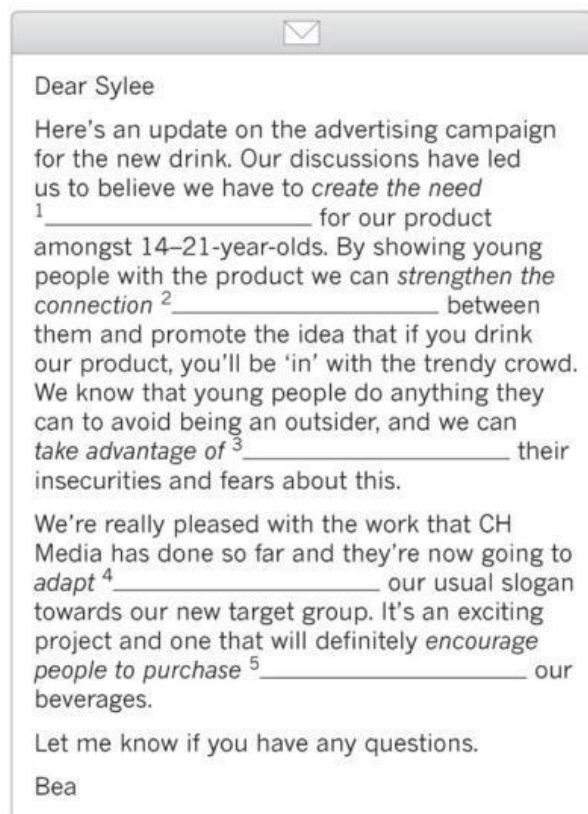


Working with words

- 1 Replace the phrases in *italics* in this email with a phrase from the list.

generate a demand *promote the consumption of*
reinforce an association *play on* *tailor*



- 2 Complete sentences 1–8 with the correct preposition.

- The message we want to put _____ is one of 'belonging'.
- We're hoping to appeal _____ the younger market.
- We want young professionals to buy _____ the lifestyle that we portray.
- Customers were taken _____ by the idea that owning the product would improve their social status.
- The advertising agency have picked _____ on several potential problems with our proposed logo and slogan.
- The first draft of the advert didn't really live _____ to our expectations.
- I think we need to hold _____ for a much improved second draft of the advert – we can wait for another two months, so we should push for what we want.
- The economy is in trouble and people are trying to cut their spending, so I think we should tap _____ this by pushing our low-price 'value' products.

- 3 Choose the correct words in *italics* to complete sentences 1–8.

- We all want to work hard for Suzy, she's a good leader and really *aspirational* / *motivational*.
- Jens has a lot of ambition, and he's very *aspirational* / *materialistic* – he wants our team to win the sales team of the year award!
- With this new product we're hoping for rapid *USP* / *market penetration* ahead of the competition.
- It's well-known that they expect their employees to reach impossible deadlines, even if it means working throughout the night. I think that's really *exploitative* / *materialistic* and they have to change their policies if they want to improve their reputation.
- Helen is very worried about what her neighbours think of her new car. I think she may have a bit of *USP* / *status anxiety*.
- The product is selling extremely well because we created a *USP* / *consumer profile* that no competitor could match.
- Kids these days always want new gadgets and are never satisfied – we were never so *materialistic* / *exploitative* when we were young.
- We've studied purchasing trends and have drawn up some very accurate *consumer profiles* / *market penetration*.

Business communication

- 1 Complete the talk with phrases from the list.

second point *strong position* *having said*
become apparent *very much* *is achievable*
comes across *because we* *first benefit*
serious consideration

'So, we're here today to discuss change. It has 1 _____ that although you all know change is inevitable, you don't want to face up to it. Also, what 2 _____ from talking to you is your reluctance to embrace the changes. I'd like to reassure you that this can only be a positive move. Let's look at the plus points; by changing our internal structure we can optimize our skills and strengths.

OK, that's the 3 _____. Now, the 4 _____ - if we become more efficient, it'll be easier to meet customer demand. But 5 _____ that, it's important to remember to stay focused and not overreach ourselves. Our goal here is to gain market share. I believe a 5% increase by the end of the year 6 _____. No question. Through hard work and determination we'll succeed. In fact, we're in an extremely 7 _____. Why? 8 _____ have both the knowledge and the resources. I 9 _____ hope that you'll support me in this. Please give 10 _____ to not only the company's future, but your future. Change does make sense.'