

## Business Result

### Advanced (C1)

#### Unit 4

##### Exercise 1

##### Match.

- |                |                               |
|----------------|-------------------------------|
| 1. express     | a. communications plans       |
| 2. learn       | b. planning                   |
| 3. draw        | c. simulation exercises       |
| 4. robust      | d. to crises                  |
| 5. restore     | e. from each other's mistakes |
| 6. resilient   | f. things to a close          |
| 7. contingency | g. public remorse             |
| 8. run         | h. ownership                  |
| 9. take        | i. its reputation             |
| 10. show       | j. care for                   |

##### Exercise 2

Complete the sentences using the phrases from the previous exercise in the correct form.

1. Companies should start with some proper \_\_\_\_\_.
2. Firms all too often fail to \_\_\_\_\_.
3. Popular brands can be surprisingly \_\_\_\_\_.
4. CEOs should always start by \_\_\_\_\_ those affected.
5. Ms Gudgeon believes VW can \_\_\_\_\_.
6. I'd like to \_\_\_\_\_.
7. Sometimes firms haven't actually \_\_\_\_\_.
8. Mr Clayton has some sympathy with companies expected to \_\_\_\_\_.
9. Many companies don't have \_\_\_\_\_ in place.
10. It is vital that a chief executive \_\_\_\_\_ of a crisis.