Choose the correct option

1. One of the keys to success in business is to offer _____ products or services that stand out from the competition.
2. Investing in research and development is an important way for companies to drive _____ and stay ahead of their competitors.
3. Companies that are successful in _____ their industries are often those that invest heavily in marketing and brand-building.
4. In order to remain _____, companies must constantly look for ways to improve their products and services.
5. By focusing on process _____ and cost efficiencies, companies can often increase their profit margins and reduce expenses.
6. The ability to _____ is crucial for companies that operate in fast-paced industries with rapidly evolving customer needs.

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