

1. It does not matter much what you are saying. The p _____ is in the pudding.
2. Wheresup was s _____ up by a larger player FatCrook trying to monopolise the market.
3. It is hard for me to be optimistic, I am rather s _____ by nature.
4. Let it serve as a warning s _____ for you- they failed and so will you if you try, learn from their mistake and quit the project.
5. People who insist on doing business in an ethical way should be praised and __ p _____.
6. It is vert hard to q _____ increase in profits triggered by CSR, it is clear that there is a connection but not so clear how much it is worth.
7. Most food is still edible well past the e _____ date, yet shops are obliged to dump it all.
8. We were hoping for some t _____ of values, that is why we acquired this small company- they are well known for their ethics.
9. If you ask me, I would buy their shares now, they seem to be f _____, so the price is attractive, and yet their business concept is fool-proof, sooner or later the value will skyrocket.
10. Husqvarna is a well-known m _____ of construction and farming tools.