

Working with words

1 Match 1–8 to a–h.

- 1 They'll be easy to work with – they certainly have b
- 2 She's quite shy, but sometimes she comes ____
- 3 As a financial adviser, I have to build ____
- 4 I thought he was arrogant, so I took ____
- 5 To attract younger customers, you'll have to project ____
- 6 If your office is clean and tidy, it creates ____
- 7 Your company needs to manage ____
- 8 I'm afraid that these faults might mean our customers start to form a bad ____

- a across as being a bit unfriendly.
- ~~b a reputation for good communication with clients.~~
- c an impression of efficiency and professionalism.
- d an instant dislike to him.
- e a more modern image.
- f a good relationship with clients so they trust me.
- g opinion of us.
- h its online profile more carefully.

2 Complete 1–8 with the adjectives from the list.

*favourable trustworthy simple ineffective
functional wary successful modest*

- 1 Our new product got good press and favourable reviews.
- 2 We can speak freely – my assistant is very _____.
- 3 The advertising campaign was _____ – our sales actually fell slightly.
- 4 The design is simple and _____ so the product is very easy to use.
- 5 Fortunately our bid was _____ so we now have funds to develop the new department.
- 6 It is natural to be _____ of a company that has a poor reputation for customer service.
- 7 Don't be too _____ about your achievements at the interview. You need to let them know how much you've done.
- 8 Remember the golden rule when presenting: keep it short and _____.