

2 KEY: (suggested answers only)

- 1 This alliance would have brought considerable financial advantages to both companies and would have made them the leader in their sector. It would have increased their R & D budgets.
- 2 The deal did not go through because the CEOs of the companies failed to agree.
- 3 Nicholas Bates explains that many senior business people find it difficult to get along with their peers because they have such strong and sometimes almost 'psycho-pathological' personalities.
- 4 The author points out that the Ciba-Sandoz merger worked because senior personnel were either ready for retirement or willing to give up their posts for other ones.
- 5 A successful merger is possible if CEOs are willing to make the necessary compromises to bring about the most advantages for their shareholders. This means that CEOs must put the company's interests before their personal desires for power.

Vocabulary

1 This is a straightforward check on understanding vocabulary items but begins to introduce a focus on metaphor.

KEY:

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|-----|-----|-----|-----|
| 2 c | 4 a | 6 c | 8 a |
| 3 a | 5 c | 7 b | |

2 This exercise is designed to get students thinking about the use of metaphor in English. You may want to ask students to suggest other examples associated with marriage. These could include: *turn somebody down*, *a long engagement* (sometimes used to describe the long negotiations that take place before a merger), *be left standing at the altar* (used to describe a company's failure to convince another one to make an alliance deal) and *honeymoon* (used to describe a period of mutual understanding and confidence).

Vocabulary development: phrasal verbs 2

These exercises focus on phrasal verbs which are also featured in Units 8 and Unit 15.

1 This is a quick check on identifying transitive and intransitive phrasal verbs.

KEY:

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| 1 b | 2 a |
|-----|-----|

2 KEY:

- | | | |
|--------------|--------------|---------|
| b ended up | e getting on | h go by |
| c stand down | f go under | |
| d speak up | g look ahead | |