11.1
1 Before we employ people, we like to put them in job situations to see how they do the work and fit into the corporate culture.
2 The company has built a grand corporate headquarters as a permanent symbol of its power.
3 Our stylish new corporate logo shows our wish to be seen as a more international airline.
4 The economy is growing and corporate profits are rising.
5 The rules were introduced to protect women working in factories, but today they make it harder for women to climb the corporate ladder.
6 Companies hit by computer crime are not talking about it because they fear the publicity will harm their corporate image.

11.2
1 commercial airline
2 commercial land
3 commercial television
4 commercial artist
5 commercial disaster

11.3
1 free enterprise
2 private enterprise
3 enterprise economy
3 corporation
4 enterprise culture
5 enterprise zone

12.1
1 partnership
2 public limited company
3 corporation
4 sole owner, freelancer
5 limited company

12.2
1 demutualization
2 Building Society
3 members
4 demutualized
5 demutualize
6 mutual

12.3 1b, 2c, 3e, 4a, 5d

13.1
1 property
2 telecommunications
3 cars
4 tourism
5 financial services
6 defence
7 leisure
8 pharmaceuticals
9 media
10 healthcare

13.2

	A	E	R	O	S	P	A	C	E		D			
	U							S	T	E	E	L		
	T		S	E	R	V	I	C	E		F			
	O						A				E			
	M	A	N	U	F	A	C	T	U	R	I	N	G	H
	O						E			C				E
	B						R		M	E	D	I	A	
	I	N	D	U	S	T	R	I	A	L				L
	L						N		I					T
	E	M	E	R	G	I	N	G		G	R	O	W	T	H
									H				
	P	H	A	R	M	A	C	E	U	T	I	C	A	L	S

14.1
1 (a) Market research showed, (b) beta version, (c) after the launch
2 (d) the focus groups, (e) safe, (f) industrial scale
3 (g) designers, (h) testing, (i) CADCAM

14.2
1 design
2 market
3 groups
4 consumer
5 surveys
6 product launch
7 design
8 recall

15.1
1 a design
2 design
3 development
4 a development
5 an invention
6 an invention
7 innovation
8 an innovation

15.2
1 and
2 of
3 development
4 the
5 and
6 at
7 research
8 laboratories
9 some
10 innovative
11 in
12 made
13 breakthroughs
14 technology
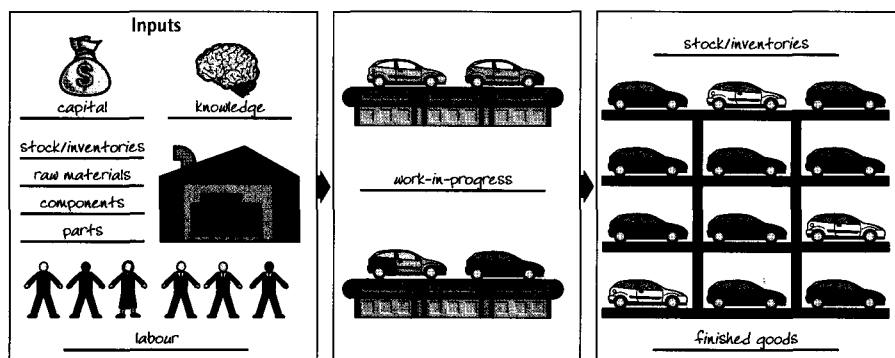15 to
16 The
17 of
18 is
19 of
20 leading
21 is
22 knowledge

15.3 1c, 2f, 3d, 4e, 5a, 6b

16.1 manufacture, manufacturer, manufacturing, manufactured goods
produce: non-food, producer, production, product
produce: food, producer, production, produce

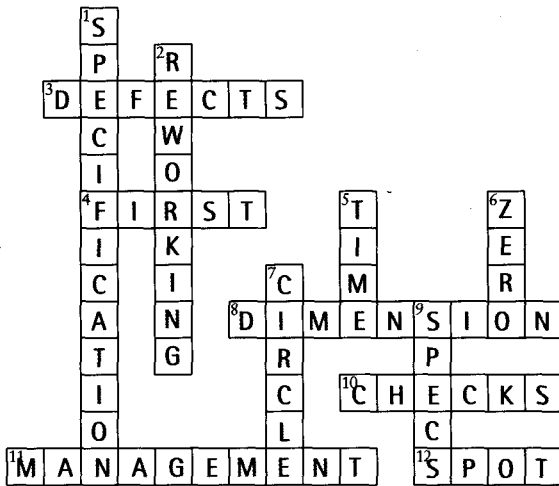**16.2** 3, 2, 4, 7, 1, 5, 6, 8

16.3 1b, 2f, 3g, 4e, 5d, 6c, 7a

17.1

17.2 1c, 2a, 3d, 4b

17.3
1 just-in-time
2 warehouses
3 to finance
4 store
5 more efficient
6 lean manufacturing

18.1

Crossword grid:
- 1 down: SPECIFICATION
- 2 down: REWORKING
- 3 across: DEFECTS
- 4 across: FIRST
- 5 down: TIME
- 6 down: ZERO
- 7 down: CIRCL...
- 8 across: DIMENSION
- 9 down: SPEC...
- 10 across: CHECKS
- 11 across: MANAGEMENT
- 12 across: SPOT

18.2
1. continuous improvement
2. business process re-engineering
3. benchmarking
4. best practice
5. continuous improvement

19.1
1. buyer, consumer, customer
2. customer base
3. client
4. client base, clientele
5. seller
6. seller, vendor
7. buyer, purchaser
8. vendor
9. buyer, purchaser, buying manager, purchasing manager
10. user, end-user

19.2
| 1 place | 3 prices | 5 forces |
| 2 reforms | 4 pressures | 6 economy |

20.1
| 1 penetrate | 3 corner, driving out |
| 2 entered, dominated | 4 monopolized |

20.2
1. are the market leader
2. have a 55 per cent market share
3. Market growth is
4. market segments
5. market segmentation

20.3
| 1 500 | 3 A | 5 B, C, D and E |
| 2 yes | 4 A and B | 6 no |

21.1
1. product, price, place, promotion
2. no
3. no

21.2 1d, 2e, 3a, 4c, 5b

22.1 1g, 2f, 3e, 4c, 5d, 6b, 7a

22.2
1 consumer durables
2 raw materials
3 consumer durables
4 fast-moving consumer goods
5 fast-moving consumer goods

22.3
1 brand manager
2 brand
3 brand recognition
4 brand image
5 own-brand
6 generic products
7 branded

23.1
1 true
2 true
3 true
4 false
5 true
6 false
7 true

23.2
1 hike
2 boom
3 cuts
4 controls
5 leader
6 tag
7 war

23.3
1 entry-level
2 trade up
3 move upmarket
4 sophisticated
5 mid-ranged
6 top-en
7 niche market

24.1
1 distribution channel
2 wholesalers
3 retailers
4 resellers
5 customer
6 middleman

24.2
1 shopping mall
2 shopping centre
3 convenience store
4 drugstore
5 deep discounter
6 department store

24.3
1 junk mail
2 call centre
3 mailshot
4 cold call
5 direct marketing
6 telemarketing

25.1

Crossword solution:

1 Down: HOARDING
3 Down: TERRITORIO
4 Across: DISPLAYADVERTISEMENT
5 Across: SAMPLE
6 Down: MAGAZINE
8 Across: FORCE
9 Down: INTERNET
10 Across: AGENCY
11 Across: PROMOTIONS
12 Down: MEDIA
13 Down: ARES
14 Across: GIFTS
15 Across: PRIZES
16 Across: ADVERTISERS
17 Across: WOMEN

The crossword grid letters:

Grid:
- 1 H O A R D(4) I N G
- 3 T E R R(4) I T O R I O
- 4 DISPLAYADVERTISEMENT
- 5 SAMPLE S
- 8 FORCE
- 10 AGENCY
- 11 PROMOTIONS
- 14 GIFTS
- 15 PRIZES
- 16 ADVERTISERS
- 17 WOMEN