

Match the phrases to make idioms

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|-----------------|--------------------|
| 1 blow smth | a the market |
| 2 think outside | b the box |
| 3 keep your eye | c the curve |
| 4 raise | d on the ball |
| 5 ahead of | e competitive adge |
| 6 maintain a | f out of the water |
| 7 corner | g extra mile |
| 8 go the | h the bar |

Fill out the gaps

market advantage brand customers edge
product profits share

Competition between businesses is natural. Each has to win market _____, retain _____ and increase their _____, while keeping one eye on what their competitors are doing. Some people view competition as a bad thing, but it is often essential for businesses to grow and improve their customer service. Becoming the leading _____ in a particular field gives a business a clear _____. But when companies are in this position they can't afford to be complacent, as the competition will be right behind them. Knowing their target _____ is crucial for continued success, and creating an innovative _____ can give a company that all important competitive _____.