Present simple and continuous
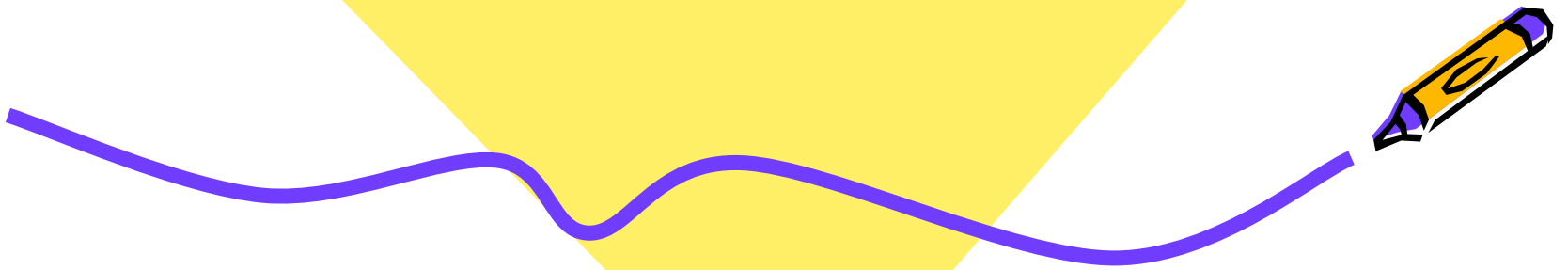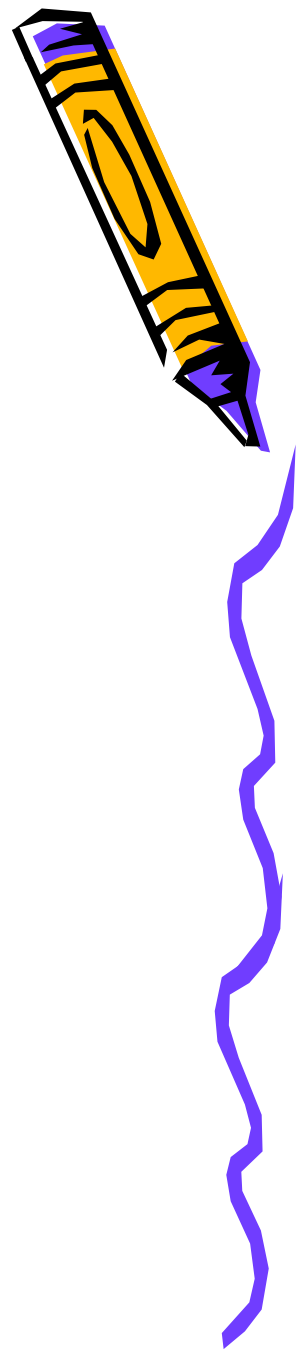
Present simple

- <u>Form</u>: He/she/it **works**. I **work**. They **work**
  He **doesn't work**. They **don't work**.
  Does he work? Do they work?

  <u>Use</u>: we use the present simple tense to:

  -give information about permanent activities
  (Valentino **makes** luxury chocolates.)

describe a state that doesn't change:

(He **looks** like his father.)

-talk about routine activities, repeated actions or habits:

(I often **travel** abroad on business.)

-some verbs are always used in the present simple (not with –ing):

What do you **mean**? I **remember** her name.

Present continuous

- <u>Form</u>: I **am going**. He/she/it **is going**. They **are going**.
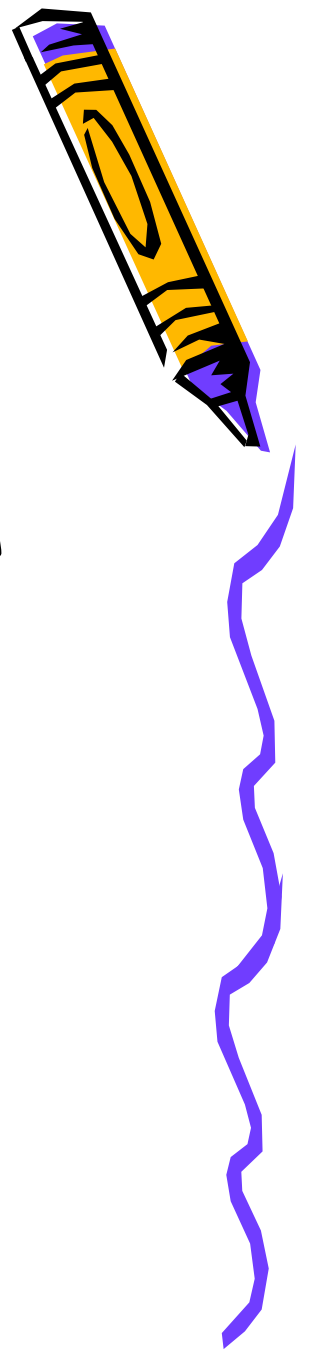
  I am **not** going. **Am I going**?

  <u>Use</u>: We use the present continuous to:
  -<u>describe activities in progress at the moment of speaking</u>
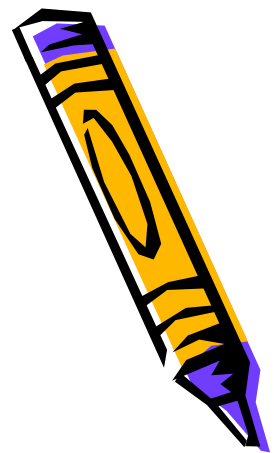 (She **is talking** to him on the phone right now.)

-describe temporary situations:

(The delegation **is staying** at the Hilton until Friday.)

- refer to future arrangements:

(He **is starting** a new job next week.)

- describe changing situation:

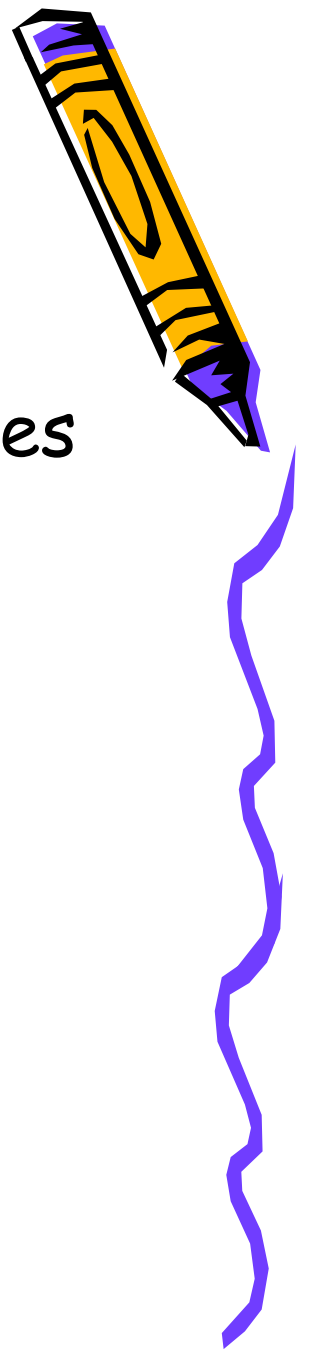(We **are developing** a new marketing strategy.)

Complete these sentences with either the present simple or the present continuous

- We normally _____ (hold) ous sales conference in Spain, but this year we _____ (hold) it in Poland.
- Although we _____ (use) our own sales representative at the moment, we generally _____ (use) agents in Japan.
- It normally _____ (take) us two years to develop a new product.

- We don't often _____ (raise) our prices more than 5%, but this time we _____ (raise) them 10%.
- Usually our Sales Director _____ (deal) with important customers.
- We usually _____ (recruit) from within the company, but this time we _____ (advertise) externally.

- We _____ (rent) offices until our new headquarters are ready.
- The company _____ (want) to achieve record sales this year.

Present perfect simple and continuous

Present perfect - simple

- Form : I/you/we/they **have worked**
- he/she/it **has worked**
- I/you/he/she/it/we/they **haven't worked**
- **Have** I/ you/ we/ they **worked**? **Has** he/she/it **worked**?

Uses

- <u>Talk about actions that continue from the past to the present</u>

  We have been in this business for over 50 years. (we are still in business)

  <u>Talk about past events that have an impact in the present</u>

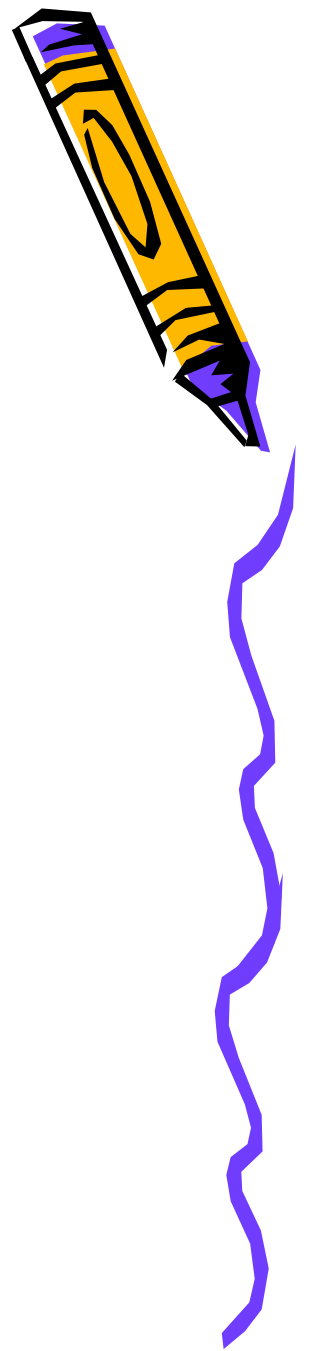 *Recently profits have fallen sharply because of strong competition.*

- Talk about life experiences
  - *He's worked in a number of different firms.*
  - *She's never had to lead a team before.* (in her life up to now)
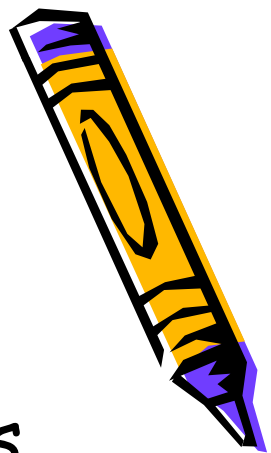
Present perfect continuous

- Form : have/has + been + -ing
  - *She's been studying for three years.*
  - *They haven't been working here long.*
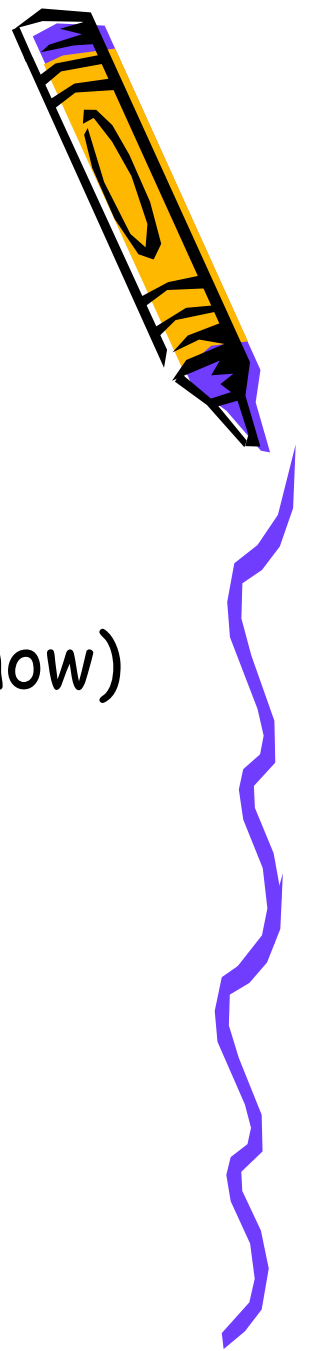 - *How long have they been living here?*

Use

- <u>An activity that began in the past and is continuing now.</u>
  - *I've been studying English for three years?*
  - **Sometimes there is no difference between the simple and the continuous. The continuous can express a temporary activity, while the simple expresses a permanent state.**

- <u>A past activity that has caused a present result</u>
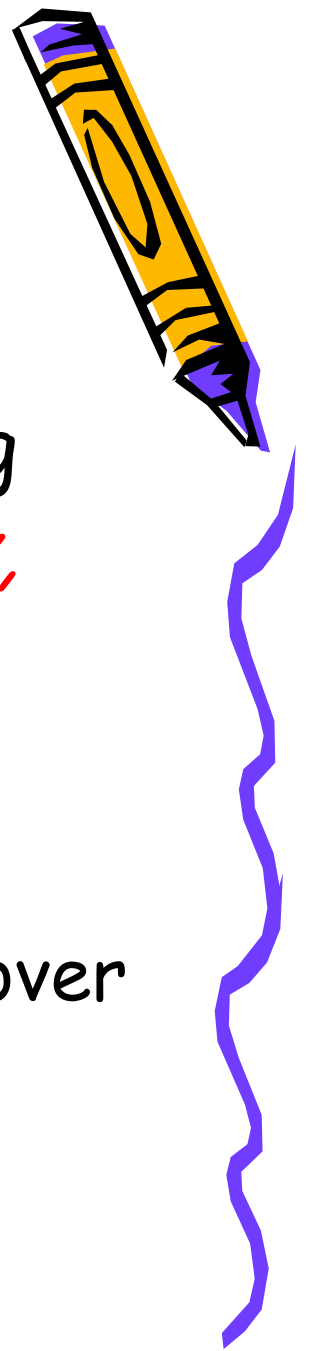 - I've been working all day. (I'm tired now)
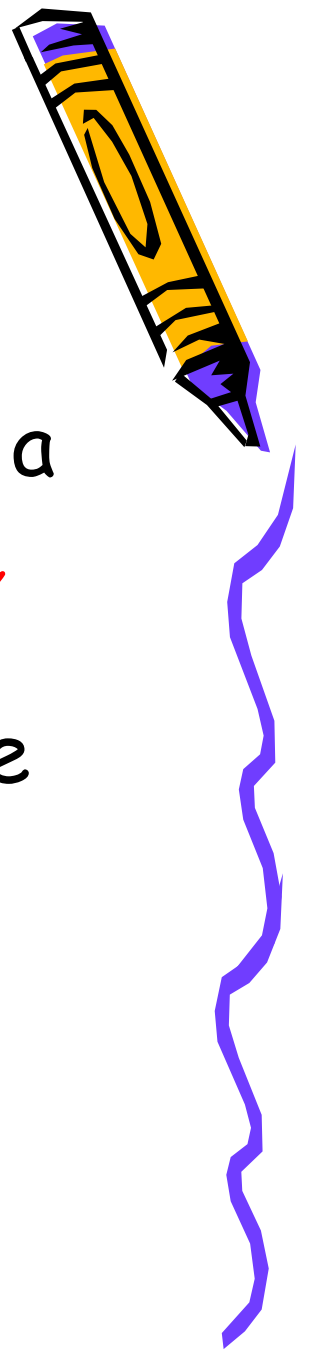
Present perfect simple or continuous?

- <u>The simple expresses a complited action</u> (*I've painted the kitchen, and now I'm doing the bathroom.*)

- <u>The continuous expresses an activity over a period of time</u> (*I've got paint in my hair because I've been decorating*)

- Some verbs have the idea of a long time, for example, *wait, work, play, try, learn, rain*. These verbs are often found in the continuous.
  - *I've cut my finger.*(one short action)
  - *I've been cutting firewood.*(perhaps over several hours)

- Some verbs don't have the idea of a long time, for example, *find, start, buy, die, lose, break, stop*. Those verbs are more usually found in the simple.
  - *I've got lost my passport.*

Complete the sentences with the correct verb form, Present Perfect Simple or Continuous :

- I _____ (wait) for you for ages! Where have you been?
- I _____ (break) a glass. I'm awfully sorry.
- Wow! Ou _____ (make) dinner! Let's eat now.
- She _____ (sleep) downstairs because she has broken her leg.

- We _____ (look) for a hotel for two hours!
- I'm exhausted! I _____ (work) all day, and I _____ (not finish) yet.

Company vocabulary

- Subsidiary
- Profit
- Turnover
- Head office
- Workforce

- The money a company makes after taking away its costs
- A company which is more than 50% owned by a parent company
- The amount of money a company receives from sales
- The employees
- The main building of a large organisation

vocabulary

- Market share
- Share price

- The cost of a company's shares
- The percentages of sales a company has in a particular market
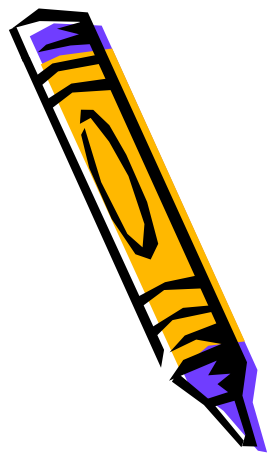
quiz

- if you don't like it, you can _____ it and we'll give you your money back
- one of the problems of online sales:_____ when the customer is not at home
- a building for storing goods_____
- another word for *buy,* or sth that's bought

- a reduction often expressed as percentage of the original price _____
- we must _____ our customers the best products and services
- a buyer buys and a seller _____
- if you don't like it, you can _____ it for sth else of the same value

- sth you think is cheap in relation to its real value _____
- when you send the goods, you ship or _____ them
- money given back to a customer who has returned goods _____
- we don't have any at the moment; we're out of _____

# General Approach to <u>great ideas</u>

- An **idea** is a <u>form</u> (such as a <u>thought</u>) formed by <u>consciousness</u> (including <u>mind</u>) through the <u>process</u> of <u>ideation</u>.

- In a popular sense, an idea arises in a reflex, spontaneous manner, even without thinking or serious <u>reflection</u> , for example, when we talk about the *idea* of a person or a place
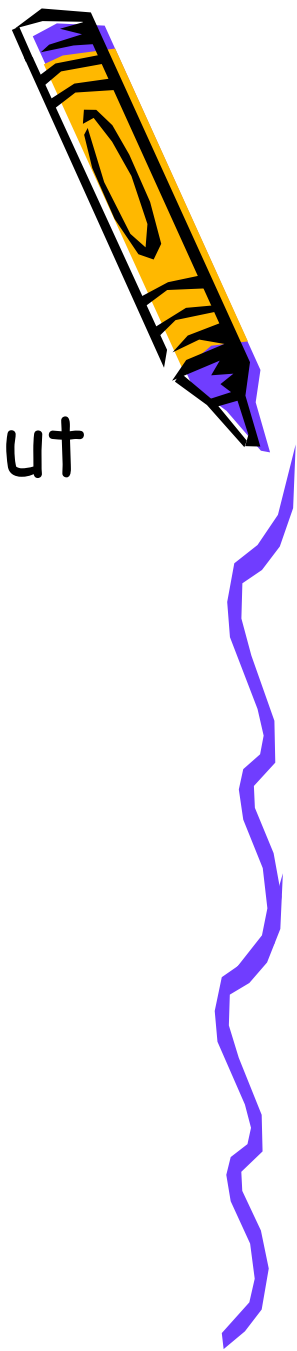
No one way is going to work best for all ideas, but here's a general scheme to frame your efforts:

- **Look at your idea.** Observe it from different perspectives and angles.
- **Take your idea apart.** Use different approaches. Try looking at each part as a separate idea.
- **Add to/remove from your idea.** Your idea should be complete, but not overdone
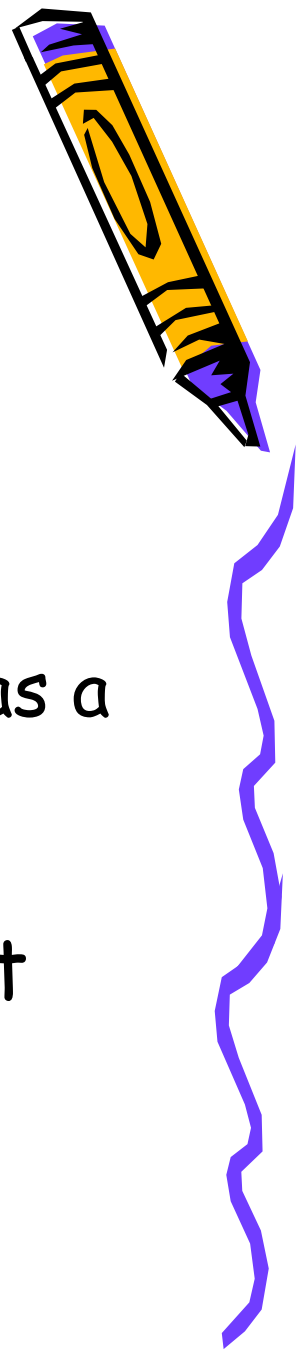
- **Modify/Substitute parts.** Find out which works best.
- **Put the parts together.** Use different designs and orderings.
- **Combine ideas together.** In different ways.
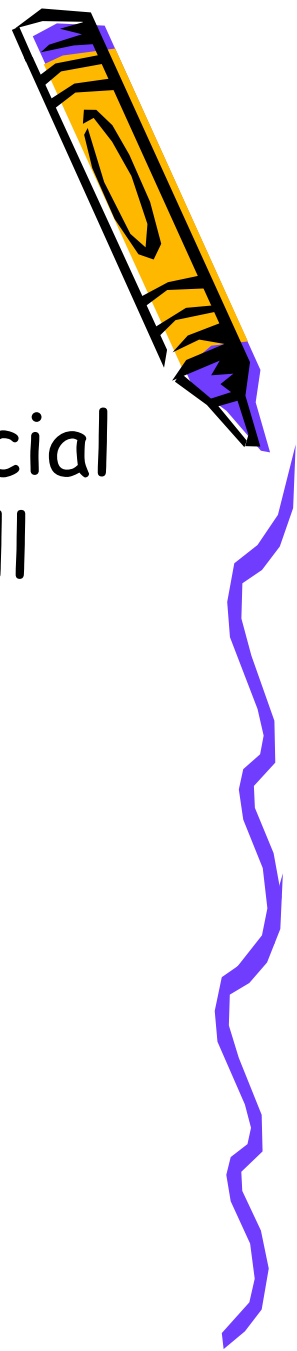
- **Use your idea.** Adapt it for a special purpose. Maybe some new ideas will occur to you