

VOCABULARY

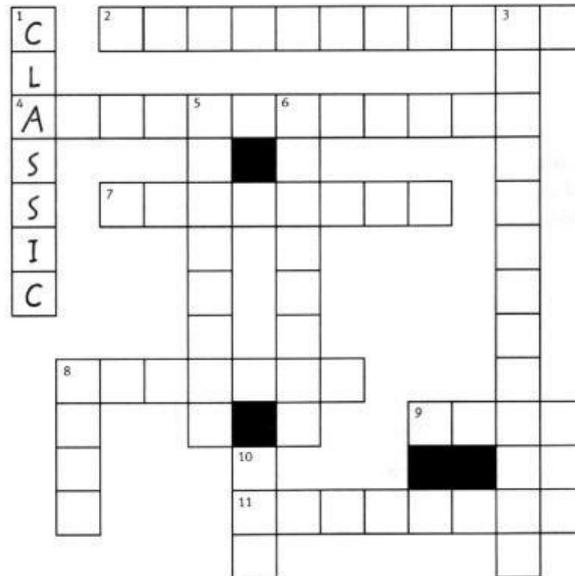
A Use the clues to complete the crossword puzzle.

Across

- 2 Something that is does not cost a lot to buy or use. (11)
- 4 An brand is one that people think will give them a higher position in society. (12)
- 7 A product has no defects. (4-4)
- 8 A product is attractive and fashionable. (7)
- 9 If you say that something is a product, you think it is very good. (4)
- 11 goods are expensive and intended to appeal to people in a high social class. (8)

Down

- 1 A *classic* product is one that has been popular for a very long time. (7)
- 3 If a product is, it is worth the price you pay for it. (5, 3, 5)
- 5 If something is, you can trust it or depend on it. (8)
- 6 A brand is not affected by changes in fashion. (8)
- 8 A product is fashionable and exciting. (4)
- 10 If you say that something is, you think it is enjoyable. (3)



B Complete the word partnerships with *brand, product or market*.

- 1 *brand* loyalty
- 2 challenger
- 3 endorsement
- 4 stretching
- 5 lifecycle
- 6 share

VOCABULARY

A Complete the sentences with words from the box.

divert	jet-lag	cabin	legroom
delays	service	flights	

- 1 A growing number of people criticise the airlines and demand better *service*
- 2 There are signs that airlines are trying to respond to customer dissatisfaction, for example by providing more and quality in-flight meals.
- 3 Cases of passenger misbehaviour are unfortunately all too common on long-distance
- 4 After a 15-hour flight, you can expect a lot of travellers to suffer from
- 5 Poor service and frequent will inevitably harm an airline's reputation.
- 6 Flight and crews sometimes have to deal with dangerous in-flight behaviour.
- 7 We were heading for Warsaw, but owing to the bad weather, they had to our flight to Frankfurt.

B Complete the text with the best words.

Customer satisfaction

For the second time, the Korona Hotel has been ranked No. 1 for customer satisfaction.

'At our hotel, we give our¹ more than a high-quality experience, we get them to enjoy the Korona way of life,' says Kurt Ahlberg, the General Manager, 'and we pride ourselves on excellent² in a luxurious environment'.

The³ are responsive and service-oriented, they obviously enjoy their jobs and want to help the clients. The Korona is committed to meeting the⁴ of today's international business⁵: there is high-speed Internet access throughout the hotel, and there are three spacious meeting rooms, with all the⁶ needed for successful business⁷.

In addition, the⁸ of the hotel is ideal: a three-minute drive from the international airport.

Ahlberg has long understood that busy executives cannot afford to waste time in⁹ jams as they try to¹⁰ city centre venues. Nor do executives particularly enjoy getting up at dawn to catch an early-morning¹¹.

- | | | | |
|----------------|---------------|------------------|--------------|
| 1 a) customers | b) guests | c) tourists | d) shoppers |
| 2 a) waiters | b) help | c) chefs | d) service |
| 3 a) crew | b) assistants | c) salesmen | d) staff |
| 4 a) needs | b) functions | c) success | d) failure |
| 5 a) tourists | b) dealers | c) travellers | d) voyagers |
| 6 a) tools | b) facilities | c) buildings | d) machines |
| 7 a) speeches | b) lectures | c) presentations | d) talks |
| 8 a) location | b) place | c) venue | d) situation |
| 9 a) transport | b) street | c) road | d) traffic |
| 10 a) reach | b) get | c) arrive | d) go |
| 11 a) arrival | b) airport | c) flight | d) check-in |

VOCABULARY

A Make prefix and verb combinations to complete the sentences. Use the correct form of the verbs.

down	assess
	grade
	locate
	train
de	centralise
	date
	develop
re	launch
	organise
	regulate
up	size
	structure

- If our company says it's going to *downsize*, I think that means we're out of a job.
- Could you please us on how the project is progressing?
- Lots of companies say they would like to responsibility and authority.
- Nobody knows what will happen to the company because it has not since the last recession.
- Our company is about to its head office to India.
- Owing to political unrest in the north of the country, many companies began to the risk of doing business there.
- Sales will increase if we the product under a different name.
- In May, the Chinese government announced its plan to the telecoms sector into three operators, each with wireless and fixed-line services.
- The local council has plans to the whole area north of our headquarters.
- We bought the new software and then realised we would need to the staff to use it.
- We want to use the money to all our computers with more powerful processors.
- Our government might all internal flights to make the industry more competitive.

VOCABULARY +

B All the verbs in Exercise A have a corresponding noun. Make nouns from the verbs and put them in the correct column.

No change	-ation	-ing	-ment
<i>update</i>	<i>downsizing</i>
.....
.....

C Complete each pair of sentences with the same noun from Exercise B.

- 1 The collapse of two banks triggered a widespread of the risk of lending money to financial institutions.
The financial crisis prompted a of the banks' role.
- 2 Mrs Cooper's presidency was marked by the promotion of home ownership, financial and an unshakeable faith in the free market.
Despite the huge problems faced by financial institutions, some experts maintain that further of the economy and increased entrepreneurialism are essential for our country to increase its growth rate.
- 3 Some websites offer a minute-by-minute on the rate of exchange between all major currencies.
The latest on fund trends can be downloaded from our website.
- 4 The retail chain has not yet put a figure on the number of job losses involved in the
Northland Bank could not escape the general of staff and branch numbers among the country's major High Street banks.
- 5 The of the product will involve a new brand name and a more attractive label.
Two months after its , the circulation of the newspaper had doubled.

LANGUAGE REVIEW**A Past simple or present perfect? Use the correct form of the verbs given to complete the conversation.**

- René: Alex! What a surprise! I *haven't seen*¹ you for months. *see*
Last time we², you³ about *meet / be*
to go to Italy.
- Alex: That's right, yeah. I⁴ there to retrain the sales *go*
staff at our main subsidiary.
- René: Mm. What was that like?
- Alex: Interesting, but tough. I'm not sure I⁵ from the *recover*
experience yet.
- René: Really? What⁶? *happen*
- Alex: Well, one of the guys in the team⁷ anything *reject*
that⁸ like a new idea. *look*
- René: I suppose that's what you call 'resistance to change'.
- Alex: Yeah, exactly. And now to make things worse he
.....⁹ of the team. *drop out*
- René: Well, not a big loss, from what you're saying.
- Alex: Mm, you're probably right. Anyway. What about you?
I've no idea what you¹⁰ up to. *be*
- René: Guess what! I¹¹ my job! *change*
- Alex: What? You¹² Klintel? I don't believe you! *quit*
- René: Yep! I¹³ with Orseca since January. *be*
- Alex: Oh, I know Orseca. Everyone says it's the place to be.
- René: I certainly don't regret my decision. Since I¹⁴ *start*
working for them, I feel a lot better. And I¹⁵ *take up*
skydiving!