



- 2 **Wood producers grow trees**, such as pine.
 - They **cut** them **down**.
 - They **treat** the wood **with chemicals**.
 - Furniture makers **cut** and **shape** the wood to make furniture.

- 4 **Car manufacturers assemble** components.
 - They **put** them **together**, for example to make car engines.
 - They **install** the engines in cars.

Note

Install is also spelled **instal** in BrE, but the past tense and past participle are always spelled **installed**.

36.1 Complete the table with the correct form of verbs from A opposite.

Verb	Past participle
distribute	
load	
make	
manufacture	

Verb	Past participle
sell	
ship	
store	

36.2 Find nouns in B opposite that mean the following.

- 1 makers of things (two words) _____ , _____
- 2 a hard, strong metal _____
- 3 people who produce crops _____
- 4 a piece of equipment _____
- 5 a series of steps to produce something _____
- 6 a substance used in industry to change other substances _____
- 7 people who take valuable substances from under the ground _____
- 8 something used as part of a bigger product _____

36.3 Look at B opposite. Complete the sentences using the passive of the verbs in brackets. Use Irregular verbs on page 142 to help you.

- a Wheat (process) to make bread.
- b A car (assemble) from over 20,000 components.
- c Before the wood is (use), it is (treat) with chemicals.
- d Many types of components (make) from this metal.
- e Cars (put together) in large factories.
- f Crops such as wheat (grow) in Europe and North America.
- g Engines (install) in each car towards the end of the manufacturing process.
- h This ore (use) to make steel.
- i The wood can then be (cut) and (shape) to make furniture, for example.
- j Trees (cut down) to make wood products.
- k Wheat (harvest) using very big machines.
- l Iron ore (mine) in many countries in Africa and elsewhere.

36.4 Now relate each of the sentences in 36.3 above to one of the four processes in B opposite. Look at the example before you begin.

- 1 a, f, k 2 3 4

Over to you



Where were the different parts of your car made?