

THE ARTICLE

Google just keeps getting bigger and bigger. The search engine giant is not only the world's biggest brand, it is also the first brand worth \$100 billion. A report from the market research firm Millward Brown shows Google has kept its position as the world's most powerful brand. It valued the company at \$101.4 billion. This is 25 per cent higher than its biggest rival Microsoft, which is the second most valuable brand. The "Top 100 Most Powerful Brands" report lists Coca Cola at number three, followed by IBM and McDonalds. Technology companies make up eight of the top ten. Google's brand is helped because it is now also a verb in everyday use. It is very common to hear people say "Google it" when they want some information.

The report is the world's largest study of what consumers and businesses think of brands. It says a brand name is key for any business to grow. "A strong brand can help protect a business from risk, and position it for future growth," it says. The authors believe a strong brand name is "the ultimate return on investment". Joanna Seddon, chief executive of Millward Brown, told reporters: "In the current [economic] environment, brand has become even more important because it can help to sustain companies in tough times." Her report says brand value has grown, even through the recession: "The value of brands remains strong...the total value of the top 100 most valuable brands has increased to just under \$2 trillion."

BEFORE READING / LISTENING

1. TRUE / FALSE: Look at the article's headline and guess whether these sentences are true (T) or false (F):

- | | |
|--|-------|
| a. Google is the world's most valuable brand. | T / F |
| b. Google is named the world's most powerful brand for the first time. | T / F |
| c. McDonalds is the fifth most powerful brand in the world. | T / F |
| d. "To Google" is now part of the English vocabulary. | T / F |
| e. A report says a company's brand name is actually not that important. | T / F |
| f. The report says a brand name can help a company grow in the future. | T / F |
| g. The report says tough times help a brand to become more important. | T / F |
| h. The value of brands worldwide has decreased to just under \$2 trillion. | T / F |

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

- | | |
|-------------|---------------|
| 1. giant | a. maintained |
| 2. firm | b. present |
| 3. kept | c. usual |
| 4. helped | d. research |
| 5. common | e. company |
| 6. study | f. profit |
| 7. protect | g. colossus |
| 8. return | h. stays |
| 9. current | i. aided |
| 10. remains | j. safeguard |

3. PHRASE MATCH: Match the following phrases from the article (sometimes more than one combination is possible):

- | | |
|-------------------------------------|------------------------------|
| 1. Google just keeps | a. at \$101.4 billion |
| 2. The search | b. everyday use |
| 3. It valued the company | c. in tough times |
| 4. Technology companies make | d. for any business to grow |
| 5. it is now also a verb in | e. getting bigger and bigger |
| 6. what consumers and businesses | f. under \$2 trillion |
| 7. a brand name is key | g. think of brands |
| 8. help protect | h. engine giant |
| 9. it can help to sustain companies | i. a business from risk |
| 10. increased to just | j. up eight of the top ten |

LISTENING: Listen and fill in the gaps.

Google just keeps _____ bigger. The search engine giant is not only the world's biggest brand, it is also the first brand worth \$100 billion. _____ market research firm Millward Brown shows Google has kept its position as the world's most powerful brand. It valued the company at \$101.4 billion. This is 25 per cent _____ rival Microsoft, which is the second most valuable brand. The "Top 100 Most Powerful Brands" report lists Coca Cola at number three, followed by IBM and McDonalds. Technology companies _____ the top ten. Google's brand is helped because it is now also _____ use. It is _____ hear people say "Google it" when they want some information.

The report is the world's _____ consumers and businesses think of brands. It says a brand name _____ business to grow. "A strong brand can help protect a business from risk, and position it for future growth," it says. The authors _____ brand name is "the ultimate return on investment". Joanna Seddon, chief executive of Millward Brown, told reporters: "In the current [economic] environment, brand has _____ important because it can help to sustain companies in tough times." Her report says brand _____, even through the recession: "The value of brands remains strong...the total value of the top 100 most valuable brands has _____ under \$2 trillion."

ANSWERS

TRUE / FALSE:

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

SYNONYM MATCH:

- | | |
|-------------|---------------|
| 1. giant | a. colossus |
| 2. firm | b. company |
| 3. kept | c. maintained |
| 4. helped | d. aided |
| 5. common | e. usual |
| 6. study | f. research |
| 7. protect | g. safeguard |
| 8. return | h. profit |
| 9. current | i. present |
| 10. remains | j. stays |

PHRASE MATCH:

- | | |
|-------------------------------------|------------------------------|
| 1. Google just keeps | a. getting bigger and bigger |
| 2. The search | b. engine giant |
| 3. It valued the company | c. at \$101.4 billion |
| 4. Technology companies make | d. up eight of the top ten |
| 5. it is now also a verb in | e. everyday use |
| 6. what consumers and businesses | f. think of brands |
| 7. a brand name is key | g. for any business to grow |
| 8. help protect | h. a business from risk |
| 9. it can help to sustain companies | i. in tough times |
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GAP FILL:

Google first 100 billion dollar brand

Google just keeps **getting** bigger and bigger. The search engine giant is not only the world's biggest brand, it is also the first brand **worth** \$100 billion. A report from the market research firm Millward Brown shows Google has kept its **position** as the world's most powerful brand. It **valued** the company at \$101.4 billion. This is 25 per cent higher than its biggest rival Microsoft, which is the second most valuable brand. The "Top 100 Most Powerful Brands" report lists Coca Cola at number three, **followed** by IBM and McDonalds. Technology companies **make** up eight of the top ten. Google's brand is helped because it is now also a **verb** in everyday use. It is very **common** to hear people say "Google it" when they want some information.

The report is the world's largest **study** of what consumers and businesses think of brands. It says a brand name is **key** for any business to grow. "A strong brand can help protect a business from risk, and position it for future **growth**," it says. The authors believe a strong brand name is "the ultimate **return** on investment". Joanna Seddon, chief executive of Millward Brown, told reporters: "In the **current** [economic] environment, brand has become even more important because it can help to sustain companies in **tough** times." Her report says brand value has grown, even through the recession: "The value of brands **remains** strong...the total **value** of the top 100 most valuable brands has increased to just under \$2 trillion."

LANGUAGE WORK

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