

## READING, p. 101

### TASK 1

#### Par 1

1. **bruise** = injury caused by a blow to the body or a fruit, discolouring the skin but not breaking it.
2. **bandwagon** = 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 bandwagon rolling.*  
jump on/climb on/join the bandwagon: *Every business was trying to jump on the 'dot-com' bandwagon.*
3. **scramble on** = climb or crawl quickly, usu over rough ground or with difficulty
4. **trait** = element in sb's personality, distinguishing characteristic

#### Par 2

1. **venture capitalist** = 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. **business angel** = an investor who helps new companies develop by lending them their own money, which may involve a lot of risk
3. **to be inclined to** = to have a tendency to do sth, to have sth; likely to be sth, to do sth  
*The car is inclined to stall when it's cold outside.*  
to stall = (of an engine) to stop suddenly because of insufficient power or speed
4. **mediocre** = not very good, second-rate
5. **to attach a lot of importance on sth** = to put a lot of weight on sth
6. **scar** = 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 tissues have been destroyed and a scar has formed.*
8. **asset** = valuable or useful quality or skill
9. **prospective** = expected to be or to occur, future or possible

#### Par 3

1. **to rest on** = to depend on
2. **chances of** = possibility, likelihood

#### Par 4

1. **spin-out** = a company that is formed to develop and use the results of research done at a university or college  
**Spin-off** = the act of forming a new, independent company from part of an existing one; a company formed in this way
2. **edge** = advantage  
have an/the **edge** on/over sb/sth = have a slight advantage over sb/sth  
*The young tennis player definitely had the edge on his older opponent.*
3. **entrant** = someone who enters a competition, market or examination
4. **survival** = the fact or state of continuing to live or exist, especially in difficult conditions

#### Par 5

1. **pattern** = 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 spot** = to notice something or someone  
trainspotting = the activity of watching trains and writing down their numbers and names
3. **intuitive** = based on your feelings rather than on facts or evidence

#### Par 6

1. **radicalism** = a way of thinking or behaving that is based on the belief that important political and social changes are necessary

2. **domain** = a particular area of activity or life
3. **disruptive** = causing difficulties that interrupt something or prevent it from continuing
4. **to subject sth/sb to sth** = to make someone experience something unpleasant
5. **oligopoly** = 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 oligopoly of five or six companies.*

*Oligopoly is formed from the words **oligarchy** ( 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. **erode** = 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. **consolidation** = 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 consolidation of skills.*

### **Par 7**

1. **inverse** = opposite in amount or position to another thing (*in the text this word is in the adverbial form*)  
*There is an inverse 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 inversely to the dollar. E-business knowledge is inversely 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. **genuinely** = honestly or in a sincere way
2. **conscious** = noticing that something exists or is happening and realizing that it is important
3. **derive sth from sth** = to receive or obtain something from something else
4. **focused** = concentrating on a particular aim and not wasting time or energy on other things; clear
5. **counterpart** = 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. **groundbreaking** = using new methods or achieving new results
2. **benchmark** = an amount, level, standard etc that you can use for judging how good or bad other things are
3. **potential** = the possibility to develop or achieve something in the future

### **Par 10**

1. **dean** = a senior official at a college or university