

### Fill in the gaps with the following expressions:

amounted to   an astronomical flop   bounce back   competitors  
downward spiral   grossed   grow exponentially   listings   lose ground  
peak   plummet   overwhelming success   raise funds   raking in  
saw instant success   turn itself around

#### Apple

Apple went into a decade-long \_\_\_\_\_ after CEO Steve Jobs left the company in 1985 and lower-priced products from \_\_\_\_\_, like Microsoft Windows, took over the personal computer market.

For 12 years its innovation, popularity and sales continued to \_\_\_\_\_, almost reaching bankruptcy until Jobs rejoined the company in 1997. The company was able to \_\_\_\_\_ with a successful rebrand and new technology like the first iMac.

Now, Apple is one of the most well-known and valuable companies in the world, \_\_\_\_\_ almost \$300 billion in revenue each year.

#### AirBnB

When Airbnb launched in 2008 it struggled to find investors, forcing founders Brian Chesky and Joe Gebbia to create custom cereal boxes to \_\_\_\_\_. With Barack Obama and John McCain as inspiration, they created "Obama-Os" and "Cap'n McCains." Within two months, they'd raised over \$30,000 and got invited to a training session for a startup incubator, which provided them with training and \$20,000 in funding.

The company was able to \_\_\_\_\_ and by the next year, the Airbnb website had 10,000 users and 2,500 \_\_\_\_\_. The company now has over 4 million listings around the world and rakes in over \$2.5 billion in annual revenue.

#### Marvel

Marvel was founded in 1939 by Martin Goodman and \_\_\_\_\_ with its creation of the Human Torch, Sub-Mariner and Captain America. Sales \_\_\_\_\_ almost \$1 million in the first two years of business and continued to rise for decades until the 1980s.

In 1986 Marvel made its first attempt at a film with the theatrical release of Howard the Duck, which was \_\_\_\_\_ (even though it was produced by George Lucas). The film cost \$30 million to make and only \_\_\_\_\_ \$15 million, earning a spot on the list for costliest box-office flops of all time.

Shortly after, Marvel began to \_\_\_\_\_ to its rival, DC Comics, when DC began producing series like Watchmen, Batman: The Dark Knight Returns and Superman. Marvel's financial success began to \_\_\_\_\_ in the early 90s until it suffered a huge blow in 1992 when some of its greatest writers left to form their own company.

With the new millennium, Marvel was able to \_\_\_\_\_ from bankruptcy by a merger with Toy Biz and began producing successful film franchises like Spider-Man and X-Men. Finally, in 2009 Marvel was bought by Disney for \$4 billion and has since seen \_\_\_\_\_ with movies like Iron Man, Guardians of the Galaxy, The Incredible Hulk and Black Panther.