

Editing

D Read this text about successful marketing.

In most of the lines **1–10** there is **one extra word** which does not fit. Some lines, however, are correct.

If a line is **correct**, put a tick (✓) in the space provided.

If there is **an extra word** in the line, write that word in the space provided.

The key to successful marketing consists of three broad areas. Firstly, do you need to have a really passionate curiosity for the customer. So you need to be prepared to do a lot of hard work to get in a deep understanding of their needs, their behaviour and everything that really motivates for them. Secondly, you need a good business sense, because you want it to make some money. Obviously, when you are in business, one of your main goals is to make a profit because no business can survive if it is not profitable. Finally, you also have to have a great communication skills. In marketing, you have to do communicate with a lot of different people, such as your customers, as well as with all the other people involved in your projects. And it is not all about being able you to speak or write effectively, it is also about being a good listener.

- 1do.....
- 2✓.....
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10