

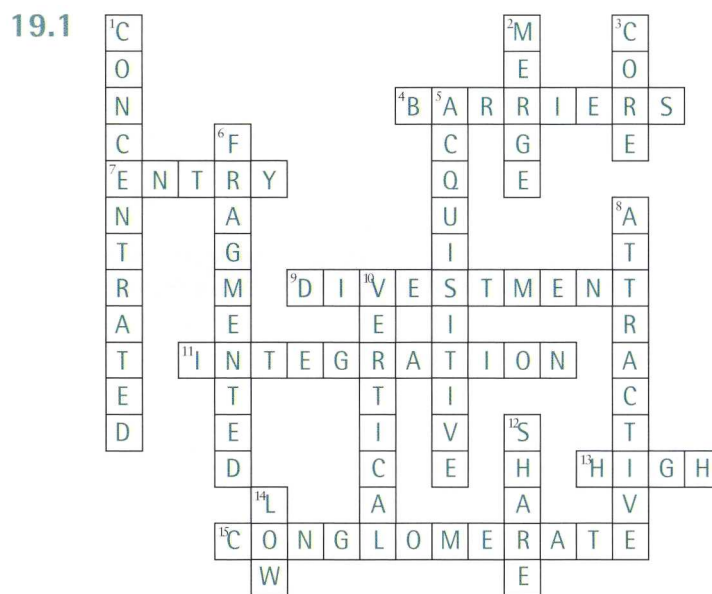
# KEY

## Business Vocabulary in Use: Advanced

⇒ unit 16 – *Strategic thinking*

- 16.1** 1 strategic move  
2 resources, planning  
3 resource allocation  
4 strategies
- 16.2** 1b, 2c, 3e, 4a, 5f

⇒ unit 19 – *Key strategic issues*



- 19.2** 1 strategic acquisitions  
2 acquisitions/takeovers  
3 subsidiaries  
4 unwieldy conglomerate  
5 profitability  
6 entrants

⇒ unit 20 – *Innovation*

- 20.1** 1b, 2d, 3c, 4a
- 20.2** 1 pioneer  
2 first mover advantage  
3 pioneers  
4 follower
- 20.3** 1 dropped out  
2 shakeout and consolidation  
3 dominate  
4 mature