Business English Present Simple and Continuous discussion
Business grammar/ present tenses/ sales and marketing

Choose a statement below that you agree with, see if your partner also agrees, discuss for longer if you like, then take turns doing the same with different statements you agree with.

1. Living conditions in my country usually improve year on year for most people
2. The economy is experiencing a strange period, but it will eventually get back to normal
3. The government is taking the right steps to improve the economy
4. Booms are always followed by busts
5. Consumers are becoming less interested in brands
6. People buy brands because they trust them
7. We don't need brands
8. Brands add colour to our lives
9. Brands give consumers choice
10. Apple is changing the way people think about technology
11. Smartphones are becoming more about branding than about features

When your teacher stops you, share one you agreed on and see what the class thinks.

Ask about any statements above you aren't sure about, discussing if you agree with them or not each time.

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Present Simple and Continuous grammar presentation

Without looking above, fill the gaps in the sentences with the correct tenses of the verbs in brackets, including any necessary auxiliary verbs etc.

1. Living conditions in my country usually _____ (improve) year on year for most people

2. The economy _____ (experience) a strange period, but it will eventually get back to normal

3. The government _____ (take) the right steps to improve the economy

4. Booms _____ (always follow) by busts

5. Consumers _____ (become) less interested in brands

6. People buy bands because they _____ (trust) them

7. We _____ (not need) brands

8. Brands _____ (add) colour to our lives

9. Brands _____ (give) consumers choice

10. Apple _____ (change) the way people think about technology

11. Smartphones _____ (become) more about branding than about features

Check your answers above.

Take turns making similar Present Simple and Present Continuous sentences about business for your partner to agree or disagree with.

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