The world's most respected companies

In a survey for the Financial Times, 1000 respondents (all of them Chief Executive Officers) across 25 countries identified the companies they respect most and gave the reasons for their choices. The criteria used for ranking include, among others, innovation, customer service and community commitment (i.e. supporting the community by creating jobs, protecting the environment, giving money to charity etc.)

The company which scored most highly in the eyes of CEOs for demonstrating commitment to, and investment in, communities is Microsoft.

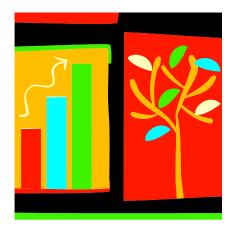
Among the reasons they give are the work of the Bill and Melinda Gates Foundation, "the company's respect for local community needs" and the large sums it spends on sponsorship.

"Bill Gates' contributions to charity have dramatically changed the image of Microsoft", says one CEO.

Toyota, in second place, has a "commitment to train local suppliers and employees", says another respondent. And another one says the autos company contributes to the protection of the environment.

Third is Coca-Cola, which "provides a lot of employment" and "adapts to the culture of every country". BP and McDonald's take fourth and fifth place, and GE comes sixth.

The next generation of respected companies, says one CEO, will be those that develop environmental technology and medical treatments for global use and that contribute to world peace and safety.



5. to contribute

6. to employ

Ex.1 Find words in the text which mean the following:

1.	ankieta _				
2	ankietowany _				
3	leczenie _				
4.	pokolenie _				
5	szanować _	-			
6	szkolić _				
7.	wkład _				
8	wspierać _				
9.	wspólnota _				
1). zatrudnienie _				
Ex.2	Complete these c	ollocations from the text with	n the words lis	sted in the bo	x:
	•				
		eate / demonstrate / give / pr	otect / spend	/ train	
		eate / demonstrate / give / pr	otect / spend	/ train	
1.	cro		otect / spend	/ train	
		reasons	otect / spend	/ train	
2	to	reasons	otect / spend	/ train	
3	toto	reasons jobs	otect / spend	/ train	
2. 3. 4.	to to to	reasons jobs environment commitment	otect / spend	/ train	
2 3 4 5	to to to to	reasons jobs environment commitment money	otect / spend	/ train	
2 3 4 5	to to to to	reasons jobs environment commitment	otect / spend	/ train	
2 3 4 5	to to to to	reasons jobs environment commitment money	otect / spend	/ train	
2 3 4 5 6	to to to to to to	reasons jobs environment commitment money			
2. 3. 4. 5. 6.	to to to to to to	reasons jobs environment commitment money employees			
2 3 4 5 6	to to to to to to to	reasons jobs environment commitment money employees			
2 3 4 5 6	to	reasons jobs environment commitment money employees			

Phrasals, phrasals...

This lesson's reading text was about companies that people respect. To express the idea of respect in English we use the phrasal verb "look up to" (podziwiać). We may of course want to express an opposite feeling, and then we would say that we "look down on" (pogardzać) something or someone.

And you? Who do you look up to? And is there anything that you look down on?

Grammar corner...

Let's study these two fragments of the reading text:

- The company which scored most <u>highly</u> (...)
- Bill Gates' contributions to charity have <u>dramatically</u> changed the image of Microsoft.

The underlines words are adverbs – words which go with verbs or adjectives to specify their meaning. How do we form adverbs in English? By adding the ending "–ly" to the adjective.

We must remember however that sometimes (when adjectives end in "-ic", we have to make the ending longer: :-ally", and that some adverbs have the same form as the adjectives.

Ex.4 Transform these adjectives into adverbs:

1.	quick	
2.	fast	
3.	democratic	
4.	financial	
5.	hard	
6	interesting	

GLOSSARY				
respected	szanowany			
respected	Szanowany			
survey	ankieta			
respondent	ankietowany			
Chief Executive Officer (CEO)	prezes firmy			
reason	powód			
choice	wybór			
to include	zawierać			
among others	między innymi			
innovation	innowacja			
customer service	obsługa klienta			
community	wspólnota, tu: społeczeństwo			
commitment	zobowiazanie			
to support	wspierać			
to protect	chronić			
environment	środowisko			
charity	cele charytatywne			
to score	osiągnąć wynik			
to demonstrate	okazywać			
sponsorship	sponsoring			
contribution	wkład			
to train	szkolić			
supplier	dostawca			
employment	zatrudnienie			
generation	pokolenie			
medical treatment	leczenie			
peace	(s)pokój			
safety	bezpieczeństwo			

Ex.1

- 1. survey
- 2. respondent
- 3. (medical) treatment
- 4. generation
- 5. respect
- 6. train
- 7. contribution
- 8. support
- 9. community
- 10. employment

Ex. 2

- 1. to give reasons
- 2. to create jobs
- 3. to protect environment
- 4. to demonstrate commitment
- 5. to spend money
- 6. to train employees

Ex. 3

- 1. respondent
- 2. innovation
- 3. investment
- 4. sponsorship
- 5. contribution
- 6. employment

Ex.4

- 1. quickly
- 2. fast
- 3. democratic
- 4. financial
- 5. hard
- 6. interesting