



“Hands-On Bavarian Count Presides Over a Pencil-Making Empire”

Link to text below

http://www.nytimes.com/2013/12/04/business/international/hands-on-bavarian-count-presides-over-a-pencil-making-empire.html?ref=international-home&_r=0

Vocabulary

To check on vocabulary, try Linguee. <http://www.linguee.de/>

Questions

True or False; read the following statements and, based on the text decide if they are true or false.

1. Von Faber-Castell regularly throws pencils out of the tower and onto the courtyard below.
2. The majority of the company's exports are to countries within the EU.
3. Faber-Castell can be described as a mid-size publicly listed company with sales of over half a billion Euro.
4. Von Faber-Castell does not want to outsource production as he feels Germany can produce better quality and also, he wants to hold on to company production secrets.
5. Hermann Simon is of the opinion that Chinese competition is the biggest problem that Faber-Castell faces.
6. Profit at Faber-Castell has gone down in the last financial year; however this is due to capital investments.
7. The development of CAD programs forced Faber-Castell to rethink its drawing products range.

Fill in the gaps with the correct form from the word below:

tough invent talent unexpected wide

1. Faber-Castell has a _____ in changing everyday items into luxury items.
2. Faber-Castell produce a _____ range of pens, crayons, pencils and art and drawing supplies.
3. Von Faber-Castell throws pencils out of the tower to test how _____ they are.
4. Changes in both the euro zone economy and technology can be completely _____.
5. Hermann Simon _____ the expression “hidden champions”