

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 increases (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.