The story tells about the success of the Ferrero family. They make their chocolate famous all over the world with creativity and devoting.

There are many barriers in the way to business success. People will face the difficulties from many aspects. Many people will failed eventually because of lack of money or poor managing.

There is no denying that it is challenging to make business successful. However, there are always some people can achieve success. The secret of their success is creativity and determining. The successful businessman will never give up, though they are trapping in trouble.

The success of the Ferrero family inspires me a lot. What really counts in business is to have a creative mind. People take it for granted that famous people could success. In my opinion, we should not ignore hard work behind the success.

1)Words

hardwork---diligence hardworking---diligent

hard/difficult---tough/challenging/have difficulty in doing/with sth

difficulty---hardship different---make a difference

good---wonderful/excellent bad---serious/severe

important---of importance/essential/vital

necessary---a necessity/must

solve---address/deal with/cope with

should---be supposed to do/be bound to do

Words about people’s qualities---determination/persistence/

creativity/honesty/diligence/kindness/ generosity/patience/courage…

2)Phrases

be faced with---be confronted with

in order to---in a bid to/in a gesture to

not give up---hold on to/stick to/insist on

attach importance to---place importance on

try one’s best---make one’s effort/strive for/fight for