

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.

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 <i>way</i>  my boss to be <i>completely</i> <i>trust</i> able.'