

Complete these sentences with some of the words/phrases from Exercise D.

- 1 The Beatles were able to the US market.
- 2 During the economic crisis, people had less
- 3 Smaller banks are struggling to compete in an already market.
- 4 We are trying to lose our cheap image and move with more expensive products.
- 5 Coca-Cola decided to Diet Fanta in the UK, to fit in with the rest of Europe.