

Exercise 1

Read the information. Then use the context to work out the meaning of the words in bold in the sentences. Match the definitions with the words.

In this unit, you will read a text about entrepreneurs and business. This is a common topic in IELTS, so it is a good idea to familiarise yourself with some of the vocabulary you might see in a text on this topic.

achieve something, succeed in doing something

become successful quickly

early designs of something, from which improved designs are developed

people who are very successful in their work

profitable

people who start new kinds of businesses, especially if this involves financial risk

skill and expertise

symbols or words legally registered to identify a company or corporation

1. One of the UK's best-known **entrepreneurs** is Richard Branson, who has set up many businesses, including a successful airline and music label.

2. Many businesses seem to **take off** in no time at all, such as the marketing agency Towers Design, which already employs 22 people, even though the founder is still in his teens.

3. James Dyson created 5,127 different **prototypes** of his vacuum cleaner before creating one that was just right.

4. While some people, such as serial entrepreneur Tom Blomfeld, seemed destined to become **high-flyers**, for others, the success they went on to accomplish seems surprising when compared to what they achieved – or failed to achieve – at a young age.
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5. The Nike swoosh, which looks a little like a tick, is probably one of the most recognised **trademarks** in the world.
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6. Tom Blomfeld demonstrated his financial **know-how** when he raised £1 million in just 96 seconds.
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7. Richard Branson's Virgin Atlantic has been in competition with British Airways, particularly for dominance of the **lucrative** London to New York route.
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8. To **accomplish** anything in life, you have to be prepared to fail, learn from your mistakes and then try again until you get it right.
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