

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.



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 _____
10. zatrudnienie _____

Ex.2 Complete these collocations from the text with the words listed in the box:

create / demonstrate / give / protect / spend / train

1. to _____ reasons
2. to _____ jobs
3. to _____ environment
4. to _____ commitment
5. to _____ money
6. to _____ employees

Ex. 3 Change the form of these words to obtain the ones used in the text:

1. to respond _____
2. to innovate _____
3. to invest _____
4. to sponsor _____
5. to contribute _____
6. to employ _____

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 highly (...)
- Bill Gates' contributions to charity have dramatically 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
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	zobowiązanie
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