

Complete these sentences with the present simple or the present continuous form of the verbs in brackets.

- 1 a) At the moment, eBay (work) with brand owners to remove fake items.
b) eBay now (spend) \$20m a year analysing suspicious sales.
- 2 a) Louis Vuitton usually (sell) its products through authentic Louis Vuitton boutiques.
b) At the moment, Louis Vuitton (negotiate) with Hubert de Givenchy.
- 3 a) Both Apple and BlackBerry (launch) important new products this year.
b) These days, a lot of people (have) a BlackBerry.

Complete this text with the present simple or the present continuous form of the verbs in brackets.

The Google brand¹ (grow) rapidly. According to the Millward Brown Brandz report, it² (hold) first place in the list of top 100 brands. In fact, the IT field³ (dominate) the top-ten corporate brands. Google⁴ (operate) websites at many international domains, the most popular being www.google.com, and⁵ (generate) revenue by providing effective advertising opportunities. Google always⁶ (focus) on the user, and consumers usually⁷ (see) Google as quite trustworthy.

Nowadays, companies⁸ (begin) to recognise that brands are amongst their most valuable assets. They understand that brands⁹ (become) ever more powerful in driving business growth. Strong brands¹⁰ (generate) superior returns and protect businesses from risk. Google currently¹¹ (hold) the top position, but it has to keep innovating if it wants to remain number one. BlackBerry and Apple are the two fastest-growing brands in the top 100, and China Mobile¹² (grow) steadily, too.