Match the phrases to make idioms

1 blow smth	a the market
2 think outside	b the box
3 keep your eye	c the curve
4 raise	d on the ball
5 ahead of	e competitive adge
6 maintain a	f out of the water
7 corner	g extra mile
8 go the	h the bar

Fill out the gaps

advantage brand customers edge
market product profits share

Competition between businesses is natural. Each has to win market _____ , retain _____ and increase their _____ , while keeping one eye on what their competitors are doing. Some people view competition as a bad thing, but it is often essential for businesses to grow and improve their customer service. Becoming the leading _____ in a particular field gives a business a clear _____ . But when companies are in this position they can't afford to be complacent, as the competition will be right behind them. Knowing their target _____ is crucial for continued success, and creating an innovative _____ can give a company that all important competitive _____ .

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