

## 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 brand ..... <sup>1</sup> (grow) rapidly. According to the Millward Brown Brandz report, it ..... <sup>2</sup> (hold) first place in the list of top 100 brands. In fact, the IT field ..... <sup>3</sup> (dominate) the top-ten corporate brands. Google ..... <sup>4</sup> (operate) websites at many international domains, the most popular being [www.google.com](http://www.google.com), and ..... <sup>5</sup> (generate) revenue by providing effective advertising opportunities. Google always ..... <sup>6</sup> (focus) on the user, and consumers usually ..... <sup>7</sup> (see) Google as quite trustworthy.

Nowadays, companies ..... <sup>8</sup> (begin) to recognise that brands are amongst their most valuable assets. They understand that brands ..... <sup>9</sup> (become) ever more powerful in driving business growth. Strong brands ..... <sup>10</sup> (generate) superior returns and protect businesses from risk. Google currently ..... <sup>11</sup> (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 Mobile ..... <sup>12</sup> (grow) steadily, too.