

# Unit 9 – STRATEGY

**Coursebook**, page 78, exercise LISTENING AND DISCUSSION B



*Fill in the missing words in their correct form in the speech summary:*

Marketing is important as well as finance or (1) \_\_\_\_\_ management. People in marketing and (2) \_\_\_\_\_ are mostly in (3) \_\_\_\_\_ with customers and therefore often (4) \_\_\_\_\_ as those who understand the market. This has both advantages and problems, namely if the industry is being (5) \_\_\_\_\_ by some (6) \_\_\_\_\_.

If someone had asked marketing people about their best business (7) \_\_\_\_\_, they would say it would be to (8) \_\_\_\_\_ new (9) \_\_\_\_\_ and (10) \_\_\_\_\_ to a country with cheap (11) \_\_\_\_\_ (12) \_\_\_\_\_, (13) \_\_\_\_\_ it, etc. The company would produce it nine months in (14) \_\_\_\_\_ and have the Chinese (15) \_\_\_\_\_ it cheaply and then you'd put the new (16) \_\_\_\_\_ in the stores, which is the normal (17) \_\_\_\_\_.

Zara decided to have no (18) \_\_\_\_\_ and they chose to be a fast (19) \_\_\_\_\_, a fast (20) \_\_\_\_\_ (21) \_\_\_\_\_. So they have to produce in Europe, which is not (22) \_\_\_\_\_ cheap. It isn't possible to produce in large (23) \_\_\_\_\_ in China and (24) \_\_\_\_\_ them to Europe as it takes a lot of time. So they have to produce the clothes (25) \_\_\_\_\_ at low (26) \_\_\_\_\_ and in short (27) \_\_\_\_\_. You also have to (28) \_\_\_\_\_ your collection and make sure you have (29) \_\_\_\_\_ in the Zara or Benetton (30) \_\_\_\_\_. But Zara doesn't want to be like Benetton, they try to do something else – they have to (31) \_\_\_\_\_ and change the (32) \_\_\_\_\_ a little bit, (33) \_\_\_\_\_ they will never (34) \_\_\_\_\_ the more (35) \_\_\_\_\_ (36) \_\_\_\_\_.

**Coursebook**, page 80, exercise READING AND LANGUAGE



*In the text, find words or expressions corresponding to the following definitions:*

1. \_\_\_\_\_ = difficult or troublesome to do or deal with
2. \_\_\_\_\_ = a demanding or stimulating situation (*paragraph 1*)
3. \_\_\_\_\_ = an improvement that makes something work better (*par 1*)
4. to \_\_\_\_\_ = to seize hold of; to take hold of (*par 1*)

5. to \_\_\_\_\_ = to lose money in gambling or in the securities markets; to die; to expire (slang); here: to cease to use (*par 1*)
6. to \_\_\_\_\_ = to repeat or imitate (what someone else has said) (*par 1*)
7. \_\_\_\_\_ = a recognized leader in a field (*par 1*)
8. \_\_\_\_\_ = a party organized for the pursuit of wild animals for sport; here: pursuing certain goals (*par 2*)
9. \_\_\_\_\_ = abundant or numerous; widespread or common (*par 2*)
10. \_\_\_\_\_ = examine or inspect; directed; administered (*par 2*)
11. \_\_\_\_\_ = maintained without interruption or weakening; continuous (*par 2*)
12. \_\_\_\_\_ = involving an extremely high level of rivalry (*par 2*)
13. \_\_\_\_\_ = an amount represented in numbers (*par 2*)
14. to \_\_\_\_\_ = to cause something to increase; to excite or arouse someone or something (*par 3*)
15. \_\_\_\_\_ = great excitement for or interest in a subject (*par 3*)
16. \_\_\_\_\_ = extremely well; in a way that is outstanding of its kind or superlative (*par 3*)
17. \_\_\_\_\_ = a quantity or amount considered in relation to or measured against another quantity or amount (*par 3*)
18. \_\_\_\_\_ = gains from investments; income of a business (*par 3*)
19. \_\_\_\_\_ = widely known and esteemed; famous (*par 4*)
20. to \_\_\_\_\_ = to take advantage of (*par 4*)
21. \_\_\_\_\_ = a means of access or approach (*par 4*)
22. \_\_\_\_\_ = a newly founded company (*par 4*)
23. \_\_\_\_\_ = the business of selling goods to the public, especially through shops/stores (*par 4*)
24. \_\_\_\_\_ = very great in size, number, amount, or quantity (*par 4*)
25. \_\_\_\_\_ = a supplementary part or object (*par 4*)
26. \_\_\_\_\_ = an interactive entertainment computer or electronic device that produces a video display signal which can be used with a display device (a television, monitor, etc.) to display a video game (*par 4*)
27. \_\_\_\_\_ = in a way that constitutes an integral part of a whole; fundamentally (*par 4*)
28. \_\_\_\_\_ = intelligent and making good judgments (*par 4*)
29. \_\_\_\_\_ = the act of dividing people or organizations that buy a product or service from a shop into different parts (*par 4*)
30. to \_\_\_\_\_ = to bring about a radical change in; to change radically (*par 4*)
31. \_\_\_\_\_ = people visiting different interesting places who organize their trips in the cheapest possible way (*par 4*)
32. to \_\_\_\_\_ = to try (to do something) (*par 4*)
33. to \_\_\_\_\_ = to revive or renew (*par 4*)

34. to \_\_\_\_\_ = to say or maintain; to argue (*par 5*)
35. \_\_\_\_\_ = fundamental; basic (*par 5*)
36. \_\_\_\_\_ = here: a product or service that is very closely related or connected with another (more important) thing (*par 5*)
37. \_\_\_\_\_ = close to; being near (*par 5*)
38. to \_\_\_\_\_ = to reduce the value, importance, or quality of something (*par 5*)
39. to \_\_\_\_\_ = to desert or leave; to give up completely (*par 5*)
40. \_\_\_\_\_ = a column; here: a fundamental principle or practice of something (*par 5*)
41. \_\_\_\_\_ = a scheme or set of strategies for conducting a business campaign or a political campaign (*par 5*)
42. \_\_\_\_\_ = by way of; through (*par 6*)
43. \_\_\_\_\_ = a usually serious mistake typically caused by ignorance or confusion (*par 6*)
44. \_\_\_\_\_ = turned or twisted toward one side; faulty (*par 6*)
45. \_\_\_\_\_ = unattractive or not fascinating (*par 7*)
46. \_\_\_\_\_ = the quality or habit of adhering to an appointed time (*par 7*)
47. \_\_\_\_\_ = here: a group; a bunch (*par 7*)
48. \_\_\_\_\_ = someone who provides food and service (*par 7*)
49. \_\_\_\_\_ = an obstacle to attention; something that diverts the attention (*par 8*)
50. \_\_\_\_\_ = not important; insignificant (*par 8*)
51. to \_\_\_\_\_ = to demonstrate the validity of (a hypothesis or proposition); to verify (the result of a calculation) (*par 8*)
52. \_\_\_\_\_ = something that slows or delays progress (*par 8*)
53. \_\_\_\_\_ = a large extinct elephant with a hairy coat and long curved tusks; here: something of great size; gigantic (*par 8*)
54. \_\_\_\_\_ = spreading out in different directions (*par 9*)
55. \_\_\_\_\_ = a passenger or cargo elevator (*par 9*)
56. \_\_\_\_\_ = a solid substance that conducts electricity in particular conditions (*par 9*)
57. \_\_\_\_\_ = the stake risked; one on which a stake is or can be placed (*par 9*)
58. \_\_\_\_\_ = flourishing; prosperous (*par 9*)
59. \_\_\_\_\_ = a relatively insignificant position from which future progress might be made (*par 9*)
60. \_\_\_\_\_ = not connected with each other (*par 9*)
61. \_\_\_\_\_ = a brief period of extravagant spending (*par 9*)
62. \_\_\_\_\_ = a metaphor used to describe overoptimistic and exaggerated expectations in relation to technological companies (*par 9*)

63. \_\_\_\_\_ = here: an imperfect imitation or copy (*par 9*)
64. to \_\_\_\_\_ \_\_\_\_\_ = to make a bad situation worse; to hurt the feelings of a person who has already been hurt (*par 9*)
65. \_\_\_\_\_ = a person or firm that supplies materials or labor for other companies (*par 9*)
66. \_\_\_\_\_ = a steady flow or succession (*par 10*)

**Coursebook**, page **82**, exercise **BUSINESS SKILLS B**



**Fill in the missing words in their correct form in the interview summary:**

What Sarah doesn't like about (1) \_\_\_\_\_ meetings is the fact that she doesn't regard herself as most (2) \_\_\_\_\_ when she is in a group. She (3) \_\_\_\_\_ to work on her own. As far as Max is concerned, he likes it because he sees it as a really (4) \_\_\_\_\_ way of getting (5) \_\_\_\_\_ of new ideas in a short (6) \_\_\_\_\_ of time.

As the trainer says, it's important that people (7) \_\_\_\_\_ (8) \_\_\_\_\_ with as many ideas as possible but there shouldn't be more than ten people (9) \_\_\_\_\_ (10) \_\_\_\_\_. It's also (11) \_\_\_\_\_ that someone writes down the ideas, however (12) \_\_\_\_\_ they may seem. To avoid a situation when the same people talk all the time, the role of a (13) \_\_\_\_\_ or a (14) \_\_\_\_\_ is important. Their task is to (15) \_\_\_\_\_ an (16) \_\_\_\_\_ and (17) \_\_\_\_\_ (18) \_\_\_\_\_, and to try to get everyone to (19) \_\_\_\_\_. If someone's too (20) \_\_\_\_\_, others won't feel comfortable about being (21) \_\_\_\_\_.

To make a decision, it's also important to clearly (22) \_\_\_\_\_ the problem you want (23) \_\_\_\_\_ and keep the (24) \_\_\_\_\_ (25) \_\_\_\_\_. The idea is to (26) \_\_\_\_\_ as many ideas as possible which you can then (27) \_\_\_\_\_ (28) \_\_\_\_\_. An example follows: the participants should think of new (29) \_\_\_\_\_ services or (30) \_\_\_\_\_ for Rose and Frankwright. The trainer has asked Sarah to write down the ideas on a (31) \_\_\_\_\_ (32) \_\_\_\_\_. Max has an idea of a Santa train going around the city center at Christmas, and Rose and Frankwright could (33) \_\_\_\_\_ it.

The trainer goes on with an example about Einstein: he and his (34) \_\_\_\_\_ were able to (35) \_\_\_\_\_ more (36) \_\_\_\_\_ than other (37) \_\_\_\_\_ because they had discovered some (38) \_\_\_\_\_ Greek (39) \_\_\_\_\_ of group communication (40) \_\_\_\_\_ by (41) \_\_\_\_\_. He and other Greek (42) \_\_\_\_\_ would sit around (43) \_\_\_\_\_ various issues but the (44) \_\_\_\_\_ were (45) \_\_\_\_\_ by 7 principles that established a sense of (46) \_\_\_\_\_.