Complete these sentences using a suitable relative pronoun, if necessary (if it isn't necessary, write -).

1. I first met Larry, _____ later became my father-in-law, _____ I started working for his PR company.
2. A 'glass consumer' is one _____ a company can see through and knows exactly how she will think and behave.
3. Is this the marketing study _____ you were looking for?
4. In an economic downturn, for some companies led by marketing managers _____ are truly aggressive and _____ dare to attack rather than defend, the worst of times will prove the best of times.
5. *Sex and the City,* _____ the popular US TV series _____ based in New York _____ starred Sarah Jessica Parker, was an extremely successful example of how to market consumer goods to women.
6. Customer relationship management, _____ CRM for short, is the collection of systems and processes _____ companies use to interact with customers.

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Rewrite these pairs of sentences as one sentence without changing the meaning. Reduce the relative clause, omitting the relative pronoun and verb where possible.

1. Young customers visit our stores. They are usually in the 25-34 age bracket.

2. Procter & Gamble is a manufacturer of household products. It has created various women-specific products.

3. Many large companies are cutting their marketing budgets. They are switching to viral marketing.

4. They need to re-launch the marketing campaign. It flopped with younger customers.

5. Retailers need to take into account the spending power of women. Women are responsible for most household purchases.

6. Their last advertising campaign was mainly focused on baby boomers. It was a huge success.

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