Use the word given in capitals to form a word that fits the gap.

THE NAMING OF PRODUCTS



International companies are finding **(1)** _____ [INCREASE] important to develop brand names that can be used in a wide range of countries. A product with a single, **(2)** _____ [UNIVERSE] recognised name can lead to major **(3)** _____ [save] in production and **(4)** _____ [PROMOTE] costs – especially now that world **(5)** _____ [ADVERTISE] is a **(6)** _____ [REAL] in such contexts as major sporting events.

It is said that more time is **(7)** _____ [ACTUAL] spent deciding the name of a product than on its **(8)** _____ [DEVELOP]. Thousands of possible names may need to be investigated to find one that is internationally **(9)** _____ [ACCEPT].

An **(10)** _____ [INDICATE] of the scope of the problem can be seen from the experience of Dunlop, who spent over two years **(11)** _____ [SUCCEED] researching a name for a new tyre. They then launched an international **(12)** _____ [COMPETE] amongst their employees, receiving over 10,000 entries. Around 300 names selected from the enormous number submitted – but not one was found to be **(13)** _____ [LEGAL] available in more than a small number of countries. Often companies end up with a name that is **(14)** _____ [USE] for legal or linguistic reasons. For example, a word may be **(15)** _____ [PRONOUNCE] in some languages; and there is always the danger of the name being the same as a word which is either **(16)** _____ [RELEVANT] or taboo.

Adapted from *The Cambridge Encyclopaedia of Language* by David Crystal

LIVEWORKSHEETS