

1 Choose the correct words to complete the definitions.

- 1 A person who is the head of a company is the **HR manager/CEO**.
- 2 A person who writes blogs is a **blogger/content manager**.
- 3 A person who has programming skills and can build websites is a **web developer/marketing manager**.
- 4 A person who deals with the company's money is the **lawyer/finance director**.
- 5 A person who makes short promotional films is a **video producer/blogger**.
- 6 A person who makes sure the company is not breaking any laws is a **director/lawyer**.
- 7 A person who is responsible for selling products is a **content manager/sales executive**.
- 8 To make people aware of your products you need a **business deal/marketing campaign**.

2 Complete the dialogue with the words below.

advise develop implement increase negotiate organize produce recruit supervise

Lucy Right, Tom. We've got a great idea for a new start-up company. What do we need to do to make this a success?

Tom Well, Lucy, I can definitely ¹_____ you as I've done this before. First of all, it's going to be important to ²_____ a great team of people to support you. You'll need to ³_____ terms with them, and pay them fairly. You'll also need to ⁴_____ a strategy for your marketing, then ⁵_____ the campaign via social media.

Lucy Ok, great. So, do you think I need to ⁶_____ a website?

Tom Definitely! I can ⁷_____ that for you, but it will be crucial if you want to ⁸_____ sales.

Lucy Fantastic, thanks, Tom. Come on, we've got a lot to ⁹_____!