

For questions 1 - 8, use the word given in CAPITALS at the end of the lines to form a word that fits in the gap in the same line.

The naming of products

International companies are finding it (0) increasingly **INCREASE** important to develop brand names that can be used in a wide range of countries. A product with a single, (1) recognised name can **UNIVERSE** enable companies to make major (2) **SAVE** in production and promotion costs – especially now that world advertising is a (3) in such **REAL** contexts as major sporting events.

It is said that more time is actually spent deciding the name of a product than on the research and development leading to the (4) **INNOVATE** itself. Thousands of possible names may need to be investigated to find one that is internationally (5) **ACCEPT**

An indication of the scope of the problem can be seen from the experience of Dunlop, who spent over two years (6) researching a name **SUCCEED** for a new tyre. They then launched an international (7) amongst their employees, **COMPETE** receiving over 10,000 entries. Around 30 names were selected from an enormous number of (8) but not one was found to be **SUBMIT** legally available in more than a small number of countries.

