

Use the word given in capitals to form a word that fits the gap.

## CUSTOMER REVIEWS



The (1) \_\_\_\_\_ [PUBLISH] in paperback of Matthew Quick's debut novel represented something of a milestone. The (2) \_\_\_\_\_ [PROMOTE] material that (3) \_\_\_\_\_ [COMPANY] the launch features glowing, five-star reviews such as "charming and well-written, (4) \_\_\_\_\_ [ARGUE] the best book I've read this year". Nothing so (5) \_\_\_\_\_ [USUAL] in that, you might think. Except that these notices came not from the pens of (6) \_\_\_\_\_ [PROFESSION] critics on national newspapers, but from actual (7) \_\_\_\_\_ [READ] who had bought the book on the internet, and enjoyed it enough to post a positive review on the site. (8) \_\_\_\_\_ [PRESUME], no (9) \_\_\_\_\_ [FINANCE] incentive or other (10) \_\_\_\_\_ [CONSIDER] coloured the view of these readers, whose opinions appear in an (11) \_\_\_\_\_ [EDIT] form, as can be seen from the various spelling and (12) \_\_\_\_\_ [GRAMMAR] mistakes they often contain.

It could be argued, of course, that the (13) \_\_\_\_\_ [ANALYSE] of an informed literacy critic may well be more (14) \_\_\_\_\_ [RELY] than the (15) \_\_\_\_\_ [THINK] of one casual reader. But along with the actual words (16) \_\_\_\_\_ [PEN] by amateur (17) \_\_\_\_\_ [REVIEW], the site records the star rating awarded to each title by all readers providing (18) \_\_\_\_\_ [FEED]. The book receives a cumulative star rating based on the average number of stars awarded, and constant (19) \_\_\_\_\_ [ADJUST] are made as further reviews come in. The more people like the book, the higher the star rating. Maybe that kind of (20) \_\_\_\_\_ [RECOMMEND] speaks for itself.

Adapted from: CAE Practice Tests Plus 2