

Fill the gaps with the correct word from the box.

<b>customers</b>	<b>aware</b>	<b>recent</b>	<b>innovative</b>
<b>convenient</b>	<b>development</b>	<b>better</b>	<b>demands</b>

We need to introduce (1) ..... ideas and ways of doing things so that we can improve and grow. One way of doing this is to look at the most (2) ..... technologies and see how they can make our products or services (3) ..... Some companies have a research and (4) ..... department that specialises in this. Another way is to be (5) ..... of changes in what our customers want and make sure we offer products or services that meet their (6) ..... A third way of introducing innovation is to develop new products that can help you target new (7) ..... You can also change the way your service is offered to make it more (8) ..... for your customers.