

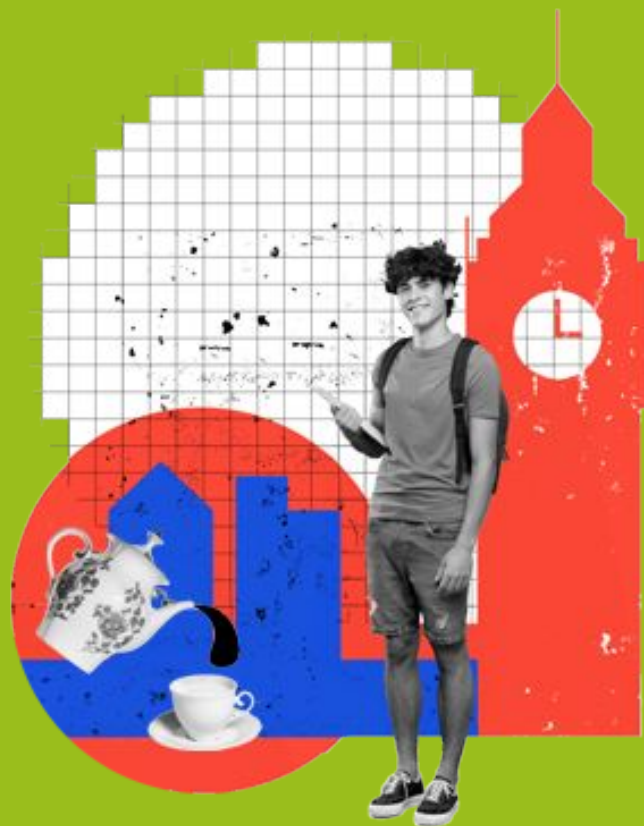


DEASCUOLA

INSEGNARE INGLESE

Insegnare con... *Business Today*

Relatori: Michael Flynn,
Rachel Harraway



In today's webinar...

① Course configuration

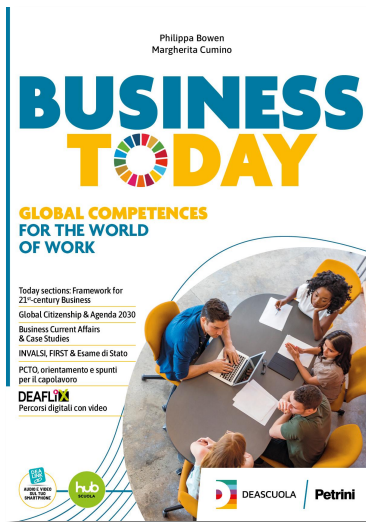
② Why choose ***Business Today***

③ Digital resources

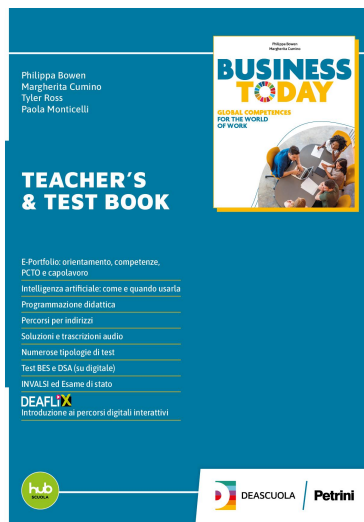


Course configuration

Student's Book



Teacher's & Test Book



Chiavetta USB



- Easy eBook insegnante
- Video
- Audio
- Audio test
- Test maker

Con il link diretto:
Percorsi digitali DEAFLEX di grammatica



Why choose *Business Today*



Why choose Business Today

BUSINESS TODAY

Business doesn't happen in a vacuum. It is continually affected by what is happening in the world. External factors, such as technological advances, political instability and environmental concerns all influence the way business is conducted. Over the early decades of the 21st century, the world has changed at an incredible pace. Here are some of the **global factors** that provide the **framework for business today**.

GLOBAL FACTORS

- A GLOBALISATION
- B TECHNOLOGICAL ADVANCEMENT
- C DIVERSITY AND INCLUSION

16

WORK TODAY

Advances in technology have profoundly changed today's workplace, allowing people to work together no matter where they live. Automation and AI have made many jobs obsolete, while new ones are being invented every day – meaning workers must be able to adapt to constantly changing environments, while developing transferable skills to move easily from one job to another. Here are some of the **global factors** that provide the **framework for work today**.

GLOBAL FACTORS

- A TODAY'S JOB MARKET
- B JOB STABILITY
- C FLEXIBLE WORKING

216

CULTURE TODAY

Globalisation and the technological revolution have altered our concept of cultures and communities. We are constantly connected and know what is happening at any time, in any part of the world, influencing the way we live and think. Today, we share more attitudes, behaviours, values and beliefs across societies than ever before. Here are some of the **global factors** that provide the **framework for culture today**.

GLOBAL FACTORS

- A GLOBAL LANGUAGE
- B GLOBAL MIGRATION
- C DIGITAL CITIZENSHIP
- D GLOBAL INEQUALITY
- E WAR AND PEACE

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CULTURE TODAY

THINKING ROUTINE

THINK • PAIR • SHARE

1 Read the quotes below. What do you think they mean?

2 In pairs, compare your answers. Then answer the questions.

1 Which of these five global factors (A-E) do the quotes relate to?

2 Do you agree with the quotes? Why? Why not?

3 Discuss your answers with the class.

Equality is a strength, not a weakness.
Antonio Guterres, UN Secretary General

A nation will not survive morally or economically when so few have so much and so many have so little.
Bernie Sanders, US politician

The limits of my language mean the limits of my world.
Ludwig Wittgenstein, Austrian philosopher

GLOBAL SOLUTIONS

The 17 UN Global Goals propose **global solutions** to the challenges these global factors represent for culture today by promoting **sustainability, diversity, and sustainable practices**. They emphasise cultural heritage preservation and artistic expression and help foster a **global sense of unity and collective responsibility** towards a better future.

In pairs, answer the questions.

1 What do you know about the Global Goals?

2 Which Global Goals link to the five global factors (A-E)?

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Why choose Business Today

BUSINESS TODAY

Business doesn't happen in a vacuum. It is continually affected by what is happening in the world. External factors, such as technological advances, political instability and environmental concerns all influence the way business is conducted. Over the early decades of the 21st century, the world has changed at an incredible pace. Here are some of the **global factors** that provide the framework for business today.



A GLOBALISATION



B TECHNOLOGICAL ADVANCEMENT



C DIVERSITY AND INCLUSION



D WORLD INSTABILITY



E ENVIRONMENTAL CONCERNS

GLOBAL SOLUTIONS

The 17 UN Global Goals propose **global solutions** to the challenges these global factors represent. All 193 UN member states (see p. xxx) must strive to achieve these goals to promote **prosperity**, build **economic growth** and provide **job opportunities**, while at the same time **protecting the planet** by tackling climate change.

In pairs, answer the questions.

- 1 What do you know about the Global Goals?
- 2 Which Global Goals link to the five global factors (A-E)?

THINKING ROUTINE

THINK • PAIR • SHARE

THINK

- 1 Read the quotes below. What do you think they mean?

PAIR

- 2 In pairs, compare your answers. Then answer the questions.
 - 1 Which of these five global factors (A-E) do the quotes relate to?
 - 2 Do you agree with the quotes? Why? Why not?

SHARE

- 3 Discuss your answers with the class.

The world has changed through globalisation and technology, it has left many feeling left behind.
Chuka Ummara, retired British politician

We are using resources as if we had two planets, and one. There can be no 'plan B' because there is no 'planet B'.
Ban Ki-moon, former UN Secretary-General

I know not with what weapons World War III will be fought, but World War IV will be fought with sticks and stones.
Albert Einstein, physicist

Global factors

- Globalisation
- Technological advancement
- Diversity and inclusion
- World instability
- Environmental concerns

Why choose Business Today

BUSINESS THEORY

4 MARKETING

STUDY

- The marketing concept

Online video

- Market research
- The marketing strategy (STP)
- The marketing mix
- Branding
- Pricing
- Digital marketing

EXPLORE

In the media

- Trends in market research p. 95
- Meet the Gen Z brand whisperers p. 97
- TikTok 'influencers' want you to buy less... and more! p. 108

Case study

- Apple's marketing success story p. 100
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Key figures

- Steve Jobs p. 101

Global citizenship

- Online privacy p. 110

REVISE

- Check your knowledge pp. 112-113

Summary map p. 114

Slide review 4

- Build your business p. 115

INVALSI

- INVALSI p. 116
- Exame di Stato orale p. 117

THE MARKETING CONCEPT

Until the 1950s, most companies assumed their business would be profitable if they produced high quality, durable goods that worked well. This **product-oriented** model changed when companies realised that customers were not just looking for quality products, but also for value.

Today, business is very competitive, there is a wide range of goods and services, and a lot of companies offer similar things.

To be successful and meet organisational goals, such as sales and profit, a company must know the needs and wants of customers in the market, develop a product that meets these needs better than their competitors' and convince potential customers to buy it.

The **marketing concept** makes prioritising customer satisfaction and addressing their needs the focal point of all business activities.

Today, most companies are **market-orientated**: they study the market to find out consumers' preferences, such as quality and design, and the price that they would be prepared to pay for a product.

The term 'market' refers to the group of consumers that are interested in a product, have the money to buy it and are permitted by law to purchase it. A company's **target market** represents the group of people that it would like to sell to.



Source: www.natmba.com

The marketing process

Marketing can be broken down into four main stages.

1 SITUATION ANALYSIS: during this phase, a company tries to identify opportunities to satisfy unfulfilled customer needs and wants, and evaluates its capability to outperform competitors. It also considers external factors (e.g. social or political) that might affect its success.

2 MARKETING STRATEGY: once the best opportunity has been identified, a **marketing strategy** can be developed. Market research helps the company choose a particular group of customers – its **target market** – and the product position (price, etc.) in relation to the competition.

3 MARKETING MIX DECISIONS: tactical decisions can then be made regarding aspects of the **marketing mix** (product, price, place and promotion).

4 IMPLEMENTATION AND CONTROL: at this stage, the **marketing plan** is implemented and the product is launched. But the marketing process doesn't stop here. The results are monitored continuously and, if necessary, the marketing mix is modified to meet the customers' changing needs.

1 THINK What do you think a company's priority should be when developing a business? ☐ the product ☐ customers' needs and wants ☐ the market

2 (KEY WORDS) Read and listen to the text about the marketing concept and match the words (1-5) to the definitions (a-e).

- | | |
|--|---|
| 1 ☐ product-orientated | a the group of consumers a company would like to sell to |
| 2 ☐ market | b a business model that places importance on the product |
| 3 ☐ target market | c the consumers that may want and be able to buy the product |
| 4 ☐ marketing concept | d a business model that places importance on the customer |
| 5 ☐ market-orientated | e a philosophy that places the customer at the centre of the business |

3 (KEY WORDS) Read and listen to the text about the marketing process. At which stage (1-5) does each activity take place?

- | |
|---|
| a ☐ A specific target market is selected. |
| b ☐ The company decides how much its product should cost. |
| c ☐ The sales results are analysed. |
| d ☐ The company considers its production capabilities. |
| e ☐ The company tries to identify unfulfilled customer needs. |

4 (ONLINE VIDEO) Go online and watch the video *What is the Marketing Concept?* Professor. Answer the questions.

- How can a company measure customer satisfaction?
- What is the difference between the benefits of a product and its cost?

4 Marketing

STUDY

- The marketing concept

Online video

- Market research
- The marketing strategy (STP)
- The marketing mix
- Branding
- Pricing
- Digital marketing

Why choose Business Today

BUSINESS THEORY

THE MARKETING STRATEGY (STP)

The **STP process** is an essential part of any marketing strategy. STP stands for **Segmentation, Targeting, and Positioning**, and it allows companies to assess the market and identify their target audience, as well as determine the position of their product or service in relation to other offerings. The STP process serves as a strategic framework that assists companies in making informed marketing decisions to maximise their success in the marketplace.

The STP process divides the market into **market segments**, smaller groups with similar characteristics. These segments can be:

- **demographic** (who?) e.g. age, gender, occupation, income.
- **geographic** (where?) e.g. country, region, urban, rural area.
- **psychographic** (why?) e.g. lifestyle, attitudes, personality.
- **behavioural** (how?) e.g. use of similar products, frequency of purchases, shopping mode.

SEGMENTATION

TARGETING

It evaluates the potential and commercial attractiveness of each market segment and selects which market segment(s) to target with the product or service; this becomes the **target market**. The target market influences the nature of the product, its price, where it is available and how it is promoted.

POSITIONING

It develops a unique position for the product or service in the market, differentiating it from competitors. A **market map** illustrates the positions a product can take in the market in relation to two attributes, such as **price** and **quality**. For example, in the diagram on the left, there are lots of high price / high quality products and low price / low quality competitors' products (o). The red circle indicates a gap in the market for standard price / standard quality products, so this could be a good place to position a new product. Researchers study the target market to see if there is a demand for a new product in this position. The company can then decide on an appropriate **marketing mix** for each selected segment, thinking about price, placing and promotion.

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4 | Marketing

1 | 96 Read and listen to the text about marketing strategy. Choose the correct answer: a, b or c.

- Companies use the STP process to examine:
 - the market as a whole.
 - one market segment.
 - their target group.
- A company divides the market into:
 - target markets.
 - market segments.
 - sell products.
- The STP process helps understand where to:
 - sell products.
 - distribute products.
 - position products.
- To calculate this, a company often uses:
 - a market map.
 - market research.

BUSINESS THEORY

THE MARKETING MIX

The marketing mix, also known as the 4Ps of marketing, refers to the four key elements of marketing: **product, price, place** and **promotion**. By developing a strategy that considers all four components, a business can maximise its chances of a product being seen, recognised and bought by customers. In a good marketing mix, the design and quality of the product compares well with competitors' products, the price is attractive and competitive, the product is distributed to the right places at the time when it is needed and it is promoted efficiently.

From the 4Ps...

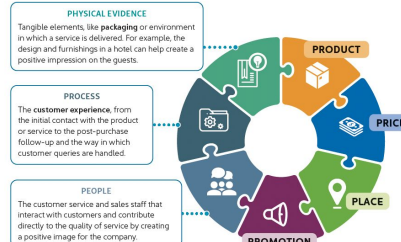


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4 | Marketing

... to the 7 Ps

These days most companies extend the marketing mix to encompass 7Ps. This extended marketing mix helps businesses develop a deeper understanding of how to meet the needs and expectations of customers, especially when the product is a service not a physical product.



1 | 98 Read and listen to the text about the marketing mix and choose the correct alternative.

- The traditional 4P marketing mix considers product, price, promotion and **packaging / place**.
- A USP refers to a product / price.
- A registered name given to a range of products is known as a **trade / brand name**.
- Price is influenced more by **external / internal** factors.
- Place refers to where and how products are **made / distributed**.
- Product tasting in supermarkets is a type of **distribution / promotion**.
- Think of a product you would like to buy and find out its marketing mix.
- DISCUSSION** In pairs or small groups, choose a service in your local area, for example, a post office, restaurant, hotel, gym, museum etc., and discuss the role of physical evidence, people and process in its marketing mix. Think about:
 - customer service and staff interaction with customers
 - the customer experience from initial contact to the post-purchase follow-up
 - how tangible elements, such as the environment, help create a positive impression
- DEBATE** Read the statement and decide whether you agree or disagree. Make a list of arguments that support your opinion and debate the topic in class.
People are the most important element of any service or experience.

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BUSINESS THEORY

4 MARKETING

STUDY

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- Market research
- The marketing strategy (STP)
- The marketing mix
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- Pricing
- Digital marketing

EXPLORE

In the media

- Trends in market research p. 95
- Meet the Gen Z brand whisperers p. 97
- TikTok 'deinfluencers' want you to buy less... and more! p. 108

Case study

- Apple: a marketing success story p. 100
- Famous brands: the story behind their names p. 104

Key figures

- Steve Jobs p. 101

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REVISE

- Check your knowledge p. 112-113

- Summary map p. 114

Side review 4

- Build your business p. 115
- INVALSI p. 116
- Exame di Stato orale p. 117

THE MARKETING CONCEPT

Until the 1950s, most companies assumed their business would be profitable if they produced high quality, durable goods that worked well. This **product-orientated** model changed as competition grew and trade became more global. Today, business is very competitive, there is a wide range of goods and services, and a lot of companies offer similar things. To be successful and meet organisational goals, such as sales and profit, a company must know the needs and wants of customers in the market, develop a product that meets these needs better than their competitors' and convince potential customers to buy it.

The **marketing concept** makes prioritising customer satisfaction and addressing their needs the focal point of all business activities.

Today, most companies are **market-orientated**: they study the market to find out consumers' preferences, such as quality and design, and the price that they would be prepared to pay for a product.

The term 'market' refers to the group of consumers that are interested in a product, have the money to buy it and are permitted by law to purchase it. A company's **target market** represents the group of people that it would like to sell to.



Source: www.netmba.com

The marketing process

Marketing can be broken down into **four main stages**.

- 1 SITUATION ANALYSIS:** during this phase, a company tries to identify opportunities to satisfy unfulfilled customer needs and evaluates its capability to outperform competitors. It also identifies factors (e.g. social or political) that might affect its success.
- 2 MARKETING STRATEGY:** once the best opportunity has been identified, a marketing strategy can be developed. Market researchers choose a particular group of customers – its **target market** (position (price, etc.) in relation to the competition).
- 3 MARKETING MIX DECISIONS:** tactical decisions can then be made about the **marketing mix** (product, price, place and promotion).
- 4 IMPLEMENTATION AND CONTROL:** at this stage, the strategy is implemented and the product is launched. But the process doesn't stop here. The results are monitored continuously and a marketing mix is modified to meet the customers' changing needs.

- 1 THINK** What do you think a company's priority should be when developing a marketing strategy?
- ☐ the product
 - ☐ customers' needs and wants

- 2 KEY WORDS** Read and listen to the text about the marketing process (1-5) to the definitions (a-e).

- ☐ product-orientated
 - ☐ market
 - ☐ target market
 - ☐ marketing concept
 - ☐ market-orientated
- a the group of consumers a company wants to sell to
 - b a business model that places importance on customer satisfaction
 - c the consumers that may want and need a product
 - d a business model that places importance on sales and profit
 - e a philosophy that places the customer at the center of the business

- 3 KEY WORDS** Read and listen to the text about the marketing process. At what stage does each of the following activities take place?

- a A specific target market is selected.
- b The company decides how much its product should cost.
- c The sales results are analysed.
- d The company considers its production capabilities.
- e The company tries to identify unfulfilled customer needs.

- 4 ONLINE VIDEO** Go online and watch the video *What is the Marketing Process?* Answer the questions.

- 1 How can a company measure customer satisfaction?
- 2 What is the difference between the benefits of a product and its costs?

4 Marketing

EXPLORE

In the media

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AT WORK

IN THE MEDIA

Jobs of the future

The World Economic Forum publishes a bi-annual *Future of Jobs Report* which reviews key macro-trends in the global labour market as well as detailing which jobs are going to be the fastest growing over the following five years, and which are going to decline the fastest. The report is based on a survey of the future expectations of some of the world's largest employers: a total of 803 companies, employing more than 11.3 million workers, were involved in the survey, covering 27 different industries and 45 economies globally.

Unsurprisingly, in its latest report, AI and Machine Learning Specialists were at the top of the fastest-growing job types, followed by Sustainability Specialists, Business Intelligence Analysts and Information Security Analysts. Advancing technology adoption and increasing digitalisation are the most important factors behind the job trends. More than three-quarters of the companies surveyed have already adopted big data, cloud computing and AI technologies or plan to adopt them in the next five years, which will lead to job creation.



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1 **360** **(INVALSI)** Read and listen to the article and complete the sentences with a maximum of four words.

- 1 The WEF report looks at job expectations for the next _____.
- 2 The report surveys 803 companies employing more than _____.
- 3 The companies represented 27 _____.
- 4 The two main factors behind the job trends were technology adoption and _____.
- 5 Over the next few years, six out of ten workers _____.

2 Read the article again and answer the questions.

- 1 How many different economies were involved in the WEF survey?
- 2 What effect will the adoption of big data, cloud computing and AI have over the next five years?

BUSINESS THEORY

IN THE MEDIA

TikTok 'deinfluencers' want you to buy less... and more!

At a time when consumers are inundated with social media influencers promoting the latest products, a growing number of TikTok users are telling people what not to buy instead.

The trend, called 'deinfluencing', is a stark contrast to prior trends like a TikTokMadeMeBuyIt, where consumers showed off the products they had purchased after seeing them on the social media app.

These days, TikTokers are telling their followers which products aren't worth the money, or urging them¹ to resist indulging in trends. Some influencers are criticising beauty and skincare items that make big promises but don't deliver. And others are telling their followers to avoid hair stylers and water bottles. TikTok itself helped popularise. Hashtag #deinfluencing videos have had over 150 million views in just a few months. It isn't clear how the trend originated, though one of the first TikTok videos came from a former employee of Ulta and Sephora, who listed frequently returned products at the beauty stores.

TikTok trends come and go and criticisms of consumerism aren't new. Still, influencers who hop on the deinfluencing trend could be seen as more trustworthy and use the opportunity to support credibility, said Abhisek Kumar, a university marketing lecturer, who has studied how Gen Z interacts with content creators. One of his studies showed young shoppers typically ignore influencer campaigns they believe to be controlled by companies. Brand deals and influencers have become almost synonymous over the years, but consumers look for authenticity and those seen as inauthentic often have their reputation damaged.



GLOSSARY

¹urging them: li esortano

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IN THE MEDIA

Current affairs

Newspaper and web articles about the world of work



Why choose Business Today

BUSINESS THEORY

CASE STUDY

Game On: the evolution of advertising in *Fortnite*

Fortnite, developed by Epic Games, is one of the most popular video games in the world. Launched in 2017, it has 242 million active players, 60% of whom are aged 18 to 24.

The core video game follows the battle royale genre, where players must eliminate each other while trying to survive.

But *Fortnite* offers much more than a simple video game format. It has managed to create a cross-platform gaming culture that is centred around community and social interaction.

In addition, it often holds live events which fans can stream to watch their favourite professional players compete. Finally, separate violence-free islands have been created within the game, which players can visit to hang out, have fun together, watch exclusive film trailer releases and listen to live music. It combines the unique benefits of gaming, social media and streaming into a single experience and that's the secret to its success!



Advertising in the *Fortnite* universe

Due to its global popularity, some of the biggest brands in the world are using *Fortnite* to target specific audiences with their advertising. There are many ways that they can do this.

- In-game advertising

In-game advertising can be static adverts, dynamic ads or gamevertising. Static ads appear as non-animated images and posters within the game, whereas dynamic adverts allow brands to display video material and animated banners. With gamevertising, the brand's products or services are integrated into the game itself. For example, Coca-Cola created a virtual *Fortnite* vending machine. Players were able to interact with the machine and collect virtual cans of Coke. And McDonald's paid to insert its iconic golden arches into the *Fortnite* map.

By interacting with the arches, players could collect virtual McDonald's items and rewards.

- Branded events and live experiences

Many performers have used *Fortnite* to host live concerts as part of the game's 'Fortnite Live' events. One of the biggest events was a live virtual concert by the rapper Travis Scott in 2020. According to Epic Games, more than 12 million players logged on to watch a digital version of Scott perform and the event made a total of \$20 million in sales, including merchandise. In comparison, Scott's largest in-person show made only \$1.7 million!

- Player sponsorship and content creator collaboration

When individual *Fortnite* players or teams become successful, they attract sponsorship from different brands. For example, a *Fortnite* squad called Team SoloMid has been sponsored by many brands including the energy drink Gfuel. And the well-known player, Ninja, was sponsored by UberEats with a promotion designed to win fans a discount off their UberEats orders. Content creators are also building in-game worlds for brands. For example, three *Fortnite* creative experts developed a Balenciaga-themed zone in the game that players could visit.

5 Advertising



It was a virtual city square dropped into the game with the recreation of a virtual Balenciaga retail store. Players could go into the store and use the virtual currency, V-bucks, to purchase items, such as a backpack or sneakers to use in the game. Balenciaga has also released a physical limited-edition collection in collaboration with *Fortnite* consisting of hoodies, shirts, jackets and caps, all with the Balenciaga and *Fortnite* logos.

1 **THINK** Do you play the video game *Fortnite*? Why do you think it's so successful?

2 **DO IT** Read and listen to the case study and complete the information.

Fortnite	
Video game genre: *	_____
Launched by: *	_____ in 2017
Number of active users: *	_____ Age of the majority of users: *
Features that build community and social interaction: *	_____
Secret to success: *	_____

3 Read the text again and decide if the statements are true (T) or false (F). Correct the false statements.

- ☐ Brands can only place adverts before and between games.
- ☐ Gamevertising refers to the use of advertising videos and banners within the game.
- ☐ Travis Scott's *Fortnite* concert was watched by over 12 million players.
- ☐ The collaboration between Team SoloMid and Gfuel is a form of sponsorship.
- ☐ Balenciaga worked with fashion designers to create a fashion show in the game.

4 **COLLABORATION** In small groups, imagine you work for a well-known Italian company whose target market is young people aged 16 to 25. Brainstorm ways to promote and advertise the company or one of its products on *Fortnite*. Present your ideas to the class.

CASE STUDIES

Companies and the way they operate

Why choose Business Today

BUSINESS THEORY

KEY FIGURES



NAME:
Adam Smith

DATES:
1723-1790

NATIONALITY:
Scottish

ROLE:
Economist

KNOWN FOR:
His innovative ideas on free trade and competition

The Wealth of Nations (1776)

Economic icons

ADAM SMITH

Adam Smith was a rather unusual character. He lived with his elderly mother, he talked to himself and butter in the soap

books of all time. The division of labor and thought about economics in the 18th century, but amount of gold and silver

They established a system protected their own in this way was count protectionism, and was Smith argued that trade competition which in fact idea of an invisible hand even though individual tendency to protect, he gave the meat, beer and bread everyone.

Smith is often referred to as the father of Economics because his trade, capitalism and foundation for modern theories are still widely used today.

CULTURE

KEY FIGURES



NAME:
Rosa Parks

DATES:
1913-2005

NATIONALITY:
American

ROLE:
Civil rights activist

KNOWN FOR:
Refusing to surrender her seat to a white passenger on a segregated bus in Alabama

The fight for equality

ROSA PARKS

Rosa Parks grew up with her mother and grandparents in Alabama. Both her grandparents had previously been slaves and they were strong advocates of racial equality. Parks attended a segregated school in the town of Montgomery, but she had to leave school early to look after her mother and grandmother, who were sick. When she was only 15, she met and married Raymond Parks, an active member of the National Association for the Advancement of Colored People (NAACP). With her husband's support, Parks returned to her education and graduated from school before joining the NAACP and becoming involved in civil rights issues.

On 1st December 1955, Parks was arrested for refusing to give up her seat to a white passenger on a bus in Montgomery. At that time, the seats on buses were segregated: white people sat at the front and Black people had to use the seats at the back. In addition, if there were more white people on the bus than the seats allocated to them, the bus driver often asked Black people to give up their seats. News of Rosa's arrest spread very quickly and, when she went to court four days later, the Black community were encouraged to stay at home, share cars or walk to work to avoid using the local buses in protest. The **Montgomery Bus Boycott** was a great success and lasted for 381 days before the Supreme Court ruled that segregation on public transport systems was unconstitutional.

Rosa Parks became a symbol of the civil rights movement and received many awards during her life, including the **Presidential Medal of Freedom**, given to her by President Clinton in 1996. In 1999, *Time* Magazine listed her as one of the **100 most influential people of the 20th century**.



KEY CONCEPT

civil rights: the rights of all citizens to political and social freedom and equality.

1. Read and listen to the text about Rosa Parks and answer the questions.

- 1 Why had Rosa Parks' grandparents had a difficult life before Rosa was born?
- 2 What type of school did she attend?
- 3 How was her husband involved in the civil rights movement?
- 4 What was Rosa Parks arrested for?
- 5 What protest did the arrest spark?
- 6 What was the result of the protest?

2. Digital competences Rosa Parks is famous for a single act of defiance that changed the world. Go online and find out more about other famous acts of defiance. Use these examples or find your own. Give a short presentation to the class.

- the Boston Tea Party (1773)
- the Bates Seven (1940) • Tommie Smith and John Carlos (Olympic protest, 1968) • the fall of the Berlin Wall (1989) • Colin Kaepernick and Eric Reid (National Football League, 2016)

CULTURE

KEY FIGURES



NAME:
Mohandas Karamchand Gandhi

DATES:
1869-1948

NATIONALITY:
Indian

ROLE:
Political and spiritual leader

KNOWN FOR:
His policy of non-violent resistance that helped end British rule in India

Mahatma Gandhi

Mohandas Karamchand Gandhi was born in Gujarat, India, in 1869. After school, he went to the UK to study law in London. He qualified as a lawyer and accepted a job at an Indian law firm in South Africa. When he arrived in South Africa, he was horrified by the treatment of Indian immigrants, and he joined the struggle to obtain basic rights for them. He stayed in South Africa for about twenty years, during which he was sent to prison many times.

In 1915, he returned to India and, in 1921, he became the **leader of the Indian National Congress**, a political party which campaigned for **independence from Britain**. A long policy of peaceful civil disobedience and non-cooperation with the British followed, including the **Salt March** in 1930: a walk of approximately 390 km to the sea in protest against the British monopoly on salt production in India. During his life Gandhi was repeatedly imprisoned – he spent 2,338 days in prison in total – but he gained worldwide respect for his pacifism. He also campaigned for other causes including religious unity, education and better conditions for the poor, whom he inspired by sharing their problems and living a simple life without luxury.

When **Britain granted India independence in 1947**, Gandhi didn't celebrate. He was saddened by the division of the country into two nations, India and Pakistan, and by the violence between the different religious communities, Hindus and Muslims. This violence led to his **assassination in 1948** at a peace rally in Delhi. He was killed by a Hindu fanatic who opposed his commitment to religious tolerance and his criticism of the caste system.

Today, he is commonly referred to as **'Mahatma'** Gandhi. Mahatma is a word used to show love and respect for people who have done great things. Gandhi is honoured in India as the **Father of the Nation** and his birthday, 2nd October, is a national holiday. It is also the **International Day of Non-Violence**.

1. Read and listen to the text about Gandhi and answer the questions.

- 1 Which countries did Gandhi live in, apart from India?
- 2 What first motivated his political activities?
- 3 What was unusual about the protests he coordinated against British rule in India?
- 4 What other causes did he campaign for?
- 5 Why wasn't Gandhi happy when India gained independence?

2. In small groups, discuss Gandhi's famous quote and answer the questions.

Earth provides enough to satisfy every man's needs, but not every man's greed.

- 1 What do you think Gandhi meant? Do you agree? Why? / Why not?
- 2 What do you think the negative effects of excessive consumerism could be? Think about natural resources, the environment, industries, health and global equality.

3. Online video Go online and watch the BBC documentary *Gandhi: The Road to Freedom*. Answer the questions.

- 1 When did the presenter's family leave Delhi?
- 2 How many Indians took part in the Salt March in 1930?
- 3 When did Gandhi visit London, who invited him to tea at the palace?

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KEY FIGURES

Insights into the people who changed the world



DEASCUOLA

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BUSINESS THEORY

GLOBAL CITIZENSHIP

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

One of this goal's aims is to improve resource efficiency, reduce waste and pollution and shape a new circular economy.

The circular economy

WHAT IT IS

In our current economy, we extract materials from the Earth, make products from them and eventually throw them away as waste. This process is **linear** and its goal is to maximise profit. The idea of a circular economy, however, focuses on reusing and recycling materials to reduce the consumption of raw materials and minimise the creation of waste and pollution. Its goal is sustainability.

HOW IT WORKS

The circular economy has two main cycles: a **technical cycle** where products and materials are kept in circulation through processes such as reuse, repair and recycling and a **biological cycle** where the nutrients from biodegradable materials are returned to the Earth.

WHY IT IS IMPORTANT

The circular economy aims to address climate change, biodiversity loss, waste and pollution. Its principles can be applied to all industries, including IT equipment and e-waste.

LINEAR ECONOMY

CIRCULAR ECONOMY

KEY FIGURES

Dame Ellen MacArthur (1976-)

Dame Ellen MacArthur is a retired sailor and environmental activist who has become a leading voice in the **circular economy movement**. Born in England in 1976, MacArthur developed a love for sailing at a young age and began competing in regattas as a teenager. In 2005, she made history by becoming the fastest person to sail solo around the world, completing the journey in only 71 days. During this trip, her survival was dependent on the limited food, fuel and other supplies she'd brought with her. She realised that our global economy is no different - relying completely on the finite resources we extract, use and then dispose of. On her return, MacArthur turned her attention to environmental issues and began advocating for a transition to a more circular economy. In 2010, she established the **Ellen MacArthur Foundation**, a non-profit organisation that works with businesses, policymakers, and other stakeholders to promote the circular economy concept and its implementation. In recognition of her achievements, MacArthur was made a Dame Commander of the British Empire (DBE) in 2016.

2 Production

Closing the Loop

Loop is a ***circular*** shopping platform that aims to reduce waste and promote a more sustainable economy. The platform ¹ with manufacturers, including Nestle and Unilever, to offer a ² of everyday products, like toiletries, cleaning products and groceries, in reusable ³. It also partners with leading retailers to sell these versions in their online and physical stores. Customers download the Loop app to find out the nearest retailer ⁴. In the scheme, then they visit the Loop stations in the shops to buy the products from ⁵ brands in zero waste, refillable containers. When they finish the product, they simply return the empty packaging to Loop via a free ⁶ service or drop it off at participating shops. The packaging is then cleaned and refilled ready for use again. In this way, Loop creates a more resource-efficient economy and encourages sustainable shopping habits among ⁷.

CIRCLE

COLLABORATION

SELECT

PACK

PARTICIPATE

LEAD

COLLECT

CONSUME

- 1 (THINK) Look at the infographic and define the term 'circular economy' in your own words. Discuss your definition in class.
- 2 (DO) Read and listen to the text about circular economy. Are these words more associated with a linear economy (L) or circular economy (C)?

1 ☐ profit motive	3 ☐ repair	5 ☐ pollution
2 ☐ waste	4 ☐ dispose	6 ☐ reuse
- 3 (DO) Read and listen to the text about Ellen MacArthur and answer the questions.
 - 1 What is Ellen MacArthur most famous for?
 - 2 What was her survival at sea dependent on?
 - 3 How did she relate that to the global economy?
 - 4 Why did she set up a foundation in 2010?
 - 5 What honour did she receive to celebrate her achievements?
- 4 (FIRST) Read the text Closing the Loop and use the word given in capitals at the end of the lines to form a word that fits in the gap on the same line.
- 5 (ONLINE VIDEO) Go online and watch the video Closing The Loop: The End of Disposable Plastics. Discuss the questions.
 - 1 Do you think the platform has the potential to grow?
 - 2 What are the benefits for manufacturers?
 - 3 Would you participate in a scheme like this if it were available in Italy? Why? Why not?

GLOBAL CITIZENSHIP

Impact of the 2030

Agenda on the world of business

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SECTION 2 AT WORK



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AT WORK

1 LOOKING FOR WORK

STUDY

- Who am I?
- Career SWOT analysis
- Job adverts
- Writing a CV
- Writing a covering letter
- The job interview
- Types of job interviews
- A personal elevator pitch
- Practising for a job interview

Online videos

EXPLORE

In the media

- Jobs of the future p. 232

REVISE

- Check your knowledge p. 248
- Check your skills p. 249
- Case study p. 250
- Build your business p. 251

WHO AM I?

Before you start to think about what job you want to do, it's important to understand yourself. The better you know yourself, the easier it will be to find a job that matches your values, personality, interests and skills, in other words who you are, what you like and what you're good at.

But how much do you already know about yourself? Take the quiz and find out more!

QUIZ

Discover your true self!
In each section, tick (✓) the options that describe you better. Then check your score.

Section 1

A ☐ I'm not a quiet person.
B ☐ I'm a quiet person.

A ☐ I like to join in straightaway and talk in groups.
B ☐ I think a while before I join in and talk in groups.

A ☐ I mostly like to talk to people.
B ☐ I mostly like to listen to people.

More A's: You are outgoing and an active team member. You ask questions if you don't understand something.
More B's: You're shy, but a good listener. You think about things before you do them.

Section 2

A ☐ I do things in a way I know will work.
B ☐ I like to find new ways to do things.

A ☐ I prefer to write about things I know.
B ☐ I prefer to make up stories to write about.

A ☐ I'm more practical.
B ☐ I'm more creative.

More A's: You are practical and good at following or giving instructions.
More B's: You are creative and come up with lots of ideas.

Section 3

A ☐ What I'm doing is more important than who I'm with.
B ☐ Who I'm with is more important than what I'm doing.

A ☐ I don't get upset if people tell me I could do better.
B ☐ I can get upset if people tell me I could do better.

A ☐ I'll tell people what I think, even if they might not like it.
B ☐ I won't tell people what I think if I think it will upset them.

More A's: You don't give up easily and you work out problems. You are open and honest with people.
More B's: You are caring and you respect the views of others. You can be sensitive.

Section 4

A ☐ I like to make a plan and follow it.
B ☐ I leave things until I have to do them.

A ☐ I like having lists.
B ☐ I don't like having lists.

A ☐ I like to know what's going to happen.
B ☐ I don't mind if things change.

More A's: You are organised and you get things done on time.
More B's: You are easy-going and adaptable. You can deal with change.

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ORIENTAMENTO 1 Looking for work



YOUR TOTAL SCORE

Mostly A's

At work you like to: be active • be in charge • plan and organise

Possible careers: Events Manager, Project Manager, Information Security Analyst, Personal Trainer, PE Teacher, Entrepreneur, Logistics Coordinator, Travel Planner, Team Leader

Mostly B's

At work you like to: care for people • listen to others • learn new skills • find out things

Possible careers: Psychologist, Healthcare Worker, Web Developer, Social Worker, Teacher, Journalist, Customer Service Representative, Librarian, Therapist, Research Scientist



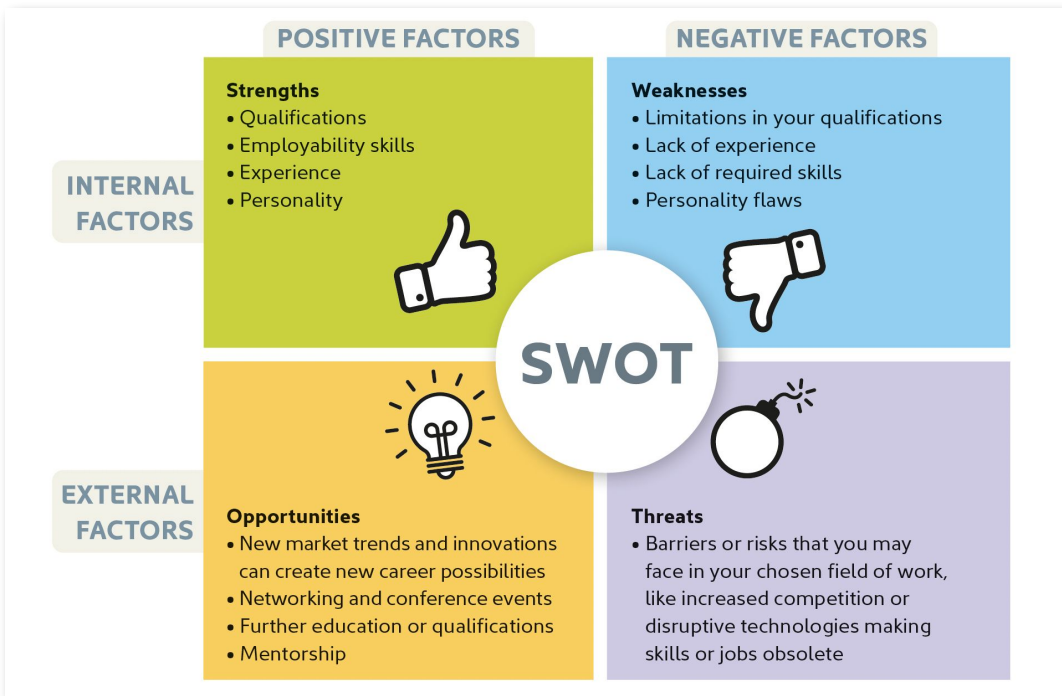
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LOOKING FOR WORK

A whole unit dedicated to orientation

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CAREER SWOT ANALYSIS



LOOKING FOR WORK

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A PERSONAL ELEVATOR PITCH

THE FOUR-STEP ELEVATOR PITCH

- 1 Start by introducing yourself**
'Hi, my name is Sara. It's so nice to meet you.'
- 2 Provide a summary of what you do**
I'm an Italian student, specialising in Economics and I have a passion for IT.
- 3 Explain what you want**
I find the products your company produces to be innovative and really exciting – and I'd love the opportunity to work and develop my talents with you.
- 4 Finish with a call to action**
Could I leave you my CV to consider? I'd be free to meet you at any time to discuss this further and talk about upcoming opportunities on your team.

LOOKING FOR WORK

A whole unit dedicated
to orientation



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AT WORK

2 EMPLOYABILITY SKILLS

STUDY

- Meeting and greeting people
- Socialising at work
- Working in a group
- Problem solving
- Negotiating
- Describing visual aids
- Giving presentations

EXPLORE

- In the media
- Four players in a team p. 259

REVISE

- Check your knowledge p. 270
- Check your skills p. 271
- Case study p. 272
- Build your business p. 273

WORK SKILLS

You often meet new people at work, colleagues and clients. Being able to introduce yourself and ask and answer personal questions is an important skill and it is crucial to create a good first impression.

KEY LANGUAGE

Hi! I'm... / Hello, my name's...	Nice/Pleased/Good to meet you. I'm...
What do you do (for a living)?	I'm in marketing/IT/engineering...
Who do you work for?	I work for... [company name]
What do you do there?	I'm the/a... [job title]
Where's your company based?	It's based in... [city/country]
What does your company do?	It makes... [product] / It specialises in... [sector]
Do you know my colleague...?	Yes, I do / No, I don't. Nice to meet you.
He/She is the... [job title]	
How was your trip/fight/journey?	It was fine/good/OK thanks, but the flight/train was (two hours) late.
Would you like a coffee before we start?	Yes, please. / No, I'm fine thanks.

MEETING AND GREETING PEOPLE



1 **351** Watch, listen and read the conversation between two people at a business convention. Choose the correct alternative.

Ben Hello / Hi, are you here for the convention, too?
 Lisa Yes, actually. I am. Hi! My name's / I'm Lisa Adan.
 Ben Pleased / Nice to meet you. I'm Ben Keating.
 Lisa Hi, Ben. What do you do for a living / work?
 Ben I'm in marketing / advertising.
 Lisa Oh, who do you work for?
 Ben I work for ABC Marketing in New York. I'm an account supervisor / manager. What about you? What do you do?
 Lisa I work in the tourist industry / business. I'm a tour developer.
 Ben Wow! The ideal work / job! I love travelling! Who do you work for?
 Lisa I work for the tourist board in Stratford-upon-Avon.

PCTO 2 Employability skills

1 **352** Read the Key Language box, then put the conversation in the correct order. Listen and check.

- A ☐ Nice to meet you. My name's Matt Jenkins. How was your journey?
 B ☐ No, I'm fine thanks.
 A ☐ Oh, no! I guess you need a coffee then, before we start.
 B ☐ Yes, I am.
 A ☐ Hello, are you Jessie Taylor?
 B ☐ It was OK, but the flight was 45 minutes late.



2 Complete the conversation. Use the Key Language box and the business cards to help you.

DVB Technology

Eva Olsen
 Web Developer

Aastvej 1, NL-7190 Leiden, Holland
 +31 555 50 60 70
 e.olsen@dvb.nl

ABN Co.

Agan Khatri
 Cloud Engineer

Oakwood Avenue, Syracuse (NY), USA
 phone: 1-315-882-1080
 email: akhatri@abn.com

Eva Hi, my name's Eva Olsen.
 Agan Hi, Agan. What do you do?
 Eva I'm a... IT.
 Agan Oh really? Who for?
 Eva I'm a software engineer. And you? What do you do?
 Agan I'm a... I work for... based?
 Agan That's cool! Where?
 Eva It's...
 Agan Holland? How lovely! I've always wanted to go there.

3 **ROLEPLAY** In pairs, imagine that you are at a conference. Choose a business card, then introduce yourself to your partner. Exchange information about:

- names
- field of work
- employer's name
- job titles
- place of work

AdVantage Media

SAM JONES
 Brand Manager

23 Brandon Hill, Bath, BA1 5TP
 tel. +44 01225 5556512
 email: sam.jones@advantage.com

Visualink

Emma Smith
 Market Research Analyst

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 +44 028 675421
 emsmith@visualink.org

Design Mark Ltd.

London

Jacob Winter
 Marketing Manager
 +44 020 55534501
 winter@designmark.uk

4 **ROLEPLAY** In groups of three, act out a conversation following the guidelines. Then change roles and repeat the exercise.

- Student A You are one of the people from Ex. 3. You have an appointment with Student B.
 Student B You go to meet a visitor at your office reception area. Greet the visitor and introduce your colleague, Student C.
 Student A Greet Students B and C and introduce yourself.
 Student C Chat to Student A about their trip/fight/journey.
 Student B Suggest going to get something to drink.

EMPLOYABILITY SKILLS

Whole unit dedicated to skills needed in the world of work (PCTO)

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MEETING AND GREETING PEOPLE

DESCRIBING VISUAL AIDS

WORKING IN A GROUP

PROBLEM SOLVING

NEGOTIATING

GIVING PRESENTATIONS

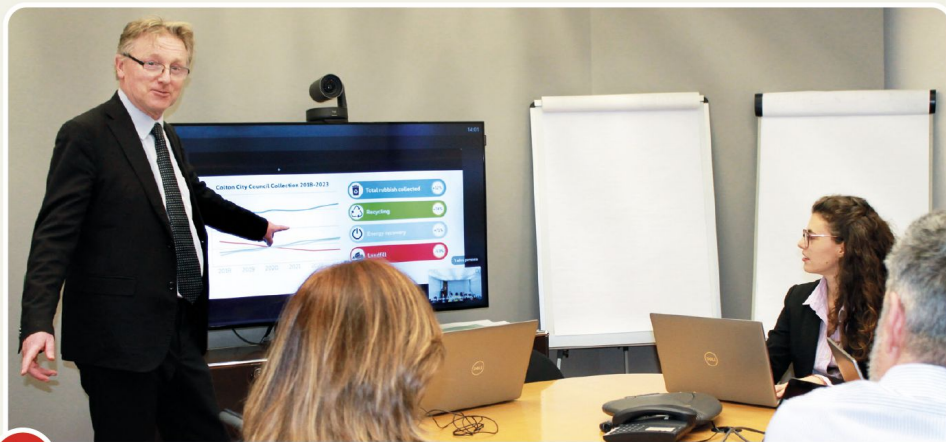
EMPLOYABILITY SKILLS

Whole unit dedicated to skills needed in the world of work (PCTO)



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DESCRIBING VISUAL AIDS



1



Watch, listen and read the conversation at a work meeting. Choose the correct alternative.

EMPLOYABILITY SKILLS

Whole unit dedicated to skills needed in the world of work (PCTO)



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Build your Business

COMPETENZE CHIAVE E DI CITTADINANZA

- Competenza multilinguistica
- Competenza imprenditoriale
- Competenza in materia di consapevolezza ed espressione culturale
- Competenza alfabetica funzionale
- Competenza digitale

Work skills

- Decision-making
- Online research
- Presentation skills
- Critical thinking

Interdisciplinary links

- Economia Aziendale
- Economia Politica
- Relazioni Internazionali per il Marketing

MARKETING A PRODUCT OR SERVICE

Step 1 Choose your target market and position your product

The STP process will serve as a framework for all your marketing decisions.

1. Make a list of market segments with similar characteristics
2. Evaluate the potential and commercial attractiveness of each segment and select one as your target market
3. Decide where to position your product or service in relation to competitors, e.g. high quality/high price vs low quality/low price

Step 2 Select your marketing mix

Think about the four key elements of marketing.

1. **product** How can you differentiate your product/service from similar products? What is its USP?
2. **price** How much should your product/service cost? How will this attract its target market?
3. **place** Where should it be made available to customers? Should it be sold online? If so, how?
4. **promotion** How do you plan to promote your product/service? What advantages will this type of campaign have for your company?

Step 3 Create a brand identity

It is essential to create a strong brand identity.

1. Think of an attractive brand name for your product/service. Will this be the same as your company name or different?
2. Design a logo to help with brand recognition. How will it shape public perception of your product/service?

Step 4 Present your marketing strategy

Prepare a presentation using a method of your choice to present your marketing strategy. Include information about:

- the target market and positioning
- the marketing mix
- branding

Marketir

- ☒ Prod
- ☒ Price
- ☒ Place
- ☒ Promotion

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Build your business

MARKETING A PRODUCT OR SERVICE

BUILD YOUR BUSINESS

Costruisci la tua azienda

- interdisciplinary project
- key entrepreneurial competences of citizenship



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BUSINESS THEORY

INVALSI

DRONE DELIVERIES: THE SKY'S THE LIMIT!

Drone deliveries are rapidly implemented on a global scale, and technology offers a faster and more efficient way to deliver packages without (Q) ...

A recent study by UVL Robotics, a company that specializes in drone services, can work safely in urban areas where (Q1) ...

According to the study, using drones is the same as what it normally costs to deliver a package. Drones, with potential to disrupt this expensive service, can work safely in urban areas where (Q1) ...

Last-mile delivery currently costs about \$50 billion by 2028. Drones, with potential to disrupt this expensive service, can work safely in urban areas where (Q1) ...

These factors enable a complete revolution in the way we deliver goods. Despite challenges such as noise, security, and privacy, UAVs study demonstrates the potential of this technology on a larger scale, with growth opportunities offered by (Q2) ...

- 1 Read the text about drone delivery and choose the correct answer (A, B, C or D) for each gap (Q1-Q4). There are two extra answers (E and F) that you do not need.
- A delivered by human-operated
 - B is financially sustainable and safe
 - C traffic and pollution are bad
 - D compared to traditional land-based delivery
 - E congesting our crowded roads
 - F are slower than other delivery methods
 - G most of the global population
 - H for nearly half of all shipping
 - I can reshape the future of Last-mile delivery

INVALSI

READING • LEVEL B2

TASK 1

THE IMPACT OF MASS TOURISM ON ITALY

Read about the effects of mass tourism on Italy, then choose the correct answer (A, B, C or D) for questions 1-7. Only one answer is correct. The first one (Q1) has been done for you.

Italy has always attracted travellers and tourists. It is one of the world's most visited countries with tens of millions of tourists coming to Italy every year. According to the Italian Central Bank, tourism brings in €40 billion a year. But apart from the economic advantages what is the impact of this mass tourism on Italy?

Venice is perhaps the best example of the effects of mass urban tourism. Venice is built on a fragile ecosystem of canals in a natural lagoon. Experts say that the city gets almost twice as much human traffic as it should. Most of the transport system in the city is aquatic and the freshwater ecosystem is suffering because ships' propellers are making the water as salty as the surrounding Adriatic Sea. This has negative environmental consequences.

In Venice's historic centre, the ridiculous proportion of 353 tourists to every resident makes it seem less like a real place where people live and more like an enormous monumental site. Many visitors, especially those who are travelling on cruise ships, only stop for a single day to quickly visit the most famous places, take a look at the canals and a walk along the narrow streets before leaving. They contribute very little to the city's economy. Many Venetians have abandoned their city centre and moved away in order to avoid the disruption that hordes of tourists bring.

Other Italian art cities such as Florence and Rome suffer from similar problems. In Florence, the large numbers of tourists who crowd into the small historic centre put both residents and tourists under stress.

Rome, the most visited city in Italy, is host to over 12 million tourists every year. This mass urban tourism is changing the authenticity of the city centre. Artisans and local shops are closing down or moving out of the centre and their place is being taken either by big brand names or cheap eating places.

So, mass tourism is not helping Italy's small economy: the 'bottega' and small restaurants are finding it difficult to compete against larger, cheaper made-in-China souvenir stores and fast food chains. To combat this problem, experts at Rome's Sapienza University recommend that the city's authorities protect its unique heritage, by supporting local brands and small businesses, especially in the city's historic centre.

What are the city authorities of Italy's art cities doing to protect their cities during peak tourist periods? In 2017, Florence's mayor wanted to stop people sitting and eating on the Duomo steps. During the hot summer, cleaners regularly cleaned the steps with water to discourage tourists from such 'indecorous behaviour'. However, this method was not particularly successful as the steps dried quickly in the heat and they were soon once again full of tourists.

Easter and other holiday periods are always especially busy for Italian art cities, so in 2016, Venice's mayor introduced the use of special barriers to limit the flow of tourists into the city, and he relocated arrivals by ferry to areas further from the city centre. The city started the #EnjoyRespectVenice campaign to make tourists aware of the problems of overcrowding. It gives information about how many people are likely to visit Venice on any particular day and invites them to choose the day which is less crowded.

In 2017, Rome's mayor banned people from eating and drinking near the many historical fountains in her city – or climbing on them, paddling in the water or washing their pets there. Tourists who do so, could face a fine of €240.

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LEVEL B2

- 0 The article explains that
- A Italy has recently become an attractive tourist destination.
 - B Italy is the world's most popular tourist destination.
 - C Tourism has been shown to be extremely lucrative.
 - D Tourism is Italy's number one industry.

- Q1 Mass tourism in Venice
- A has brought enormous economic advantages.
 - B has brought great economic disadvantages.
 - C has endangered the aquatic ecosystem.
 - D has doubled in the past year.

- Q2 The popularity of Venice with tourists has led to
- A foreigners buying property in the city.
 - B residents moving out of the centre.
 - C an increase in the number of monuments.
 - D tourists staying for at least two or three days.

- Q3 Both Florence and Rome have seen a decrease in the number of
- A tourists.
 - B inhabitants.
 - C artists.
 - D artists.

- Q4 Sapienza University experts recommend that Rome should
- A promote local tourism.
 - B protect its small economy.
 - C ban fast food chains.
 - D limit the opening of new businesses.

- Q5 Florence's mayor's plan to clear the Duomo steps in Florence
- A did not fully achieve the desired result.
 - B was as successful as he had hoped.
 - C angered tourists and residents.
 - D was adopted in other art cities.

- Q6 To reduce the number of tourists in peak seasons, Venice's mayor
- A encouraged tourists to stay in hotels outside the city centre.
 - B reduced the number of ferries.
 - C raised the city's tourist tax.
 - D erected special barriers.

- Q7 In order to protect historical fountains, Rome's mayor banned tourists from
- A drinking or eating nearby.
 - B climbing on them.
 - C putting their feet in the water.
 - D all of the above – A, B, and C.

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Comprehensive preparation for Reading and Listening

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Esame di Stato orale

1 Look at photo and read the quotes. Think about how they connect to the other subjects you have studied.
Prepare a brief discussion.

Smart warehouses

STORIA
• La rivoluzione industriale

ITALIAN
• Mente e corpo
Vincenzo Tagliai
• Le mie risposte
alle grandi domande
Stephen Hawking
• Il Futurismo: la mente
e la velocità con
l'ispirazione ed ed

INFORMATICA
• L'intelligenza artificiale
e la robotica

ESAME DI STATO

PROVA GUIDATA

ESAME DI STATO DI ISTRUZIONE SECONDARIA SUPERIORE
Indirizzo: ITRI, EA06, EA05 - AMMINISTRAZIONE FINANZA E MARKETING
ARTICOLAZIONE RELAZIONI INTERNAZIONALI PER IL MARKETING

Tema di LINGUA INGLESE
Prova dell'Esame di Stato, anno scolastico 2018-2019

PART 1 - Reading
Read the text below.

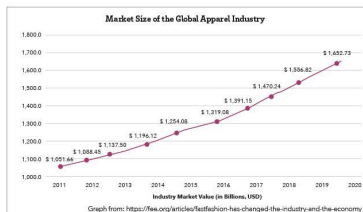
Shifting Focus from "Time to Market" to "Time to Consumer"

The fashion industry is fueled by change, and in today's market where trends are short-lived and consumers are fickle, apparel organisations have two choices: keep up with consumer demands or abandon everything.

In order to survive, businesses must react instantly to fashion shifts. They need to shift attention from "time to market" to "time to consumer", focusing on how to go from design, to production, to getting the product into the consumer's hands as quickly as possible. Omni-channel availability is growing exponentially, providing consumers with instant access to product comparison data. Shopping has become synonymous with research, and buying is seen as a commitment made only for the best version of a product at the very best price. It has been this paradigm shift from reduction-by-product to reduction-by-price that has led to a decrease in brand loyalty and the birth of a new generation of shoppers who are much more inclined to bypass their favorite brands in the event that a less expensive alternative is available. After all, fashion is becoming disposable.

Now, challenged by a market dictated by consumers who care more about the price of a product than the label attached to it, retailers are faced with the daunting task of delivering on customer expectations while also delivering on company profit expectations.

Adapted from <https://apparelmag.com/shifting-focus-time-market-time-consumer>
By Bob McKee, Global Fashion Industry Strategy Director, 07/09/2013



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ESAME DI STATO

SECONDA PROVA

Choose the answer which fits best according to the text. Circle one letter.

1) The fashion industry must learn to react fast in order to

- a) improve industrial production methods.
- b) change their brand image.
- c) increase the efficiency of their advertising.
- d) shorten the time required to get new products to consumers.

Per rispondere a questa domanda dovrà identificare il paragrafo (righe 4-6) e la parola chiave collegata alla velocità (instantly), oltre alle espressioni time to consumer e as quickly as possible (riduzione del tempo necessario perché il nuovo prodotto arrivi al consumatore).

2) Omni-channel availability to customers refers to:

- a) e-marketing by companies.
- b) social media, blogs, and influencers.
- c) all marketing and retailing operations through all communication channels.
- d) opening new retail outlets in expanding economies.

Per rispondere a questa domanda dovrà identificare il paragrafo (righe 7-9) e le parole chiave collegate a omni-channel availability (la possibilità di disporre dei dati e di confrontarli).

3) The shift from reduction-by-product to reduction-by-price means that many customers

- a) are less discriminating about what they buy.
- b) remain loyal to their favourite brands.
- c) think price is more important than brand.
- d) find it hard to choose between so many similar products.

Per rispondere a questa domanda dovrà identificare il paragrafo (righe 10-13) e le parole chiave legate allo spostamento in termini di "riduzione" (riduzione non è più generata da una marca, perciò la risposta B è sbagliata, inoltre la scelta è basata su una ricerca puntuale, perciò la risposta A è sbagliata, infine un'altra alternativa più economica è preferita rispetto ad un prodotto di marca, perciò la risposta D è sbagliata).

Answer the question by referring to the graph.

4) Briefly explain what has been happening within the global apparel market since 2011, and suggest reasons why there have been these changes.

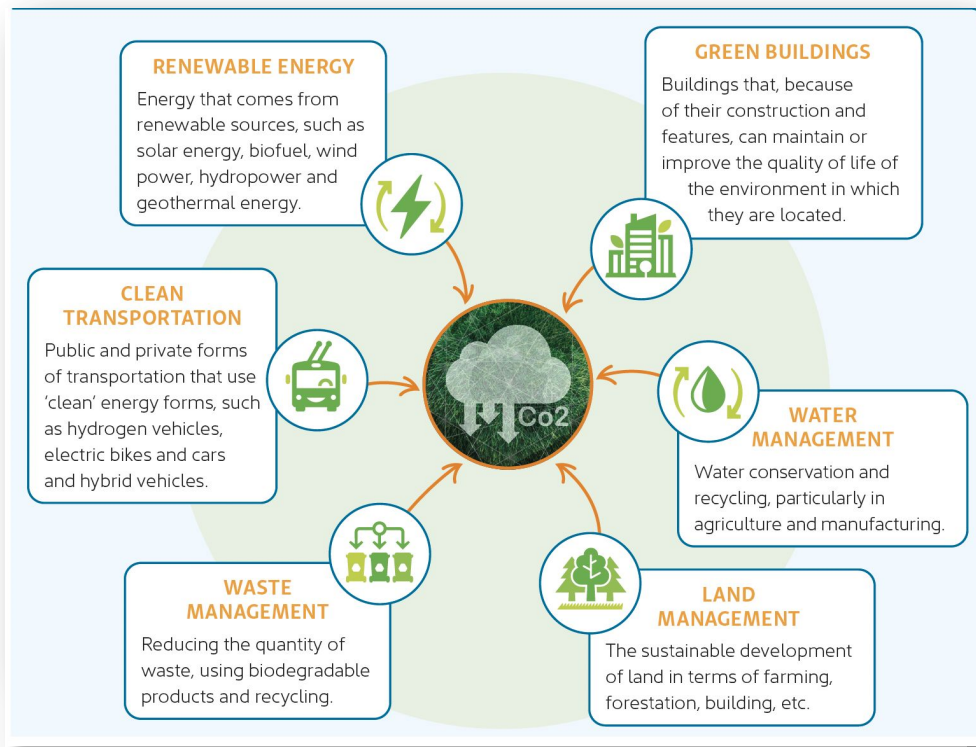
Cerca di capire bene che cosa rappresenta il grafico (la dimensione a livello mondiale del settore dell'abbigliamento, nello specifico l'andamento del valore del mercato negli anni) e di identificare la tendenza raffigurata (crescita in termini di valore). Ragiona sulle possibili cause della crescita globale dell'industria (leggere la fonte può darti un buon suggerimento: "fast fashion").

According to the graph, the market value of the apparel industry has been constantly increasing since 2011. The pace has been significant: in 10 years (2011-2020) the size is expected to increase by roughly 50%. In my opinion, there are several reasons supporting this growth: increase in population and in disposable income after a period of recession / crisis; growing attention to trivial aspects of life (e.g. clothing), possibly related to the spread of social networks which portray pictures (e.g. Instagram, Facebook) and YouTube promoting fashion. Last but not least, fast fashion has a significant role in stimulating impulse purchase behaviour in order to be trendy and fashionable at low prices.

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ESAME DI STATO Comprehensive preparation for Reading and Listening

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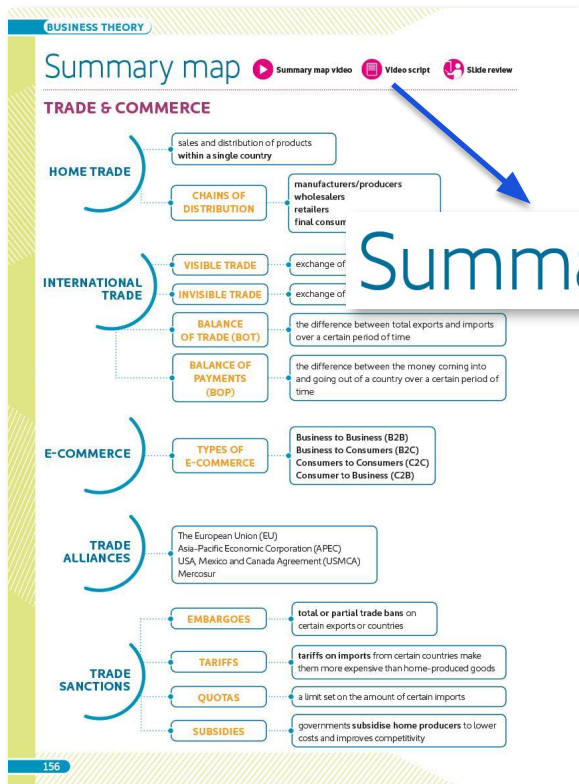


INCLUSIONE

- visual approach



Why choose Business Today



Summary map



Summary map video



Video script



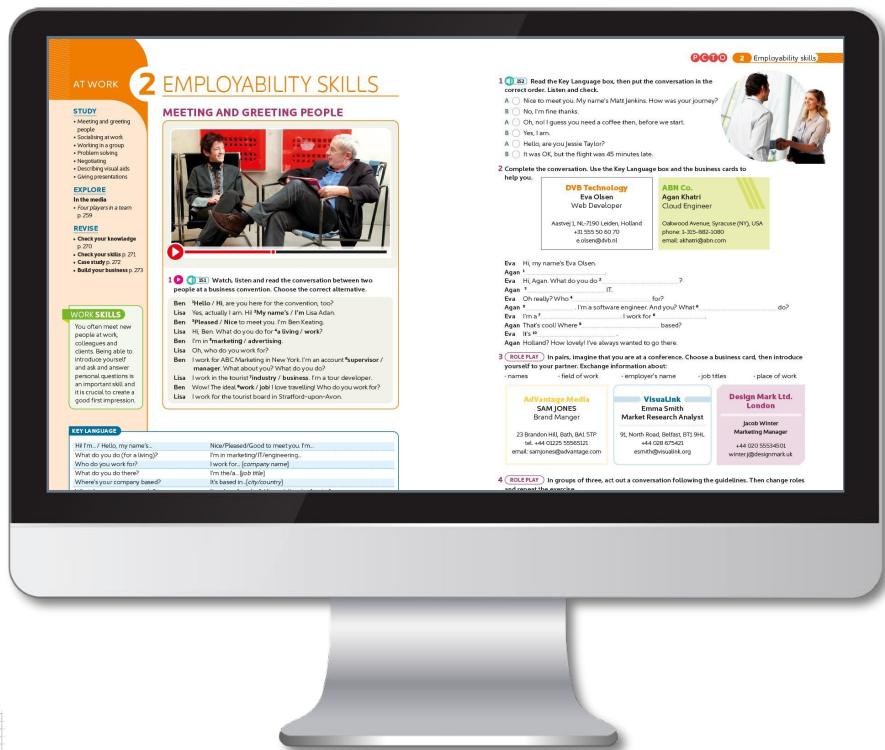
Slide review

INCLUSIONE

- visual approach
- **Summary maps** + video + video script + Slide review
- **Test compensati** per studenti con **BES** e **DSA**



Risorse digitali



EBOOK

- audio & video
- audio di tutte le parte teorica
- attività interattive
- Testi ad alta leggibilità



Risorse digitali

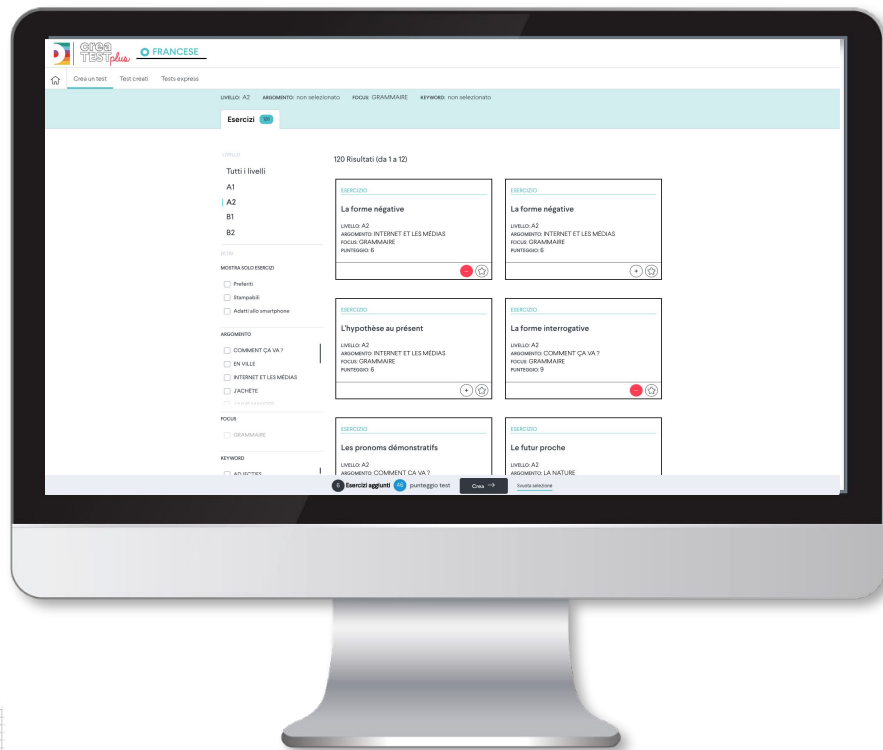


DEAFliX

80 argomenti
di grammatica inglese



Risorse digitali

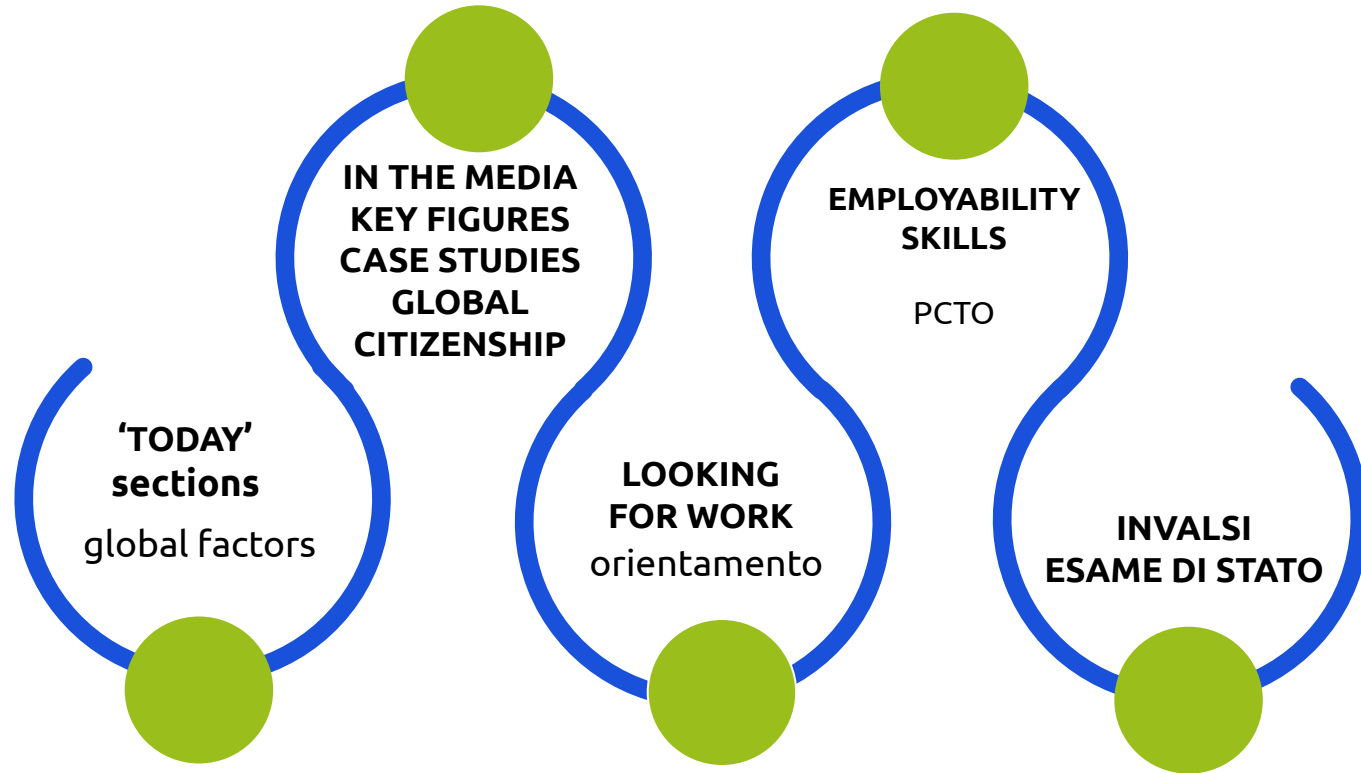


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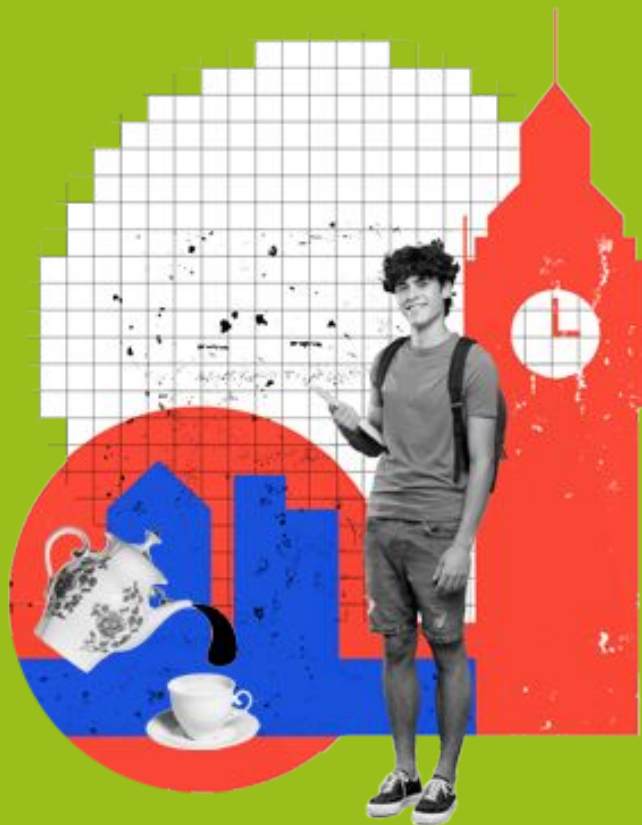


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GRAZIE

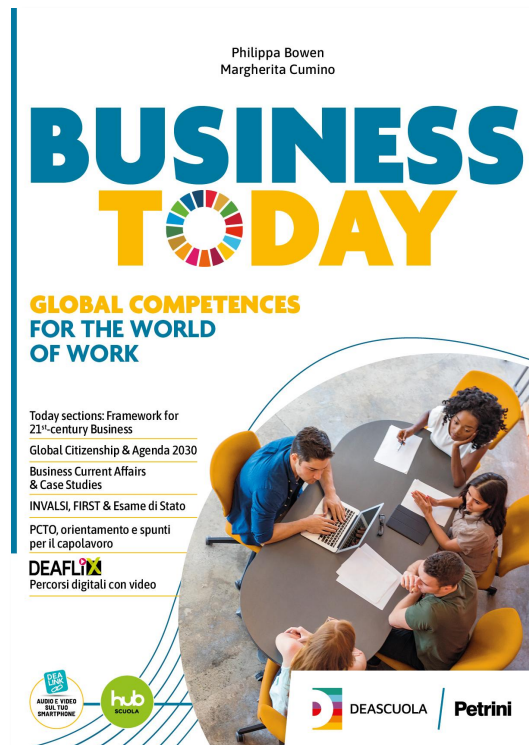
SPAZIO ALLE DOMANDE



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Webinar

**Verso un apprendimento
sostenibile delle lingue**

18 Marzo 2024, 17:00

con: Letizia Cinganotto



Webinar

INSEGNARE INGLESE

**Insegnare con ... And You?
Green Edition**

26 Marzo 2024, 15:00

con: Nicholas Tims



Webinar

LA SCUOLA È... EDUCARE AL FUTURO
CON L'AI

**AI nella didattica delle
lingue straniere**

22 Aprile 2024, 17:00

con: Letizia Cinganotto



INSEGNARE INGLESE