

# Business Result Upper-intermediate

## Student's Book Answer Key

### 4 | New ideas

#### Starting point

- 1 'Invention' usually refers to a machine or new system. 'Innovation' refers to both inventions and new ideas or concepts.

#### Working with words

1

- 1 The charity rewards and promotes sustainable energy solutions in the UK and developing countries. It aims to raise international awareness of the benefits of sustainable energy in order to deal with climate change and improve the quality of people's lives. It also aims to encourage more people around the world to find new ways of meeting energy needs and to change the thinking and policy among governments and non-governmental organizations (NGOs).
- 2 It gives cash prizes, publicizes the winners in order to encourage others to follow their example and brings together the winners and main decision-makers of governments and organizations.
- 3 The use of local, renewable energy sources, e.g. solar power, wind power, wave power, hydroelectricity, nuclear power and biofuels.

2

- 1 **project 1:** to help villagers build their own biogas systems to provide fuel as an alternative to cutting down trees  
**project 2:** to produce affordable wind turbines to fit on people's houses to generate electricity
- 2 **project 1:** It's reliable and cheap and can be built by local people. The fuel is clean and provides excellent fertilizer. It means trees don't have to be cut down.  
**project 2:** The turbines are small enough to fit on the roof of a building and can produce a significant fraction of household electricity for less money. The turbine is vibration-free and almost silent.

Business Result

3

technological breakthrough  
key feature  
cutting-edge technology  
major advantage  
revolutionary idea

practical solution  
potential benefit  
innovative concept  
commercially-viable proposition  
state-of-the-art design

### Other combinations

There are many possibilities. The most common include: technological design / feature / solution; practical idea / advantage; key concept / benefit / advantage; potential solution / breakthrough; cutting-edge design; innovative design / feature / idea / solution / technology; major feature / benefit / breakthrough; commercially-viable solution; revolutionary concept / technology; state-of-the-art technology.

5

1 get round  
2 bring about  
3 come up with

4 take forward  
5 pay off  
6 carry out

7 bring down  
8 take up  
9 set up

6

1 come up with  
2 get round  
3 set up

4 taken up  
5 bring about  
6 take forward

7 carrying out  
8 paid off  
9 bring down

## Business communication skills

2

1 Overview of the product  
2 Advantages for your company  
3 Demo film  
4 state-of-the-art security  
5 fingerprint scanning

6 intensive R&D  
7 on the market  
8 are identified by their fingerprints  
9 scan their fingerprints  
10 compares them with a central database

3

1 do in this presentation is basically  
2 give you a brief overview  
3 'd like to show you

4 call the system  
5 the result of two years of  
6 it's a pretty simple concept

4

The main advantages are enhanced security (because no one can copy a fingerprint compared to using a code number) and increased flexibility (because you can control the parts of the building or computer systems that people have access to).

# Business Result

5

- 1     **a**     There are two main benefits of using ... / The biggest potential benefit of ... / This means that ... / Another advantage is that ... / The other major advantage of ... is ... / And this is another great thing about ...
- b**     With your current system ..., they can ... / However, with ... they won't be able to ... / At the moment, you can only ... whereas in the future, you'll be able to ... as well
- 2     **a**     So, is everything clear so far?
- b**     ... now I'd like to move on to ...

## Practically speaking

1

- 1 Someone has visited a company.
- 2 Someone has copied a document.
- 3 Someone has bought a guest lunch.
- 4 Two people have had a meeting.
- 5 Someone is starting a presentation.
- 6 Someone is allowing someone else to do something first.

2

	Formal	Informal
<b>Thank someone</b>	Thank you for having me. Thank you very much for lunch. I'd like to thank you for inviting me here today.	Thanks a lot Thanks for your time this morning. Thanks
<b>Respond</b>	It's a pleasure. It was good to see you. You're welcome. Thank you for coming.	No problem. That's OK.

3

- 1 ... it was a really interesting visit. / ... it was good to see you.
- 2 I appreciate it. / ... any time.
- 3 ... it was delicious. / I really enjoyed it.
- 4 ... it was good of you to come in. / ... thanks for your help.
- 5 ... we're glad you could be here.

## Language at work

1

- 1 It's a specialist Internet service provider that provides wireless Internet access at all the major marinas in the country.
- 2 They can only access it on land or they have to have the right technology.
- 3 They'll be able to access the Internet from their boats for a basic monthly fee.

**Business Result**

- 4** They have exclusive contracts in all the major marinas in the country for the next seven years.

2

**1** c, f                      **2** a, e, h, l                      **3** b, d, g, j

3

- 1** can, is / are able to  
**2** be able to  
**3** has / have been able to  
**4** could  
**5** was / were able to, couldn't, wasn't / weren't able to

## Case study

### Discussion

1, 2, 3

### Possible responses

- 1** They could borrow money from a variety of sources, e.g. governments or funding bodies for NGOs, wealthy relatives, banks or private investors. The key point to remember is that if someone invests they will want a percentage of any future profits.
- 2** Potential investors might want to know more about how it will be marketed and distributed. We also don't know the future manufacturing costs and whether, after testing, the idea will work in reality. All of this information will probably be given to investors in the form of a business plan.