

## UNIT NINE - STRATEGY

### READING, p. 80

**TASK** Complete the terms/words/phrases defined by the following. The items appear in the same order as in the text.

1. \_\_\_\_\_ = an improvement on the quality, price, etc. of a product
2. \_\_\_\_\_ = to use all the money, resources, etc. that someone or something has available
3. \_\_\_\_\_ = someone who other people respect and go to for advice about a particular subject
4. \_\_\_\_\_ = searching for something that you have lost, need, or want
5. \_\_\_\_\_ = to encourage strong emotions or behaviour in people  
*Newspaper articles have \_\_\_\_\_ fears of the new tax policies.*
6. \_\_\_\_\_ = famous, known and admired for
7. \_\_\_\_\_ = additional objects, equipment, decorations etc that make something more useful or attractive
8. \_\_\_\_\_ = able to judge people and situations very well and make good decisions,  
*a \_\_\_\_\_ marketing strategy*
9. \_\_\_\_\_ = to completely change the way something is done, thought about, or made
10. \_\_\_\_\_ = very cheap  
*high quality goods at \_\_\_\_\_ prices*
11. \_\_\_\_\_ = to make you start feeling or thinking about something that you have not felt or thought about for a long time  
*This journey has \_\_\_\_\_ some old memories for me.*
12. \_\_\_\_\_ = to claim that sth is true  
*Critics of the school system \_\_\_\_\_ not enough emphasis is placed on creativity.*
13. \_\_\_\_\_ = (in the text you have the noun form of this adjective) next to or near something else  
*The site of the new building is \_\_\_\_\_ the park.*
14. \_\_\_\_\_ = to make something seem less good, attractive, or important  
*We should not allow her personal difficulties to \_\_\_\_\_ her public achievements.*
15. \_\_\_\_\_ = a thick strong upright post that supports part of a building; someone who is important and respected within a group  
*Mr Henderson is a \_\_\_\_\_ society.*
16. \_\_\_\_\_ = a careless or embarrassing mistake  
*Officials were accused of making a huge administrative \_\_\_\_\_.*
17. \_\_\_\_\_ = to not happen in the way that was hoped or planned
18. \_\_\_\_\_ = something that gets your attention and prevents you from concentrating on something else  
*We have work to do and it is essential that there are no \_\_\_\_\_.*
19. \_\_\_\_\_ = something that makes something else develop or progress more slowly

*High interest rates are \_\_\_\_\_ the housing market.*

20. \_\_\_\_\_ = very large

21. \_\_\_\_\_ = to stretch over or across something in an ugly and untidy way

22. \_\_\_\_\_ = a substance that allows some electricity to pass through it, used for making electronic equipment such as computers

23. \_\_\_\_\_ = a small or unimportant position in a place, organization, or activity that you hope will help you to get a better one

24. \_\_\_\_\_ = a short period that you spend doing only one activity, especially something enjoyable such as spending

25. \_\_\_\_\_ = less healthy or happy than you were in previous times: