

Complete the sentences with information from the listening exercise:

The two areas in which the manager has been involved in are **1** _____ and **2** _____. A good corporate and brand image will **3** _____ and **4** _____ a company and its products and services from all others. The price is a **5** _____ in terms of competitors. The brand identity doesn't matter in a situation where there are **6** _____. Companies can check the effectiveness of their corporate brand through a **7** _____, which means **8** _____ on everything the company produces. These should be done every **9** _____ or _____, ideally. Lots of big conglomerates with a variety of brands **10** _____, while the brands are in the forefront. People are more likely to remember a **11** _____ than a **12** _____. When a company is involved in some wrongdoing and their reputation gets tarnished, it will usually affect the **13** _____.

Read the text and answer the following questions:

1. Why is it very hard today to make money out of exclusive custom-made garments?
2. Chanel is the only luxury brand these days which is making money. T/F
3. In what context is Christian Lacroix mentioned?
4. How is the situation with exclusive clothing reflected in the current number of fashion houses in Paris?
5. It is only luxury brands which have been hit by the crisis. Small and medium size businesses in the fashion industry manage to operate unaffected. T/F
6. What is the source of the troubles of mass market producers?
7. Fortunately, the future for upmarket as well as downmarket clothes producers in Europe looks good. T/F