

(5.01.2021) Conditionals (revision) + Strategy (continued)

1. We will begin this class with some revision of conditional sentences.

- Please refer to the **Conditionals pdf file** for comprehensive information on conditional sentences.
- To practise, refer to the **Practice on conditionals pdf file** and do **Ex. 4, p. 120** and then **Ex. 7, p. 121**.
- Write your solutions to both exercises in **Quiz 1: concentrate while you work. Write only the missing fragments in the quiz boxes. Put one space between the words. Do not use contracted forms (i.e. it's, she'd).**

2. Reading text, p. 85

- We will continue with the topic of strategy.
 - Please turn to **p. 85** and read the text on the necessity to be flexible with business strategy. **Look up all new vocabulary.**
 - As you are reading, answer the questions below in **full sentences**. Post your answers **in a pdf file in Exercises done**.
1. What happens with the strategy of a business when recession strikes? Why does this happen?
 2. The author suggests that the traditional format of a business strategy seems to have died out. What is the new format?
 3. What does this new approach to running a business consist in?
 4. How does this approach look in practice? Give the four activities and explain how particular companies implemented them.
 5. Who says that a business needs to change its strategic direction fast?
 6. What are the dangers that this person foresees for successful companies? **Name two.**
 7. What do you think he means by the idea of “resilience” for a company?

3. FORUM

- Post your comment in at least 100 words.

In the present pandemic times, how have businesses adapted to the necessary changes in their activity and strategy?

Describe at least one company's present policy in more detail **OR** give a few examples of different solutions adopted by different businesses.

4. The deadline for this work is: 11.01.2021, time: 22.00.