success

1 Verb + success

Use the correct form of these verbs:

achieve	*attribute*
have	*make*
guarantee	*owe*
prove	*wish*

1. I've been looking for a job for some time now, but I haven't ..... much success in finding one.
2. Liz needs to pull her socks up and work harder if she is going to ..... a success of her career.
3. I'd like to take this opportunity to ..... you every success in your new job.
4. How do you account for the success of brands like Coke and Nike?
   > They ..... their success to good advertising.
5. My efforts to become an actor have met with little success, but my brother has ..... success beyond his wildest dreams. He's now filming in Hollywood.
6. What do you put your success down to?
   > I ..... my success to hard work and, of course, a little luck.
7. The novel ..... such a success that the author quickly followed it up with another, based on the same characters.
8. This treatment can't ..... success, but at least 70% of women who have used it have seen significant loss of weight in the first three months.

2 Expressions with prepositions

Use these nouns to complete the expressions:

chance of	*degrees of*	*key to*
sign of	*measure of*	*taste of*

1. I've tried a number of different medicines, with varying ..... success.
2. The doctors told us that the operation only has a fifty-fifty ..... success.
3. Confidence is the ..... all success.
4. We've achieved some ..... success with our new product range.
5. They are still enjoying the sweet ..... success after their championship win.
6. The opening of two new outlets in the town is yet another ..... the continuing success of the supermarket chain.

3 Great success

Match the two halves of these situations:

1. The party was a spectacular success.
2. Mr Hughes, to what do you ascribe the phenomenal success of your new play?
3. His latest novel is already a roaring success.
4. The good weather helped to make the occasion a resounding success.
5. Abba have enjoyed success on a scale unparalleled by any previous pop group.
6. The World Cup theme tune 'Nessun Dorma' has proved an out-and-out success.

a. It's sold over three thousand copies in a week.
b. Except the Beatles, of course.
c. A good time was had by all.
d. Nobody quite knows why.
e. Was it the production?
f. There wasn't a drop of rain.

Go back and underline the adjective collocations.

Notes

1. Note the different verbs we use to say that something is considered a success:
   The evening was deemed a success by everyone.
   The play was an overnight success. It was rated a success after only one performance.
   The event was voted a success and it is now certain that it will be held again next year.
   The new scheme has been hailed as a success by the general public.
2. Note the expression 'without success'.
   I tried to ring him, but without success.
3. Books, films, pop groups can be 'an immediate success' or 'an overnight success'.
4. Operations have a 'success rate':
   The success rate for this operation is 90%.
5. If a play or a film is a 'box-office success', lots of people go to see it.
6. You may want to ask someone:
   What is the secret of your success?
7. If you are the 'victim of your own success', something negative has accompanied your success:
   Bill was the victim of his own success. As his company grew, he worked longer and longer hours until one day he just dropped dead – the richest man in the graveyard!

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