

LISTENING p. 132

TASK Complete the gaps with the most suitable words.

Managing director admits he **1.** _____ (**4 words**) the falling market share. He failed to **2.** _____ (**7 words**) competition. When the department store had done **3.** _____ (**3 words**) it was a **4.** _____ (**1 word**) for them. Now they have a policy of excellent customer service. They aim to make shopping a pleasant experience. The consultant asks about the director's **5.** _____ (**1 word**). The director says they are thinking of **6.** _____ (**3 words**) the hypermarket or possibly trying to compete with them. That's where the consultant would **7.** _____ (**2 words**). They need his advice on the best **8.** _____ **ion** (**3 words**). The consultant says his job generally is to **9.** _____ (**1 + 3 words**) what seems to be a disadvantage _____ and make it an advantage.

LISTENING, workbook p. 60

TASK Complete the gaps with the words you hear:

During the summer of 2004, Nokia, the world's largest maker of mobile phones, suddenly found itself **1.** _____ (**3 words**). Its market share in the first three months of the year had fallen to 28.9% **2.** _____ (**3 words**) 35% for years. The firm cut prices, but that was only a short-term fix; it then set about addressing the **3.** _____ (**2 words**). The unveiling of its latest batch of handsets provided **4.** _____ (**2 words**) that Nokia has changed its ways.

Nokia's Word had two main cause: **5.** _____ (**1 word**) products which failed to address consumers' enthusiasm for "clamshell" or "flip-phone" camera-phones and highlighted Nokia's loss of leadership in design; and the company's **6.** _____ (**1 word**) to produce **7.** _____ (**1 word**) versions for mobile operators. Many operators have been turning to specialist "original design manufacturers", or ODMs, mostly based in Taiwan, to supply custom handsets. These are often sold by operators under their own brands, to help differentiate themselves.

So the seven new handsets launched by Nokia a year later were **8.** _____ (**1 word**). Four were "**9. slider**" (**1 word**) designs, in which the keypad can be hidden under the display, and two were clamshells. What's encouraging is to see Nokia **10.** _____ (**1+1 words**) the "not-invented-here" _____ and becoming a fast follower – this is the best new batch of handsets the firm has produced for four years.

This follows the **11.** _____ (**1 word**) in April of a new line of high-end handsets, the most advanced **12.** _____ (**2 words**), the N91, includes iPod-style music playback from a tiny hard disk.

Meanwhile, Nokia has also changed its **13.** _____ (**3 words**). As well as offering to modify the software on its phones to suit particular operators, it has started to offer custom handsets. The first is being made for China Mobile, with others to follow soon. And **14.** _____ (**3 words**) reluctant to outsource manufacturing, Nokia has started to use ODMs, as its rivals do, to **15.** _____ (**3 words**) in its product line. The firm has become more open-minded, more flexible.

Challenges remain, however. **16.** _____ (**3 words**) in the last three months of 2004, Nokia had a weaker first quarter this year, **17.** _____ (**3 words**) poor sales in the USA, where many network operators use CDMA technology rather than the GSM technology used in Europe. Nokia **18.** _____ (**5 words**) a deal to buy advanced CDMA handsets from SK Teletech, a South Korean manufacturer, for resale under its own brand. This would **19.** _____ (**4 words**) in the US, but also be **20.** _____ (**2 words**) that Nokia's own CDMA products are not **21.** _____ (**3 words**). Nokia says no such deal exists, but that may simply mean that no deal has been done yet.

22. _____ (**2 words**), it is clear that Nokia has changed its ways. The company has been licensed email and media-playback protocols from Microsoft, its arch-rival in the field of smartphones - something that would have been **23.** _____ (**1 word**) a year ago. Nokia is so **24.** _____ (**5 words**), it would seem, that nothing is **25.** _____ (**1 word**).

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EXTRACT 1

TASK Find the words in the text defined by the following:

1. _____ = a situation that causes problems for you, or that annoys you very much:

I hate to cause you any _____ - are you sure it's OK?

2. _____ = a problem that is likely to happen in a particular situation

She was well aware of the potential _____ of running a business.

avoid a _____ : *Her advice helped me avoid some of the common _____.*

3. _____ = to help someone or something to be very successful or to cause them to fail completely

They have the ability to _____ a new star.

4. _____ = generally considered to be honest and reliable

5. _____ = a state when you are calm and have no worries

6. _____ = to use something that you have gradually gained or saved

As an actor, you often _____ your own life experiences.

Your body _____ its reserves of fat during the times when you are fasting.

7. _____ = an upright frame that a person or horse must jump over during a race; one of several problems you must solve before you can do something successfully

8. _____ = to experience or deal with something, especially a problem; to meet someone or see something for the first time

9. _____ = to make or change something especially for a particular person or purpose

10. _____ = relating to people's homes and family life; relating to the country being talked about and not other countries.

11. _____ = a) to last for a particular period of time, especially a long period

His career _____ half a century.

b) to cover or cross an area completely:

Our business _____ the globe.

2a. if a bridge _____ an area of water, it crosses it

Little grey bridges _____ the canals.

EXTRACT 2

TASK Find the words in the text defined by the following:

Par 1

1. _____ = evidence that something exists or is true; legal: a will; Bible: Old and New _____

2. _____ = not connected to or influenced by one particular person or group
Judges need to be _____.

3. _____ = to calculate future amount, to plan

4. _____ = a sign that something will happen, is true, or exists; sign

5. _____ = the large amount of time and effort that someone spends on something;

The project has been a success, thanks to the _____ of all of our staff.

a statement at the beginning of something such as a book or song that tells people it has been written for a person you love or admire

Par 2

1. _____ = the person, thing, time etc in question is the one you are talking about at the present time

Par 3

1. _____ = the satisfactory state that someone or something should be in, that involves such things as being happy, healthy, and safe, and having enough money

2. _____ = to include a lot of people or things; to include or surround an area completely
3. _____ = situations where you can pay less tax than usual

Par 4

1. _____ = to pretend a problem doesn't exist
2. _____ = to stop being concerned about a problem
3. _____ = special words and phrases that are only understood by people who do the same kind of work. This word usually shows that you dislike this type of language
4. _____ = an official rule that controls the way things are done; control of an activity, process, or industry by official rules