Fill in the gaps with the following expressions:

amounted to	an astronomical flop	bounce back	competitors	
downward spiral	grossed	grow exponentially	listings	lose ground
peak	plummet	overwhelming success	raise funds	raking in
saw instant success	turn itself around			

Apple

Apple went into a decade-long _______________ after CEO Steve Jobs left the company in 1985 and lower-priced products from _______________, like Microsoft Windows, took over the personal computer market.

For 12 years its innovation, popularity and sales continued to _______________, almost reaching bankruptcy until Jobs rejoined the company in 1997. The company was able to _______________ with a successful rebrand and new technology like the first iMac.

Now, Apple is one of the most well-known and valuable companies in the world, _______________ almost $300 billion in revenue each year.

AirBnB

When Airbnb launched in 2008 it struggled to find investors, forcing founders Brian Chesky and Joe Gebbia to create custom cereal boxes to _______________. With Barack Obama and John McCain as inspiration, they created "Obama-Os" and "Cap'n McCains." Within two months, they'd raised over $30,000 and got invited to a training session for a startup incubator, which provided them with training and $20,000 in funding.

The company was able to _______________ and by the next year, the Airbnb website had 10,000 users and 2,500 _______________. The company now has over 4 million listings around the world and rakes in over $2.5 billion in annual revenue.

Marvel

Marvel was founded in 1939 by Martin Goodman and _______________ with its creation of the Human Torch, Sub-Mariner and Captain America. Sales _______________ almost $1 million in the first two years of business and continued to rise for decades until the 1980s.

In 1986 Marvel made its first attempt at a film with the theatrical release of Howard the Duck, which was _______________ (even though it was produced by George Lucas). The film cost $30 million to make and only _______________ $15 million, earning a spot on the list for costliest box-office flops of all time.

Shortly after, Marvel began to _______________ to its rival, DC Comics, when DC began producing series like Watchmen, Batman: The Dark Knight Returns and Superman. Marvel's financial success began to _______________ in the early 90s until it suffered a huge blow in 1992 when some its greatest writers left to form their own company.

With the new millennium, Marvel was able to _______________ from bankruptcy by a merger with Toy Biz and began producing successful film franchises like Spider-Man and X-Men. Finally, in 2009 Marvel was bought by Disney for $4 billion and has since seen _______________ with movies like Iron Man, Guardians of the Galaxy, The Incredible Hulk and Black Panther.