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PFIZER

<http://www.BusinessEnglishMaterials.com/pfizer.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/pfizer.html>

Pfizer is the world's largest pharmaceutical company. It was founded in New York in 1849 by Charles Pfizer and his cousin. Their business started booming after they discovered a process for making citric acid. This method was vital in producing penicillin during World War II and the US Army relied heavily on Pfizer for their antibiotics. Its most famous product, perhaps, is the drug Viagra. The company has had its share of success and controversy. In 2009, the U.S. Justice Department called it a "repeat offender" after it lost four high-profile healthcare fraud cases. Pfizer is also among the top ten U.S. companies with the biggest number of pollution sources. The company spends millions on preventing counterfeits of its drugs. It has a recent history of mergers with other international drugs companies.





WARM UPS

From: <http://www.businessenglishmaterials.com/pfizer.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Pfizer on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. PFIZER MORNING:** Each student pretends to be an employee of Pfizer. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Pfizer. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Pfizer and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Pfizer. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.
- 6. FACTS:** In groups, students write down as many facts as they can about Pfizer. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/pfizer.html>

Pfizer is the world's _____. It was founded in New York in 1849 by Charles Pfizer and his cousin. Their business _____ discovered a process for making citric acid. This method was vital in _____ World War II and the US _____ Pfizer for their antibiotics. Its most famous product, perhaps, is the drug _____ Viagra. _____ The _____ company _____ and controversy. In 2009, the U.S. Justice Department called it a "repeat offender" after it lost _____ fraud cases. Pfizer is also among the top ten U.S. companies with the _____ sources. The company spends millions on preventing _____. It has a recent history of mergers with other international drugs companies.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/pfizer.html>

Pfizer is the world's largest pharmaceutical company. It was deodnfu in New York in 1849 by Charles Pfizer and his cousin. Their business started mooginb after they discovered a process for making citric acid. This hmoedt was vital in irgncodup penicillin during World War II and the US Army relied ilyheva on Pfizer for their antibiotics. Its most famous product, hppesar, is the drug Viagra. The company has had its share of success and eonrcvystro. In 2009, the U.S. Justice Department called it a "repeat offender" after it lost four high-roieflp healthcare fraud cases. Pfizer is also among the top ten U.S. companies with the biggest number of pollution euocsrs. The company spends millions on preventing counterfeits of its drugs. It has a recent iyhtosr of mergers with other international drugs companies.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/pfizer.html>

Pfizer is the world's largest pharmaceutical company. It was founded in New York in 1849 by Charles Pfizer and his cousin. they Their business started booming after discovered a process for making citric acid. This method in vital was during penicillin producing World War II and the US Army Pfizer their relied on for antibiotics heavily. Its most famous product, perhaps, is the drug Viagra. success of share its had has company The and controversy. In 2009, the U.S. Justice Department called offender four a after it it repeat lost high-profile healthcare fraud cases. also the ten is among top Pfizer U.S. companies with the biggest number of pollution sources. spends company The preventing on millions counterfeits of its drugs. It has a recent history of companies mergers with other international drugs.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/pfizer.html>

Pf_z_r _s th_ w_rld's l_rg_st ph_rm_c__t_c_l
 c_mp_ny. _t w_s f__nd_d _n N_w Y_rk _n 1849 by
 Ch_rl_s Pf_z_r _nd h_s c__s_n. Th__r b_s_n_ss
 st_rt_d b__m_ng _ft_r th_y d_sc_v_r_d _ pr_c_ss
 f_r m_k_ng c_tr_c _c_d. Th_s m_th_d w_s v_t_l
 _n pr_d_c_ng p_n_c_ll_n d_r_ng W_rld W_r __
 nd th _S _rmy r_l__d h__v_ly _n Pf_z_r f_r
 th__r _nt_b__t_cs. _ts m_st f_m__s pr_d_ct,
 p_rh_ps, _s th_ dr_g V__gr_. Th_ c_mp_ny h_s
 h_d _ts sh_r_ _f s_cc_ss _nd c_ntr_v_rsy. _n
 2009, th_ __.S. J_st_c_ D_p_rtm_nt c_ll_d _t _
 "r_p__t _ff_nd_r" _ft_r _t l_st f__r h_gh-pr_f_l_
 h__lthc_r_ fr__d c_s_s. Pf_z_r _s _ls_ _m_ng th_
 t_p t_n __.S. c_mp_n__s w_th th_ b_gg_st n_mb_r
 _f p_ll_t__n s__rc_s. Th_ c_mp_ny sp_nds
 m_ll__ns _n pr_v_nt_ng c__nt_rf__ts _f _ts
 dr_gs. _t h_s _r_c_nt h_st_ry _f m_rg_rs w_th
 _th_r _nt_rn_t__n_l dr_gs c_mp_n__s.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/pfizer.html>

pfizer is the world's largest pharmaceutical company it was founded in new york in 1849 by charles pfizer and his cousin their business started booming after they discovered a process for making citric acid this method was vital in producing penicillin during world war ii and the us army relied heavily on pfizer for their antibiotics its most famous product perhaps is the drug viagra the company has had its share of success and controversy in 2009 the us justice department called it a "repeat offender" after it lost four high-profile healthcare fraud cases pfizer is also among the top ten us companies with the biggest number of pollution sources the company spends millions on preventing counterfeits of its drugs it has a recent history of mergers with other international drugs companies





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/pfizer.html>

Pfizer (be) the world's largest pharmaceutical company. It was (found) in New York in 1849 by Charles Pfizer and his cousin. Their business (start) booming after they (discover) a process for making citric acid. This method (be) vital in (produce) penicillin during World War II and the US Army (rely) heavily on Pfizer for their antibiotics. Its most famous product, perhaps, (be) the drug Viagra. The company has (have) its share of success and controversy. In 2009, the U.S. Justice Department (call) it a "repeat offender" after it (lose) four high-profile healthcare fraud cases. Pfizer (be) also among the top ten U.S. companies with the biggest number of pollution sources. The company (spend) millions on (prevent) counterfeits of its drugs. It (have) a recent history of mergers with other international drugs companies.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/pfizer.html>

Pfizer is the world's largest pharmaceutical company. It was _____ in New York in 1849 by Charles Pfizer and his cousin. Their business started _____ after they discovered a process for making citric acid. This method was _____ in producing penicillin during World War II and the US Army relied _____ on Pfizer for their antibiotics. Its most famous product, perhaps, is the drug Viagra. The company has had its _____ of success and controversy. In 2009, the U.S. Justice Department called it a "_____ offender" after it lost four high-profile healthcare _____ cases. Pfizer is also among the top ten U.S. companies with the biggest number of pollution _____. The company spends millions on preventing _____ of its drugs. It has a _____ history of mergers with other international drugs companies.

sources

founded

counterfeits

vital

fraud

recent

share

booming

repeat

heavily





PROJECT PFIZER

From: <http://www.businessenglishmaterials.com/pfizer.html>

Part 1. Your mission is to increase the profits and sales of Pfizer. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Pfizer is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





PFIZER – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/pfizer.html>

Role A – Pfizer CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Pfizer worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Pfizer customer

You are a customer of Pfizer. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Pfizer. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





PFIZER – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/pfizer.html>

Role A – Pfizer New Products Director

You have created a new product for Pfizer. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Pfizer.

Role B – Pfizer Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Pfizer Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Pfizer Shareholder

You know a lot about Pfizer's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





PFIZER SURVEY

From: <http://www.businessenglishmaterials.com/pfizer.html>

Write five GOOD questions about Pfizer 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.





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 INFO:** Search the Internet and find more information about Pfizer. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Pfizer. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. PFIZER POSTER** Make a poster about Pfizer. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY PFIZER LESSON:** Make your own English lesson on Pfizer. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Pfizer. Share your findings with the class.

