



A  CD2.43 Complete the table with appropriate forms of words from part one.


verb (infinitive)	noun (singular)
..... ¹	influence ¹
manage ² (person), ³ (thing)
pioneer ⁴
emphasise ⁵
control ⁶
profit ⁷
retail ⁸

B Match the nouns above (1–8) to their meanings (a–h).

- a) a person or organisation that is the first to do something
- b) selling to consumers rather than to other businesses
- c) power to change other people's opinions, behaviour, etc.
- d) the way organisations are structured, employees told what to do, etc.
- e) the importance given to something in relation to something else
- f) when you get more money from sales than you have spent
- g) someone who tells employees what to do
- h) the power to make decisions about how an organisation works

C  CD2.44 Complete these statements with expressions from part two.

- 1 The attitudes and beliefs that guide someone's behaviour together form their *ph*.....
- 2 Someone who starts a business is its *f*.....
- 3 Something that is real is *g*.....
- 4 Subjects, problems, etc. that are discussed are *i*.....
- 5 Moral ideas that guide your behaviour are your *pr*.....
- 6 Another word for 'help' is *a*.....
- 7 If you believe something strongly, you believe it *f*.....
- 8 Large amounts of money are *s*..... *s*.....

D  CD2.45 Listen to part three. Match the issues (1–6) with the imaginary comments (a–f) made by employees working under one of the three managers mentioned.

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| 1 communication | a) 'He never shouts at people.' |
| 2 involvement | b) 'When she says something, it's always so clear what she means!' |
| 3 availability/visibility | c) 'He's a real hands-on type of manager.' |
| 4 commitment | d) 'I think he will always do the best thing for all of us.' |
| 5 respect/consideration | e) 'The door to her office is always open.' |
| 6 trust | f) 'I want to see my boss doing a great job.' |