Complete these sentences with the present simple or the present continuous form of the verbs in brackets.

1 a) At the moment, eBay ..... (work) with brand owners to remove fake items.

b) eBay ..... now (spend) $20m a year analysing suspicious sales.

2 a) Louis Vuitton usually ..... (sell) its products through authentic Louis Vuitton boutiques.

b) At the moment, Louis Vuitton ..... (negotiate) with Hubert de Givenchy.

3 a) Both Apple and BlackBerry ..... (launch) important new products this year.

b) These days, a lot of people ..... (have) a BlackBerry.

Complete this text with the present simple or the present continuous form of the verbs in brackets.

The Google brand .....[1] (grow) rapidly. According to the Millward Brown Brandz report, it .....[2] (hold) first place in the list of top 100 brands. In fact, the IT field .....[3] (dominate) the top-ten corporate brands. Google .....[4] (operate) websites at many international domains, the most popular being www.google.com, and .....[5] (generate) revenue by providing effective advertising opportunities. Google always .....[6] (focus) on the user, and consumers usually .....[7] (see) Google as quite trustworthy.

Nowadays, companies .....[8] (begin) to recognise that brands are amongst their most valuable assets. They understand that brands .....[9] (become) ever more powerful in driving business growth. Strong brands .....[10] (generate) superior returns and protect businesses from risk. Google currently .....[11] (hold) the top position, but it has to keep innovating if it wants to remain number one. BlackBerry and Apple are the two fastest-growing brands in the top 100, and China Mobile .....[12] (grow) steadily, too.

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