

READING, p. 101

TASK 1

Par 1

1. _____ = injury caused by a blow to the body or a fruit, discolouring the skin but not breaking it.

2. _____ = an idea or activity, especially in politics or business, that suddenly becomes very popular or fashionable, so that a lot of people want to be involved in it:

His recent poll victory could start an ultra-nationalist _____ rolling.

jump on/climb on/join the bandwagon: *Every business was trying to jump on the 'dot-com' _____.*

3. _____ = climb or crawl quickly, usu over rough ground or with difficulty

4. _____ = element in sb's personality, distinguishing characteristic

Par 2

1. _____ = a private investor or a financial business that invests money in new companies, which may involve a lot of risk and bring good profits

2. _____ = an investor who helps new companies develop by lending them their own money, which may involve a lot of risk

3. _____ = to have a tendency to do sth, to have sth; likely to be sth, to do sth

The car _____ to stall when it's cold outside.

to stall = (of an engine) to stop suddenly because of insufficient power or speed

4. _____ = not very good, second-rate

5. _____ = to put a lot of weight on sth

6. _____ = a mark left on the skin by a wound, sore, etc.

7. tissue = mass of cells forming the body of an animal or a plant;

The _____ have been destroyed and a scar has formed.

8. _____ = valuable or useful quality or skill

9. _____ = expected to be or to occur, future or possible

Par 3

1. _____ = to depend on

2. _____ = possibility, likelihood

Par 4

1. _____ = a company that is formed to develop and use the results of research done at a university or college

_____ = the act of forming a new, independent company from part of an existing one; a company formed in this way

2. _____ = advantage

have an/the _____ on/over sb/sth = have a slight advantage over sb/sth

The young tennis player definitely had the _____ on his older opponent.

3. _____ = someone who enters a competition, market or examination

4. _____ = the fact or state of continuing to live or exist, especially in difficult conditions

Par 5

1. _____ = a series of actions or events that together show how things normally happen or are done; a set of lines, shapes, or colours that are repeated regularly

2. _____ = to notice something or someone

trainspotting = the activity of watching trains and writing down their numbers and names

3. _____ = based on your feelings rather than on facts or evidence

Par 6

1. _____ = a way of thinking or behaving that is based on the belief that important political and social changes are necessary
2. _____ = a particular area of activity or life
3. _____ = causing difficulties that interrupt something or prevent it from continuing
4. _____ = to make someone experience something unpleasant
5. _____ = the control of trade in particular goods or the supply of a particular service by a small group of companies; the type of goods or service that is controlled in this way; the companies that control the trade

The North American market will ultimately turn into an _____ of five or six companies.

Oligopoly is formed from the words _____ (a small group of people who control a business, an organization, a country, etc. for a long time and are unwilling to let other people share power; the business, organization or country that they control) and monopoly.

6. _____ = to gradually damage the surface of rock or land so that it begins to disappear, or to be gradually damaged in this way; to gradually reduce the strength, importance or value of something, or to be gradually reduced in this way
7. _____ = the situation when companies of the same type join together; the act of joining two or more things together; the act of making your power, success, knowledge, etc. stronger

The training focuses on the _____ of skills.

Par 7

1. _____ = opposite in amount or position to another thing (*in the text this word is in the adverbial form*)

There is an _____ relationship between shares and the dollar (= the value of one goes up as the value of the other goes down).

The gold price often moves _____ to the dollar. E-business knowledge is _____ proportional to age and height in the organization.

in inverse proportion to

if one thing is in inverse proportion to another, the more of one thing there is, the less there is of the other:

The attractiveness of a city tends to be in inverse proportion to its economic productivity. The size of demand is in inverse proportion to the price (= if one is high the other is low and if one is low the other is high).

Par 8

1. _____ = honestly or in a sincere way
2. _____ = noticing that something exists or is happening and realizing that it is important
3. _____ = to receive or obtain something from something else
4. _____ = concentrating on a particular aim and not wasting time or energy on other things; clear
5. _____ = someone or something that has the same job or purpose as another person or thing, but in a different country, time, situation, or organization

Par 9

1. _____ = using new methods or achieving new results
2. _____ = an amount, level, standard etc that you can use for judging how good or bad other things are
3. _____ = the possibility to develop or achieve something in the future

Par 10

1. _____ = a senior official at a college or university

TASK 2 Within the context of the article try to translate the following:

1. .. many are failing to prepare thoroughly before scrambling on the bandwagon

2. .. the most widespread trait

3. They attach a lot of importance to what they term "scar tissue" – evidence that the person has learned from experience.

4. spin-outs have a survival edge in the market over other entrants, as the result of a combination of entrepreneurial flexibility and inherited knowledge

5. Ultimately, though, what distinguishes successful entrepreneurs is their ability to spot commercially exploitable patterns where other cannot.

6. Innovation erodes the profits and position of old companies.

7. It is frequently inversely related to the real potential of an opportunity.

8. Consumers have become more value-conscious and less brand-loyal, while retailers have become increasingly powerful.

9. Popular benchmarks include an annual growth potential of at least 20%.

10. the ability to create post-entry barriers

11. demonstrable value _____