

Business Result Intermediate

Student's Book Answer Key

12 | Innovation

Working with words

2

1 To create an atmosphere where people are able to have their best new ideas.

3

- | | |
|-----------------|---|
| 1 concept | 6 catalyst |
| 2 brainchild | 7 come up with (note change of tense from text) |
| 3 innovative | 8 obstacle |
| 4 'a-ha' moment | 9 prototype |
| 5 facilitators | |

4

- 1 How can I get a new job?
- 2 How can I find someone to invest in my prototype?
- 3 How can I start my own catering business?

5

	Job / Company	Technology	Idea
dynamic	✓		
original			✓
reliable	✓		
revolutionary			✓
simple			✓
sophisticated		✓	
traditional	✓		

Business communication skills

2

Points 1 and 2 are in the wrong order.

- | | |
|-----------------------------|-------------------------------|
| 1 Current company situation | 3 Finding a mission statement |
| 2 How we want to be seen | |

3

- | | | | |
|-----|-----|-----|-----|
| a 4 | c 2 | e 3 | g 5 |
| b 7 | d 1 | f 6 | |

4

Words that describe the company, including the views of the oldest and newest customers.

5

- 1 let's look at this 3 You'll notice that
2 As you can see,

6

He thinks that employees often have no idea what the mission statement of their own company is.

7

- 1 That's everything I want to say for the moment.
2 Thank you all for listening.
3 The main reason for this meeting is to ...
4 Are there any questions?
5 We think it's a good idea because ...

Practically speaking

1

3, 5, 4

2

a 1 b 4 c 2 d 5 e 6 f 3

Language at work

1

most valuable assets
delivers the best sound quality
that's the furthest of*
participants are happiest

* Note that a student may use the comparative *further than*, which is also acceptable here.

2

- 1 films like Toy Story and Shrek 2
2 a new videoconferencing system

3

For most people, DreamWorks Animation (DWA) is probably best known for producing films like Toy Story and, recently, Shrek 2, which was the third highest-grossing film of all time. However, the company's latest release isn't a film, but what may be the most sophisticated videoconferencing system the world has ever seen.

Business Result

4

1 b

2 c

3 a

Case study

Discussion

1 - 3

Possible answers

- 1 **Kenguru car:** small, stylish and easy to park, gives user freedom and independence.
Pump: powered by sun's heat, needs no electricity, has no moving parts, cheap to produce.
- 2 **Kenguru car:** wheelchair users.
Pump: farmers or manufacturers of central-heating.
- 3 **Kenguru car:** could be targeted at wheelchair users, health-care centres, and hospitals. It might also be targeted at old people's homes.
Pump: could be marketed to governments and NGOs in countries in the developing world. With global warming and scarce water resources, the market demand may also grow around the world.