

LEVEL THREE- LISTENING

Use the words in the box to complete the text. There are two extra words in the box.

entrepreneurs	skills	profit	products
competition	risks	succeed	

Today, technology based companies are the biggest companies in the world. Big multinational companies like Apple and Samsung spend billions of dollars every year to develop and market new 1. _____ like mobile phones and computers. These companies must often take huge 2. _____ because sometimes their devices may not sell well in the market and all the money spent to develop them will be lost. They must also face stiff 3. _____ from other companies that try to sell the same devices. Many of these companies were started by young 4. _____ like Steve Jobs, Mark Zuckerberg and Bill gates when they were students. They invested only a few hundred dollars in the beginning, but today they make billions of dollars as 5. _____ each year. In fact, these companies make more money than the GDP of many small countries.

(Biju C Thomas)