

Read the sentences. Complete each one with the correct verb tense.

1. Many people believe  
(believe / are believing) that food from different countries is exotic.
2. The number of global advertisers around the world today  
is increasing  
(increases / is increasing).
3. These advertisers usually fail  
(fail / are failing) if they do not consider differences in culture.
4. Many people consider  
(consider / are considering) McDonald's to be an excellent example of a successful international restaurant.
5. Today, more advertising firms write  
(write / are writing) different messages for different countries to avoid translation problems.
6. Fast food firms always make  
(make / are making) their food look delicious on TV.
7. Many people around the world like  
(like / are liking) ad campaigns that are funny.
8. The world market of Internet users grows  
(grows / is growing) nowadays.