

## UNIT 18:

### ▶ KEY – ex. 1d, p. 108:

- 1 market share
- 2 promotions
- 3 monopoly
- 4 competitors
- 5 slogan

- 6 market segmentation
- 7 niche
- 8 differential advantage
- 9 turnover
- 10 recession

### ▶ KEY – ex. 2a, p. 109:

- 1 perfect competition
- 2 monopoly
- 3 monopsony
- 4 natural monopoly
- 5 monopolistic competition

- 6 oligopoly
- 7 economies of scale
- 8 barriers to entry
- 9 dominant-firm oligopoly
- 10 cartel

### ▶ KEY – ex. 2c, p. 111:

- 1: L, J, F, M, I
- 2: D, C, B

- 3: K, H, G, E, A

## UNIT 19:

### ▶ KEY – ex. 1a, p. 112:

- 1 to innovate (innovation)
- 2 to diversify (diversification)
- 3 to merge (a merger)
- 4 a raid
- 5 a takeover bid

- 6 horizontal integration
- 7 vertical integration
- 8 backward integration
- 9 forward integration
- 10 synergy

### ▶ KEY – ex. 1a, p. 112:

- 1 for example / for instance
- 2 Furthermore / Moreover
- 3 Yet
- 4 in other words
- 5 on the contrary
- 6 Moreover / Furthermore
- 7 for instance / for example

- 8 Even though
- 9 i.e.
- 10 however
- 11 Nevertheless
- 12 Although
- 13 because
- 14 Consequently