

B Choose the correct verb in each sentence.

- 1 Sales staff who are impolite to customers *disrupt* / *damage* the reputation of a company.
- 2 We are planning to *promote* / *establish* branch offices in Spain next year.
- 3 By merging with a US company, we greatly *strengthened* / *maintained* our sales force.
- 4 Relations with customers have been *fostered* / *undermined* recently by poor after-sales service.
- 5 Thanks to a new communications system, we are *souring* / *improving* relations with suppliers.
- 6 A strike at our factory last year *resumed* / *disrupted* production for several weeks.
- 7 We could not agree on several points, so we *broke off* / *cut off* talks regarding a joint venture.
- 8 The success of our new product launch was *cemented* / *jeopardised* by an unimaginative advertising campaign.
- 9 In order to gain market share in China, we are *building up* / *cutting off* relationships with local agents.
- 10 Business relations between the two countries have been *severed* / *fostered* by official visits and trade delegations.