



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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 **LIVEWORKSHEETS**



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.