## **32** Product details 2

#### Comparative adjectives Α

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.

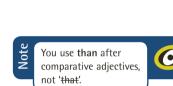
The N97 is heavier. The iPhone is lighter.

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!



#### В 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 /'fortist/ of the three phones. The N97 is the longest.

The N97 is the narrowest /'nærəuɪst/. 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



engers	SIL
S	sengers

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	

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

- 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).
- than me.
- 6 The Canon Ixus is \_\_\_\_\_ (attractive) than any of the other Canon cameras.



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

# 33 Services 1

#### 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	
cleaning	
consultancy	
IT (information technology)	services
legal	
logistics	
translation	

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

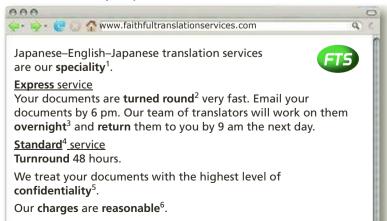


We want to get our offices cleaned.

How long will it take?

When will it be done by?

### C A service company



BrE: speciality /ˌspeʃiˈælɪti/ AmE: specialty /ˈspeʃəlti/

<sup>1</sup>what we do best

<sup>2</sup>finished and sent back

<sup>3</sup>during the night

<sup>4</sup>normal, ordinary

<sup>5</sup>the information is not given to anyone else

<sup>6</sup>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?		
	1cleaners		
	2		
	3		
	4and		
	5		
	6		

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?

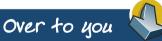
Raj: About 20. How much do you (5) charging for product brochures?

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?



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

# 34 Services 2

#### A Service characteristics

Here are some ways of describing companies that provide services.

They're	so pretty very really extremely	flexible. reliable /rɪˈlaɪəbl/. accurate. efficient. reasonable. safe and secure. convenient /kənˈviːniənt/.
---------	---	--

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.



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 sa	nd
	S	

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

- 4 If we ask them to make changes to the way they do things, they never agree. They have no f...... at all.

цои	4
	цои

Describe a service provider that you have known.

# **35** What's it made of?

#### A It's made of ...



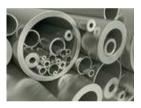
Materials like these textiles can have these characteristics or qualities: a cool b easy to care for c shiny d warm

#### **B** Materials and their uses

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







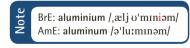


Material (noun)	Adjective	Example	Characteristic	Used in		
wood	wood or wooden	pine	easy to cut	furniture		
glass	glass	clear glass	attractive, but breaks easily	bottles, windows		
metal	metal	aluminium	strong but light	aircraft		
plastic	plastic	PVC	light, easy to shape and cut	cars, bottles, carrier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

#### c It's unbreakable

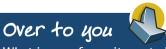
Materials can also have these characteristics:

- artificial /ˌɑːtɪ'fɪ∫əl/ / 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 /,rir'saikld/ 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 /'djuərəbl/ – lasts a long time

**35.1** Match the textiles in A opposite with where they come from. 3 .. 3 2 Now match each textile in 35.1 above with its main quality (a–d) in A opposite. 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 a wine glasses, cups and plates for house is the wooden two people. 2 They think polypropylene will replace **b** that cause health problems for traditional materials children and old people. 3 Graham Green produces a picnic backpack c floors in all rooms. that includes plastic d but now our customers are only 4 People use too many chemical products in buying modern furniture. the home, for example cleaning products e to watch students at work. 5 In the past we sold a lot of traditional brown f such as metal, paper, wood and wood furniture, glass. 6 A large glass window will allow visitors 35.4 Choose the correct adjective in brackets from C opposite to complete these sentences. 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). 



washable.

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

6 It's a \_\_\_\_\_ (man-made / natural) product, made from plants.
7 Carrier bags are made of \_\_\_\_\_ (flexible / rigid) material.

5 Estée Lauder uses tubes made from 80 per cent (recycled / attractive) aluminium and its gift boxes are now made from (rigid / recycled) paper.

## **36** From producer to customer 1

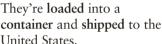
#### Manufactured products Α

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

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



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



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



When a past simple or past participle -ed ending follows t or d, it is pronounced /Id/, for example loaded: /'ləudɪd/.

See page 142 for the passive forms of irregular verbs.

### 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.



- 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.

- 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.



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

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	В	opposite	that	mean	the	following.
		110 01110		_	Opposite	CIICC	1110011		10110 ,, 1115,

1	makers of things (two words),,
	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

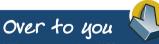
**36.3** Look at B opposite. Complete the sentences using the passive of the verbs in brackets. Use Irregular verbs on page 142 to help you.

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.				
			(put together) in large factories.				
	Crops such as wheat						
	America.						
g	Engines	(install) in eac	ch car towards the end of the				
	manufacturing process.						
h	This ore	(use) to make	e 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.				

I 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	



Where were the different parts of your car made?