Reading activity

Zoom in, read the text and match the vocabulary words on the left to their definitions on the right.

In today's competitive market, having a strong brand is crucial for any business hoping to succeed. Companies invest heavily in marketing and advertising campaigns to create a positive brand image and generate buzz around their products or services. A well-crafted brochure or online advertisement can be a powerful tool for reaching potential customers, but it's important to ensure that the message is clear, concise, and free of any misspellings. A catchy headline can grab the reader's attention, while persuasive language and linking words can help to keep them engaged. Whether you're a seasoned marketing professional with an MBA or just starting out, having business acumen and strong writing skills are essential for creating effective promotional materials. When it comes to delivering those materials, a reliable courier service can ensure that your message reaches its intended audience on time.

1. Master of Business Administration (MBA)
2. Acumen
3. Brand
4. Headline
5. Misspelling
6. Buzz
7. Linking Words
8. Brochure
9. Courier

A. Small booklet containing information or advertising material.

B. The ability to make good judgments and quick decisions.

C. A postgraduate degree focusing on business administration and management.

D. Excited talk or attention surrounding a product, service, or topic.

E. A person or company that transports messages or packages

F. The title of a newspaper story or advertisement

G. Words or phrases used to connect ideas.

H. The name or symbol that identifies a product or service.

I. An incorrect spelling of a word.

SEP inglés

LIVEWORKSHEETS