

TASK Complete the gaps with the words created from the words in brackets; one word per gap.

U8

1. Gucci took note of this _____ and expanded _____, opening stores in _____ locations. (POPULAR, AGGRESSION, GLAMOUR)
2. He concentrated on producing _____ high-quality products. (FABLE)
3. He managed to integrate _____ advertising and communication campaigns. (LABOUR)
4. Once part of Six Continents, InterContinental _____ in April 2003. (MERGE)
5. Prada has parted company with Helmut Lang after persistent _____. (LOSE)
6. The effect can be _____. (DEVASTATE)
7. This is another _____ brand. (LOSE – MAKE)
8. The main cause of the mass market's troubles is _____ from overseas. (COMPETE)
9. The Fédération Française de la Couture is France's main fashion _____. (ASSOCIATE)

U9

1. Business angels give _____ advice. (ENTERPRISE)
2. It is important to make _____ _____. (ETHICS, INVEST)
3. He _____ increased the risks, _____ accounts and lost a staggering total of £208m. (SYSTEM, FALSE)
4. His companies are very _____. (INNOVATION)
5. _____ finance applies _____ insights to economics. (BEHAVE, PSYCHOLOGY)
6. People put a lot of _____ on what they have experienced _____. (EMPHASIZE, SELF)
7. Fear of _____ is another strong human characteristic. (FAIL)
8. People spend _____ too much time on small decisions and not enough on big ones. (PROPORTION)
9. Regretting past decisions also colours people's _____ of the future. (PERCEIVE)
10. Governments face a whole range of _____ _____ pressures. (CONFLICT, POLITICS)
11. Blue-chip shares will almost certainly pay a _____ of 4% even in poor economic conditions. (MINIMIZE)
12. Art is _____ overvalued and the industry is ' _____ for assessing value _____. (FREQUENCY, not FAMOUS, not ACCURATE)
13. It has been sold for an _____ of the original price. (EIGHT)
14. What does he say about _____ friendly products? (ENVIRONMENT)