any business experts believe that in the twenty-first century, women will rise to the top of the commercial world. They say women are better at working with people and are more sympathetic to the needs and feelings of their staff.

In *Women in Business*, we see how five women made it to the top in the twentieth century. These women are famous all over the world. They are each from very different cultures and backgrounds but they all have one thing in common – success.

Coco Chanel started her working life as a dressmaker. She started up in business just at the time when women's lives were changing dramatically. Because of the war, women in northern France suddenly needed clothes for a new kind of lifestyle – an active, working life outside of the home. And Coco Chanel designed them. Throughout her long career, she understood that fashion was not just about clothes but about the way people live their lives.

Hanae Mori, by contrast, was married to a rich businessman before starting her own business. However, life as a housewife did not satisfy her. Inspired by Coco Chanel, she started making designer dresses for Japan's film stars. Eventually she had more than 70 shops around the world, selling her designs that mixed ideas from east and west.

Anita Roddick's opportunity came when her children were young and the family needed an income. Selling only natural products, Anita created a market for cheap cosmetics in re-usable bottles. Soon her small shop became a big company, but she stuck to her principles. She proved that big companies could help poor communities around the world by buying their products at a fair price. Anita Roddick questioned the old business ways of making a profit at any price.

Oprah Winfrey started her career as a TV newsreader before becoming America's most well-known chat show host with her own production company. She is now on course to become the first black billionaire businesswoman in the United States.

As a 19-year-old Madonna knew that she was going to be a superstar, and only a few years later she became the biggest female rock star of the century, with films, books, records and videos selling millions of copies around the world. Now, her own company, Maverick, looks for and produces the Madonnas of tomorrow.

For women in business in the twentieth century there was a ‘glass ceiling’ – an invisible line that women had to break through to succeed. It meant they had to be not just as good as men but better than men to succeed. The women in this book crashed through the glass ceiling by building their own businesses where they were in charge.

*Women In Business* raises interesting questions about what makes people successful. Why did these women create huge businesses where other men and women fail? The common link between them seems to be vision – they all had an idea that was bigger than just running a business.

A good education does not seem to be a key to business success as many top entrepreneurs have left school early. Coco Chanel, Oprah Winfrey and Madonna all came from deprived or ordinary backgrounds, yet all found success and found it through sheer focus and determination.

Taking a career break to have children can be a problem for women at work. Coco Chanel didn't have children and Oprah Winfrey still doesn't. Anita Roddick already had her children when she started her business. And Madonna didn't have children until she was already a superstar. Women often have to make tougher choices than men.

One important point within the book is the way in which world events had an effect on the business careers of some of these women. The First World War was important in providing Coco Chanel with a new market for her fashion ideas. For Hanae Mori, the impact of the Second World War on Japanese society was important – it created a need for a new way of dressing. World events will always affect business. Many business people – men and women – reassessed their lives after the attack on the World Trade Center in New York in 2001 in which thousands of financial workers lost their lives. Most concluded that family was the most important part of their lives.
ACTIVITIES BEFORE READING THE BOOK

Give students five minutes to think of a few things to say about a successful businesswoman or man from their own country, for example what type of business it is, why it is successful, where it is based. They can work on their own or in pairs. In turn, students present their information to the class. Encourage other students to ask questions to elicit further information.

ACTIVITIES AFTER READING A SECTION

Chapter 1
Students work in small groups and look at page 11 again. One of them volunteers to be Coco Chanel. The others are workers in her factory in Paris in 1936. Coco comes to the factory to try to solve the problems. They have a meeting and say what they really think of each other.

Chapter 2
Discussion. We have learnt that the Second World War affected the business lives of both Coco Chanel and Hanae Mori. Discuss with students in what ways their lives were affected. Then ask students if world events today affect their lives. What events? In what ways?

Chapter 3
Debate. Write this statement on the board: The job of business is to make money, not to save the environment. Take a class vote. Make a note of how many agree and how many disagree. Divide the class in two. One half prepares arguments to support the statement. The other half prepares arguments against. Have the debate. Take a second class vote. Has anybody changed their mind?

Chapter 4
Students work in groups. Each group thinks of a subject for an Oprah Winfrey style show. One student is Oprah. The others are guests. They can work out questions and answers. Each group performs for the rest of the class. The class are the audience. They can show their reactions by clapping and booing.

Chapter 5
Students work in pairs or small groups. They are ‘paparazzi’ – photographers who earn a living by selling photographs of famous people, like Madonna and Sean Penn, often without permission. Students discuss and write down reasons why they should be allowed to take any photographs they like and sell them to newspapers. Compare reactions with the whole class.

ACTIVITIES AFTER READING THE BOOK

Interviews. Five students volunteer to be the five women featured in the book. The rest of the class are journalists. The five come to a group press conference. They have been chosen as Top Businesswomen of the Twentieth Century. Get them to sit in a line facing the rest of the class. The journalists ask questions and the businesswomen have to answer in character. If students enjoy the exercise, repeat it with five top businessmen. Note if the types of questions asked to men and women are different and discuss afterwards with the class.

GLOSSARY

It will be useful for your students to know the following new words. They are practised in the ‘Before You Read’ sections of exercises at the back of the book. (Definitions are based on those in the Longman Active Study Dictionary.)

Chapter 1
archduke (n) a chief duke
cosmetics (n) products such as cream and powder, used to make your face and skin more attractive
design (n) a drawing or plan that shows how something will be made or what it will look like
lawyer (n) someone whose job it is to advise people about the law and speak for them in court
perfume (n) a liquid with a strong, pleasant smell, which you put on your skin
persuade (v) to make someone do something by explaining to them why it is a good idea
smart (adj) intelligent and sensible
tough (adj) determined to get what you want and able to deal with difficult situations and people

Chapter 2
housewife (n) a woman who works at home doing the cooking, cleaning etc for her family
involved (adj) taking part in an activity or event
image (n) the way that people consider someone or something to be obvious (adj) very easy to notice or understand
trust (v) to believe that someone is honest and will not lie to you or harm you

Chapter 3
campaign (n) a series of things that you plan and do in order to achieve (v) particular result especially in business and politics
head office (n) the place from which a company is controlled
environment (n) the land, water and air that people, animals and plants live in
share (n) one of the equal parts into which the ownership of a company is divided, which are bought and sold
funeral (n) a ceremony for someone who has just died
ingredients (n) things from which a type of food is made
millionaire (n) someone who is very rich and has at least one million pounds or dollars
powder (n) a dry substance in the form of tiny grains
rise (v) to increase, to go up
take over (v) to get control of something from someone else

Chapter 4
billionaire (n) someone who is very rich and has at least one billion pounds or dollars
create (v) to make something new exist or happen
direct (adj) saying exactly what you mean in an honest way
hit (n) a film, song, show etc that is very popular and successful
publicity (n) attention that someone or something gets from newspapers, television etc
studio (n) a room where television or radio programmes are made

Chapter 5
helicopter (n) an aircraft with long thin metal parts on top, which spins very fast to make it fly
material (adj) relating to the real world or to physical objects and possessions, rather than religious or spiritual things
point of view (n) what someone thinks about something/a way of thinking or judging a situation
record label (n) a company that makes records
Women in Business

(e) Coco left France.
(f) Coco was invited to Hollywood by Sam Goldwyn.
(g) Hitler’s army marched into Czechoslovakia.
(h) The Germans took control of Paris.
(i) The Second World War started.
(j) Wall Street crashed.
(k) Workers in one of Coco’s Paris factories locked her out and went on strike.

Pages 13–16
Complete the sentences with these subjects.
a 70-year-old woman  Christian Dior  Karl Lagerfeld  Pierre Wertheimer  rich and famous women  the newspapers
(a) ... opened new shops selling new Chanel products around the world.
(b) ... said that Coco’s new 1954 designs looked like clothes for old ladies.
(c) ... had her first fashion show for more than 15 years in 1954.
(d) ... gave Coco 2% of the money made from sales of Chanel’s perfume.
(e) ... designed women’s dresses that were very tight.
(f) ... came to see Coco at her offices opposite the Ritz.

Chapter 2 Hanae Mori
Pages 17–21
1 What did Hanae Mori do
(a) ... when Coco Chanel wanted to dress her in orange?
(b) ... two years after her meeting with Coco Chanel in Paris?
(c) ... when the Second World War started?
(d) ... after the end of the war?
(e) ... after six months as a housewife?
(f) ... when she was asked to work for a film producer?

2 Work with a partner. One of you is Hanae Mori, the other is Ken Mori. Hanae is bored with her life as a housewife. Ken is happy for her to work outside the home. Have a conversation about her future.

Pages 21–25
One verb in each of the following sentences is incorrect. Circle the wrong verbs and write in the correct one.
(a) Hanae Mori decided early on to open ready to wear clothes.
(b) She wanted to check an international business.
(c) She likes to run ideas from eastern and western traditions in her clothes.
(d) She was very pleased to mix the dress for a Japanese royal wedding in 1993.
(e) After eating in a stylish Parisian restaurant, she decided to make a French restaurant in Tokyo.
(f) Although she is over 70 now, Hanae Mori still likes to travel around the world to produce on her businesses.
Chapter 3  Anita Roddick  
Pages 26–33  
1 Which of these things might Anita Roddick say?  
(a) Businesses should make their office buildings friendly to the environment.  
(b) People must keep their family life separate from their office life.  
(c) A business doesn’t need to have its head office in a big capital city.  
(d) Cosmetics cannot be made from natural ingredients alone.  
(e) A business should buy its materials as cheaply as possible and sell them for as much money as possible.  
2 Work with a partner. Look at the top of page 31. Anita wants to borrow £4000 to open a second shop. One of you is Anita Roddick. The other is the bank manager. Anita asks for the money. The bank manager says why she can’t have it.  
Pages 34–36  
Answer these questions.  
1 (a) Why is the world getting hotter?  
(b) What happened at Bhopal in India in December 1984?  
(c) In what year was there an explosion at Chernobyl power station in the Ukraine?  
(d) Why does Anita Roddick ask her customers to use their Body Shop cosmetics bottles more than once?  
(e) What do the Kayapo people sell to the Body Shop?  
(f) Why did the Body Shop share price suddenly fall in 1994?  
2 Talk to a partner. Some people think Anita Roddick only talks about the environment because she wants to make more money. Do you agree?  
Chapter 4  Oprah Winfrey  
Pages 37–39  
Answer these questions.  
(a) What kind of people mostly watch the Oprah Winfrey show?  
(b) Oprah is a millionaire. Why do ordinary Americans feel that Oprah is like them?  
(c) What kind of a boss did Harvey McKay say that Oprah was?  
(d) Which of these subjects did Oprah’s viewers already know about?  
(i) her health problems  
(ii) her childhood  
(iii) her future plans  
(iv) her weight problems  
(v) her business problems  
(vi) her relationships  
(vii) her friends’ secrets  
(e) Why do you think she called her company Harpo Productions? (Look at her name.)  
Pages 39–44  
1 Match the two halves of these sentences about Oprah.  
(a) Oprah sometimes started to cry  
(b) Oprah hit Chicago  
(c) When The Oprah Winfrey Show was sold to TV stations across America  
(d) She spent a lot of money to make sure that Harpo Productions  
(e) Ordinary people like Oprah because  
(i) like a bucket of cold water.  
(ii) she became a millionaire overnight.  
(iii) they think she is honest and comes from a tough background.  
(iv) was the best TV production company in Chicago.  
(v) when she was reading the news.  
2 Imagine you had your own TV chat show. Who would you like to interview on television? What would you ask them? Talk to another student.  
Chapter 5  Madonna  
Pages 45–48  
Answer these questions.  
(a) How many times has Madonna married?  
(b) Who has always been in control of Madonna’s business life?  
(c) How much money did Madonna have with her when she arrived in New York to make herself a star?  
(d) What was the name of the song that won her a recording contract?  
(e) What did MTV do in 1981 that changed the music business forever?  
(f) How did Madonna persuade Freddy Demann to be her manager?  
Pages 49–53  
1 Who …  
(a) is a material girl?  
(b) shot at newspaper photographers in helicopters?  
(c) paid Madonna $5million for a one-year advertising contract?  
(d) said that Madonna was not welcome in Italy?  
(e) asked if Madonna was America’s cleverest businesswoman in 1990?  
(f) did Maverick sign a record contract with in 1995 and then sold 27 million copies of her first record?  
2 Look at the last sentence on page 53. Two of these nouns are connected with each of the five businesswomen. Can you match them? Write a sentence for each one saying why they are connected.  
Biarritz Chicago Kayapo Littlehampton Mao Zedong  
Maverick No.5 Omotesando Oxygen Media Pontiac  
Activities after reading the book  
1 Look at what Coco Chanel says at the top of page 1. Do you agree that fashion is about ideas and the way we live? Write down some ideas or discuss them with another student.  
2 Make an advertisement for one of the businesses you have read about. Put as much information on it as you can about the products and the ideas behind the company.  
3 Choose which of the five companies you would most like to work for. Write a letter asking for a job. Say what you can offer them.  
4 Read what each of the five women says about their attitude to life and business at the beginning of each chapter. Try to describe your attitude to life in one or two sentences.