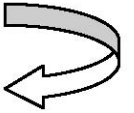


Business English

Lesson 1

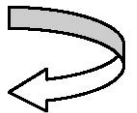
Below is an excerpt from an article. Read it through and do the task that follows. Have fun! 😊



Business has dropped off somewhat in the past couple of years as mobile phones have fallen in price and many people in her village can afford their own. But Ms Wokhwale's life has been transformed. She prospered because being able to make and receive phone calls is so important to people that even the very poor are prepared to pay for it. In places with bad roads, unreliable postal services, few trains and parlous landlines, mobile phones can substitute for travel, allow quicker and easier access to information on prices, enable traders to reach wider markets, boost entrepreneurship and generally make it easier to do business. A study by the World Resources Institute found that as developing-world incomes rise, household spending on mobile phones grows faster than spending on energy, water or indeed anything else. The reason why mobile phones are so valuable to people in the poor world is that they are providing access to telecommunications for the very first time, rather than just being portable adjuncts to existing fixed-line phones, as in the rich world.

Retrieved from: *The Economist*, September 26th 2009

Now do the crossword. (Hint: all the words in the crossword can be found in the text above)



- 1 to facilitate a process, help it happen, increase or raise, speak well of sth/sb
- 2 capable of being transported or conveyed, easily conveyed by hand
- 3 to be successful or fortunate, thrive or flourish
- 4 perilous, dangerous
- 5 a circuit of wire or cable connecting at least two locations
- 6 something added to another thing, but not essential to it, sb with lesser status
- 7 to take the place of sth/sb, to replace, to stand in for sb

