

Working with words

- 1 Complete the phrases in **bold** in the text with a suitable word from the list.

benefits concept innovative practical
proposition technology

The Cell Zone™ is an ¹ _____ **idea** from Salemi Industries. The **key** ² _____ behind this sound-resistant cell phone booth is that it lets you make and receive cell phone calls without disturbing anyone. It's a ³ _____ **solution** to the increasing problem of making calls in noisy public spaces where you need somewhere quiet and private to talk.

With its ergonomic cylindrical shape, the Cell Zone™ is a product where **cutting-edge** ⁴ _____ is combined with a stylish design. It's made from two steel cylinders fitted inside each other. The space between is filled with a soft, sound-absorbing material that acts as an additional sound barrier.

One of the **major** ⁵ _____ of the Cell Zone™ is that it can be located almost anywhere – airports, nightclubs, restaurants, libraries, sports stadiums, hotels, shopping malls or even on the street. The exterior of the booth can also be used for advertising, making it a **commercially-viable** ⁶ _____.

- 2 Replace the verbs in *italics* in 1–9 with a phrasal verb from the list. Change the tense if necessary.

*get round bring about come up with take forward
pay off carry out bring down take up set up*

- 1 I'm thinking of leaving the company to *start* _____ my own business.
- 2 We're over budget on this project – we need to do something to *reduce* _____ the costs.
- 3 That's a great idea – I knew you would *create* _____ a plan to solve the problem.
- 4 I'm really pleased the company has *responded* to _____ the challenge of recruiting across the EU.
- 5 We *performed* _____ a lot of tests before we launched this product.
- 6 Concern about global warming has *caused* _____ a number of changes to environmental guidelines.
- 7 We put a lot of money into this idea – hopefully the investment will *have a good result* _____.
- 8 We *avoided* _____ the problem of relocating extra staff by recruiting locally.
- 9 The first stage of the project went well, and we're now *developing* _____ our plans for the next stage.