

4 Global markets



Vocabulary Global markets: Adjective and noun collocations

1 Complete the collocations. The first letters are given.

- 1 Our new Marketing Director changed our m ____ k ____ g ____ st ____ y to include more use of social media.
- 2 Most car companies allow you to choose from many options when buying a new car and this pr ____ t ____ c ____ st ____ sa ____ n is very popular with customers.
- 3 We have to alter our products to suit our tar ____ t ____ t ____ ies because there are different things to consider for each market.
- 4 The world's largest co ____ er ____ br ____ ds are often associated with global sports events, such as the Olympic Games.
- 5 Food companies such as PepsiCo have to think about l ____ l ____ pr ____ f ____ ces when deciding which flavours to promote in a particular region.
- 6 Many brands of lu ____ y ____ g ____ ds have outlets at large international airports targeting the wealthy traveller.

Global markets: Word building

2 Choose the correct option in italics.

- 1 The Mini is definitely my favourite car ever! I *prefer* / *preferable* it to all the others on the market.
- 2 The Mini is *produced* / *product* in the UK and the Netherlands.
- 3 So many other cars are *standard* / *standardise* these days but my Mini is unique.
- 4 When I was ordering it, I could choose all my *preferable* / *preferences* online.
- 5 In fact, there are so many options for the *customisation* / *customisable* of a Mini that they say there are 10 million different combinations!
- 6 It's really *adaptation* / *adaptable*, too, so I can use it to go to work, pick up the children or go on holiday.

3 Complete the text using the correct form of the words in the box.

appeal consume customise grow produce specialise target

A unique car – for everyone

One of the most ¹ _____ cars in the world, the Mini, is loved by ² _____ everywhere. The main ³ _____ plant is in Oxford, UK where around 170,000 cars are made. Since 2001, over 3,000,000 have left the factory and most of them are ⁴ _____ for the person buying it. The Oxford plant ⁵ _____ in robotics with over 1,000 robots working on the production line. The ⁶ _____ in sales means that the parent company, BMW, is now making the car in the Netherlands as well, and they are using innovative advertising to ⁷ _____ even more potential new customers.