

Match these management expressions (1–7) with their definitions (a–g).

- 1 time management
- 2 quality management
- 3 line management
- 4 middle management
- 5 brand management
- 6 crisis management
- 7 risk management

- a direct management of staff
- b how a company tries to control its brands and brand image
- c level between senior management and junior management
- d managing systems in a company so that each department works effectively and produces products of the required standard
- e process of dealing with difficult situations
- f process of assessing and measuring possible dangers and evolving strategies to deal with them
- g the skill of administering your time so as to work effectively