

VOCABULARY

1 Communication

Choose the best word to complete each sentence.

- 1 Liam is a very *articulate* / *responsive* speaker. He expresses his ideas clearly and effectively.
- 2 The product presentation was *rambling* / *sensitive*. It included a lot of useless information, and no one really understood the point.
- 3 Your talk is limited to 10 minutes, so you need to be *responsive* / *succinct*. If you don't stick to the point, you won't have time to say everything.
- 4 Bill is *extrovert* / *focused*, so he really enjoys giving presentations. He loves being the centre of attention and talking to people.
- 5 I'm afraid I still don't know anything about the launch. The Marketing Manager gave a presentation about it, but he wasn't very *hesitant* / *coherent*. I don't think he was prepared.
- 6 I've asked Elise to attend the meeting. She's very *persuasive* / *inhibited*, and I think she can get a good deal for us.
- 7 I really enjoy listening to Pietro negotiate. He's *reserved* / *eloquent* and knows the business very well, so he speaks with great authority.
- 8 To be a *fluent* / *concise* speaker, you need to practise speaking so that your words flow naturally.
- 9 Veejay *interrupted* / *confused* Simon's talk and asked several questions. He should have waited until Simon had finished.
- 10 Let's not *clarify* / *digress* from the main point. We haven't got much time.
- 11 Speakers can *explain* / *engage* the audience by telling interesting personal stories and by making eye contact.
- 12 You have to concentrate and *listen* / *ramble* to the questions the audience asks.

IDIOMS

Complete the conversation below with the words in the box.

bush grapevine loop mouth picture stick wall wavelength

- A: Have you seen Marco today?
- B: No. Why?
- A: Oh, I just wondered.
- B: Don't beat about the¹. Why are you asking?
- A: Well, I heard on the² that he's been promoted.
- B: Really? Are you sure you didn't get the wrong end of the³?
- A: That's why I asked if you'd seen Marco. I want to get it straight from the horse's⁴.
- B: Why don't you ask Rolf? He'll know.
- A: Rolf? Talking to Rolf is like talking to a brick⁵. We're never on the same⁶.
- B: OK, how about Lea? I'm sure Marco's keeping her in the⁷.
- A: Yeah, good idea. I'm sure Lea will put me in the⁸. Thanks for the suggestion!

SKILLS

Match the halves of the expressions.

- | | |
|------------------------|------------------------------|
| 1 Sorry, could you | a) 'a long time'? |
| 2 I didn't quite | b) you spell that, please? |
| 3 Could you speak | c) catch that. |
| 4 Could you say | d) what we've agreed. |
| 5 Would | e) you back? |
| 6 Sorry, I'm not | f) I know what you mean. |
| 7 What do you mean by | g) repeat that? |
| 8 What does | h) up, please? |
| 9 Sorry, I | i) that again, please? |
| 10 Sorry, I'm not sure | j) with you. |
| 11 I'll have | k) 'too expensive' mean? |
| 12 Can I call | l) to get back to you later. |
| 13 Could you be | m) don't follow you. |
| 14 Let me go over | n) a bit more specific? |

VOCABULARY

2 International marketing

Match the words to make common word partnerships.

- | | |
|-------------|----------------|
| 1 marketing | a) penetration |
| 2 market | b) retention |
| 3 product | c) goods |
| 4 customer | d) market |
| 5 brand | e) feature |
| 6 free | f) materials |
| 7 expanding | g) group |
| 8 focus | h) sample |
| 9 raw | i) name |
| 10 designer | j) strategy |

NOUN COMPOUNDS AND NOUN PHRASES

Put the words in the correct order to make sentences.

- product / launching / really / We're / a / impressive / range
- good / forecasts / The / are / sales / very
- increase / want / awareness / We / to / brand
- thorough / doing / We're / market / extremely / research
- successful / created / They / a / advertising / hugely / campaign
- introduced / We've / just / card / a / customer / new / loyalty
- thought / absolutely / He / an / of / brilliant / slogan / advertising
- shopping / They're / highly / entering / online / the / competitive / market

SKILLS

Complete the sentences below with the words in the box.

absolutely achieve back best great mind purpose stage suggest think

- 1 The of the meeting this morning is to plan next month's launch.
- 2 What we need to today is an agreement on the budget.
- 3 I don't we could move the launch to next month, do you?
- 4 Can I that we schedule a meeting for early next week?
- 5 That's !
- 6 That's the idea I've heard for a long time.
- 7 Don't hold
- 8 Say whatever comes to
- 9 At this, we want all your ideas, however crazy you think they are.
- 10 You're right.

VOCABULARY

3 Building relationships

Circle the odd verb or verb phrase out in each group.

- 1 break off cement sever end
- 2 create damage jeopardise hurt
- 3 build up strengthen begin grow
- 4 foster maintain look after endanger
- 5 develop promise encourage promote
- 6 disrupt improve cultivate make better
- 7 restore resume establish restart
- 8 undermine sour weaken allow

MULTIWORD VERBS

Match the sentence halves.

- | | |
|--|--|
| 1 We arrived at 7.58 and the train set | a) forward to seeing you next week. |
| 2 Let's set | b) up the new contract while we continued discussing the schedule. |
| 3 I need to catch | c) off at eight o'clock. We barely made it! |
| 4 Alicia drew | d) up with Freda – she's way ahead of me. |
| 5 I was looking for | e) on the printer. Is that OK with you? |
| 6 I'm looking | f) on working until I finish. |
| 7 I'm going to carry | g) Ramon this morning, but I didn't see him. |
| 8 I need to switch | h) up a meeting for Tuesday. |

WRITING

Read the note and the background information. Write an e-mail of 75–100 words from Tom Jordan to João Pereira. Say who advised you to e-mail and why you're writing; explain your work and suggest a meeting.

Tom,
If you want to talk to someone about Brazil's petroleum industry, e-mail João Pereira (jdp44@brazchem.com). He can probably give you some facts and figures. Tell him that Judy Milligan suggested you get in touch. I worked with João in Dubai a few years ago.
Best,
Judy

Information about you:

- job – a business journalist
- current project – research on how various industries are coping with the current economic climate
- plan – produce a documentary film for TV
- Judy Milligan – old friend of yours
- travel plans – you'll be in São Paulo next month