



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 Motorola _____ (launch) important new products this year.

- b) These days, a lot of people _____ (have) a Motorola.





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

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

Nowadays, companies _____ (begin) to recognise that brands are amongst their most valuable assets. They understand that brands _____ (become) ever more powerful in driving business growth. Strong brands _____ (generate) superior returns and protect businesses from risk. Google currently _____ (hold) the top position, but it has to keep innovating if it wants to remain number one.