

www.**Breaking News English**.com

Ready-to-use ESL/EFL Lessons by Sean Banville

"1,000 IDEAS & ACTIVITIES FOR LANGUAGE TEACHERS"

The Breaking News English.com Resource Book

<http://www.breakingnewsenglish.com/book.html>

Apple now world's most valuable brand

http://www.breakingnewsenglish.com/1105/110510-valuable_brands.html

Contents

The Article	2
Warm ups	3
Before Reading / Listening	4
While Reading / Listening	5
Listening Gap Fill	6
After Reading / Listening	7
Student Survey	8
Discussion	9
Language Work	10
Writing	11
Homework	12
Answers	13

THE ARTICLE

From http://www.BreakingNewsEnglish.com/1105/110510-valuable_brands.html

Apple has overtaken Google to become the most valuable brand in the world. This is according to the analysts Brandz, who compile their annual Top 100 ranking of the world's most valuable brands. Apple's brand is estimated to be worth more than \$153 billion. The tech company knocked Google off the number one position. Google had occupied the top spot for the previous four years. Apple's new ranking consolidates its position as the top-valued technology company on the stock market. Apple's success is due to the popularity of its pioneering and market-leading products. It released its iPad in 2008 and the tablet has become one of the most popular gadgets on the planet.

The Brandz ranking covers companies across the world, making everything from baby food to power plants, as well as financial services and telecommunications. It calculates its brand value by analyzing several factors, including the value of a company's balance sheet, the loyalty of customers, and prospects for future growth. Apple has grown remarkably in the past decade with a series of hugely iconic and popular products. Its brand value has increased by 859 per cent since 2006. Peter Walsh, a director at Brandz, said Apple's success was due to the desirability of its products. He said Apple had succeeded in becoming a luxury goods brand, making its products more desirable by increasing quality, reliability and price.

Apple now world's most valuable brand – *10th May, 2011*

More free lessons at www.BreakingNewsEnglish.com - Copyright Sean Banville 2011

WARM-UPS

1. APPLE: Walk around the class and talk to other students about Apple. Change partners often. Sit with your first partner(s) and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

Apple / Google / top 100 / estimated / global brand / stock market / tablets / gadgets / ranking / calculates / loyalty / iconic products / desirability / reliability / quality

Have a chat about the topics you liked. Change topics and partners frequently.

3. BRANDS: What do you think of these? Complete this table with your partner(s). Change partners and share what you wrote. Change and share again.

Brand	What makes it popular?	How to make it better?
Apple		
Google		
Coca Cola		
McDonald's		
Chanel		
Toyota		

4. APPLE: Students A **strongly** believe Apple is an absolutely fantastic company; Students B **strongly** believe it isn't. Change partners again and talk about your conversations.

5. PRODUCTS: What's most important for you when buying something new? Rank these and share your rankings with your partner. Put the best at the top. Change partners and share your rankings again.

- price
- brand name
- colour
- reputation
- functions
- packaging
- advertising
- brand loyalty

6. BRAND: Spend one minute writing down all of the different words you associate with the word 'brand'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From http://www.BreakingNewsEnglish.com/1105/110510-valuable_brands.html

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|--|-------|
| a. Google was the number one brand until Apple overtook it. | T / F |
| b. An analyst put Apple top of a list of 1,000 companies. | T / F |
| c. Apple was number one for the four years before Google was. | T / F |
| d. Apple is also the top-valued tech company on the stock exchange. | T / F |
| e. The company Brandz only analyses technology companies. | T / F |
| f. Brandz looks at how loyal customers are when it makes its lists. | T / F |
| g. Apple's brand value has grown over 800% since 2006. | T / F |
| h. Brandz said Apple had become desirable due to lowering its price. | T / F |

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|-----------------|--------------------|
| 1. analysts | a. because of |
| 2. compile | b. trustworthiness |
| 3. occupied | c. works out |
| 4. consolidates | d. potential |
| 5. due to | e. filled |
| 6. ranking | f. raising |
| 7. calculates | g. make |
| 8. prospects | h. backs up |
| 9. increasing | i. experts |
| 10. reliability | j. listing |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|---|----------------------------|
| 1. the most valuable | a. ranking |
| 2. compile their annual Top 100 | b. in the past decade |
| 3. knocked Google off the | c. on the planet |
| 4. the popularity of its pioneering and | d. more desirable |
| 5. one of the most popular gadgets | e. across the world |
| 6. The Brandz ranking covers companies | f. brand in the world |
| 7. It calculates its brand value by analyzing | g. number one position |
| 8. Apple has grown remarkably | h. by 859 per cent |
| 9. Its brand value has increased | i. market-leading products |
| 10. making its products | j. several factors |

Apple now world's most valuable brand – 10th May, 2011

WHILE READING / LISTENING

From http://www.BreakingNewsEnglish.com/1105/110510-valuable_brands.html

GAP FILL: Put the words into the gaps in the text.

Apple has (1) _____ Google to become the most valuable brand in the world. This is (2) _____ to the analysts Brandz, who (3) _____ their annual Top 100 ranking of the world's most valuable brands. Apple's brand is (4) _____ to be worth more than \$153 billion. The tech company knocked Google off the number one (5) _____. Google had occupied the top spot for the previous four years. Apple's new ranking consolidates its position as the top- (6) _____ technology company on the stock market. Apple's success is due to the (7) _____ of its pioneering and market-leading products. It released its iPad in 2008 and the tablet has become one of the most popular (8) _____ on the planet.

valued
estimated
according
gadgets
overtaken
position
compile
popularity

The Brandz ranking (9) _____ companies across the world, making everything from baby food to power plants, as well as (10) _____ services and telecommunications. It calculates its brand value by analyzing several factors, including the (11) _____ of a company's balance sheet, the (12) _____ of customers, and prospects for future (13) _____. Apple has grown remarkably in the past decade with a series of hugely (14) _____ and popular products. Its brand value has increased by 859 per cent since 2006. Peter Walsh, a director at Brandz, said Apple's success was due to the (15) _____ of its products. He said Apple had succeeded in becoming a luxury goods brand, making its products more desirable by increasing quality, (16) _____ and price.

reliability
financial
loyalty
desirability
covers
growth
value
iconic

Apple now world's most valuable brand – 10th May, 2011

LISTENING – Listen and fill in the gaps

From http://www.BreakingNewsEnglish.com/1105/110510-valuable_brands.html

Apple _____ to become the most valuable brand in the world. This is according to the analysts Brandz, _____ Top 100 ranking of the world's most valuable brands. Apple's brand is _____ more than \$153 billion. The tech company knocked Google off the number one position. Google had occupied the top _____ four years. Apple's new ranking consolidates its position as the top-valued technology company on the stock market. Apple's success is _____ of its pioneering and market-leading products. It released its iPad in 2008 and the tablet has become one of the _____ the planet.

The Brandz ranking covers companies across the world, making everything from baby _____, as well as financial services and telecommunications. It calculates its brand value by analyzing several factors, _____ of a company's balance sheet, the loyalty of customers, and _____ growth. Apple has grown remarkably in the past decade with a _____ and popular products. Its brand value has increased by 859 per cent since 2006. Peter Walsh, a director at Brandz, said Apple's success was due to the _____ products. He said Apple had succeeded in becoming a luxury goods brand, making its _____ by increasing quality, reliability and price.

AFTER READING / LISTENING

From http://www.BreakingNewsEnglish.com/1105/110510-valuable_brands.html

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'stock' and 'market'.

stock	market
--------------	---------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• overtaken• estimated• number• previous• pioneering• planet	<ul style="list-style-type: none">• covers• plants• balance• hugely• since• price
---	--

STUDENT APPLE SURVEY

From http://www.BreakingNewsEnglish.com/1105/110510-valuable_brands.html

Write five GOOD questions about Apple in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

APPLE DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'Apple'?
- c) What do you think are the world's top brands?
- d) What do you think of the Apple brand?
- e) Are you surprised Apple is the number one brand?
- f) What do you know about Apple?
- g) Which of Apple's products would you like to receive as a gift? Why?
- h) Do you think Apple is a cool brand? Why (not)?
- i) What does it take to be the number one brand?
- j) Would we have mp3 players and iPads if Apple never existed?

Apple now world's most valuable brand – 10th May, 2011
More free lessons at www.BreakingNewsEnglish.com

APPLE DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article?
- b) What's your favourite company?
- c) Are you loyal to any companies?
- d) What do you think of the word 'apple' as the name of a tech company?
- e) Who are Apple's main rivals and how much of a threat are they to Apple?
- f) Where do you think Apple will be in 10 or 20 years from now?
- g) Why are Apple's products so desirable?
- h) How is Apple better or worse than its competitors?
- i) Is Apple a luxury goods brand?
- j) What questions would you like to ask Apple's CEO?

LANGUAGE – MULTIPLE CHOICE

From http://www.BreakingNewsEnglish.com/1105/110510-valuable_brands.html

Apple has (1) _____ Google to become the most valuable brand in the world. This is according to the analysts Brandz, who (2) _____ their annual Top 100 ranking of the world's most valuable brands. Apple's brand is estimated to be worth more than \$153 billion. The tech company knocked Google (3) _____ the number one position. Google had occupied the top spot for the previous four years. Apple's new ranking consolidates its position (4) _____ the top-valued technology company on the stock market. Apple's success is due (5) _____ the popularity of its pioneering and market-leading products. It released its iPad in 2008 and the tablet has become one of the most popular (6) _____ on the planet.

The Brandz ranking (7) _____ companies across the world, making everything from baby food to power plants, as well as financial services and telecommunications. It calculates its brand value (8) _____ analyzing several factors, including the value of a company's balance sheet, the loyalty of customers, and prospects (9) _____ future growth. Apple has grown (10) _____ in the past decade with a series of hugely iconic and popular products. Its brand value has increased by 859 per cent since 2006. Peter Walsh, a director at Brandz, said Apple's success was due to the (11) _____ of its products. He said Apple had succeeded in becoming a luxury goods brand, (12) _____ its products more desirable by increasing quality, reliability and price.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|--------------|--------------|------------------|----------------|
| 1. | (a) overtook | (b) overtake | (c) overtaking | (d) overtaken |
| 2. | (a) compost | (b) compile | (c) compute | (d) complain |
| 3. | (a) off | (b) over | (c) above | (d) through |
| 4. | (a) was | (b) has | (c) as | (d) ease |
| 5. | (a) of | (b) at | (c) to | (d) on |
| 6. | (a) widgets | (b) gadgets | (c) apps | (d) add-ons |
| 7. | (a) covers | (b) removes | (c) copies | (d) wraps |
| 8. | (a) at | (b) to | (c) for | (d) by |
| 9. | (a) to | (b) for | (c) at | (d) from |
| 10. | (a) remarks | (b) remarked | (c) remarking | (d) remarkably |
| 11. | (a) desire | (b) desired | (c) desirability | (d) desires |
| 12. | (a) making | (b) marking | (c) remarking | (d) remaking |

Apple now world's most valuable brand – 10th May, 2011

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about the Brandz Top 100 rankings. Share what you discover with your partner(s) in the next lesson.

3. APPLE: Make a poster about Apple's products. Show your work to your classmates in the next lesson. Did you all have similar things?

4. APPLE CEO: Write a magazine article about the CEO of Apple. Include imaginary interviews with people who work for him and with Apple customers.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. LETTER: Write a letter to the Apple CEO. Ask him three questions about Apple. Give him three ideas on how to stay #1. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE:

- a. F b. F c. F d. F e. F f. F g. F h. F

SYNONYM MATCH:

- | | |
|-----------------|--------------------|
| 1. analysts | a. experts |
| 2. compile | b. make |
| 3. occupied | c. filled |
| 4. consolidates | d. backs up |
| 5. due to | e. because of |
| 6. ranking | f. listing |
| 7. calculates | g. works out |
| 8. prospects | h. potential |
| 9. increasing | i. raising |
| 10. reliability | j. trustworthiness |

PHRASE MATCH:

- | | |
|---|----------------------------|
| 1. the most valuable | a. brand in the world |
| 2. compile their annual Top 100 | b. ranking |
| 3. knocked Google off the | c. number one position |
| 4. the popularity of its pioneering and | d. market-leading products |
| 5. one of the most popular gadgets | e. on the planet |
| 6. The Brandz ranking covers companies | f. across the world |
| 7. It calculates its brand value by analyzing | g. several factors |
| 8. Apple has grown remarkably | h. in the past decade |
| 9. Its brand value has increased | i. by 859 per cent |
| 10. making its products | j. more desirable |

GAP FILL:

Apple now world's most valuable brand

Apple has (1) **overtaken** Google to become the most valuable brand in the world. This is (2) **according** to the analysts Brandz, who (3) **compile** their annual Top 100 ranking of the world's most valuable brands. Apple's brand is (4) **estimated** to be worth more than \$153 billion. The tech company knocked Google off the number one (5) **position** Google had occupied the top spot for the previous four years. Apple's new ranking consolidates its position as the top-(6) **valued** technology company on the stock market. Apple's success is due to the (7) **popularity** of its pioneering and market-leading products. It released its iPad in 2008 and the tablet has become one of the most popular (8) **gadgets** on the planet.

The Brandz ranking (9) **covers** companies across the world, making everything from baby food to power plants, as well as (10) **financial** services and telecommunications. It calculates its brand value by analyzing several factors, including the (11) **value** of a company's balance sheet, the (12) **loyalty** of customers, and prospects for future (13) **growth**. Apple has grown remarkably in the past decade with a series of hugely (14) **iconic** and popular products. Its brand value has increased by 859 per cent since 2006. Peter Walsh, a director at Brandz, said Apple's success was due to the (15) **desirability** of its products. He said Apple had succeeded in becoming a luxury goods brand, making its products more desirable by increasing quality, (16) **reliability** and price.

LANGUAGE WORK

- 1 - d 2 - b 3 - a 4 - c 5 - c 6 - b 7 - a 8 - d 9 - b 10 - d 11 - c 12 - a

Apple now world's most valuable brand – 10th May, 2011