

Let's read!

1. Read the next text, then answer the questions below

Online Reviews: ★ or ★★★★★?

Professor: So, Dennis, what changes have you seen in marketing recently?

Dennis: Well, as you know, customers love to post online reviews of products these days. These reviews are now just **as important as** traditional advertising. Maybe even more important. TV advertising is **as useful as** it was before, of course. On the other hand, newspaper ads¹ are much **less effective than** they used to be.

Professor: Hmm. That's interesting. . . . I've spoken to some marketing people who aren't **as positive as** you are about online reviews.

Dennis: Really? I'm surprised. There are certainly some concerns with online reviews. For example, satisfied customers are **less likely** to write reviews **than** people who have had a problem. This means there might be more negative reviews than positive ones. But online shoppers are wiser now. A few negative opinions are **not as harmful as** they used to be. Also, the positive reviews can be **as valuable as** ads. If a customer loves a product, he or she will endorse² it just **as enthusiastically**³ as a TV ad does!

¹ **ad:** short for advertisement

² **endorse:** to say that you support or approve of someone or something

³ **enthusiastically:** to do something in a way that shows a lot of interest and excitement

CHECK. Read each statement. Choose T for true or F for false.

1. Dennis thinks that online reviews are not very important in marketing. T F
2. Newspaper ads used to be more effective. T F
3. Some marketing people have a negative opinion of online reviews. T F
4. Customers with problems are more likely to write online reviews. T F
5. Online shoppers won't buy a product if they see a negative review. T F
6. Positive online reviews aren't very valuable. T F

3 DISCOVER. Complete the exercises to learn about the grammar in this lesson.

A Look at each phrase from the discussion in exercise 1 on page 213. Does the phrase mean equal or not equal? Choose the correct answer.

1. as useful as equal / not equal
2. less effective than equal / not equal

3. aren't as positive as equal / not equal

4. not as harmful as equal / not equal

5. as valuable as equal / not equal

6. as enthusiastically as equal / not equal

B Look at the phrases from exercise A. Then answer the questions.

1. What word follows comparisons beginning with as + adjective? _____

2. What word follows comparisons beginning with less + adverb? _____