

Handout Unit 12

1. Career skills

1. What three verbs go with the noun "price"?
2. Steve says they are going to introduce _____
All the data will be _____ at the head office.
Martin asks when the system will be _____.
Steve replies that he wants to have it up and _____ in 2 months.
They both agree to train the staff in _____.
3. Greg says that Marta's _____ complain about _____
Marta reacts angrily saying that they are _____ and asks Greg to keep things _____.
Greg admits that they don't see _____ on that but claims action is needed.

2. Dilemma and Decision

The whole story shows how easy it is to _____ when a company enters a new market. Having _____ Thums Up, Coca-Cola believed that Indian customers would _____ to their brands. After several years of _____ and having realized that Indian customers _____ Thums Up, the brand was _____ and became the _____ cola in the continent.

3. Prepositions.

1. Until now, the company has been protected _____ outside competition.
2. Government regulations prevented foreign competitors _____ entering the market.
3. One director thinks that Thums Up has various advantages _____ western colas.
4. _____ addition to this, Thums Up appeals _____ the masculine audience.
5. She thinks that western brands will be backed _____ by massive publicity campaigns.
6. She suggests that the company diversifies _____ other sectors.
7. He thinks that Thums Up will not be able to survive _____ the long term.
8. It might also be possible _____ Thums Up to negotiate a contract to become an official bottler

Unit 13

1. Career skills

1. A wants to _____ eastern European markets.
B says they have a _____ in southern Europe and should _____ their position there.
A is ready to _____ without B on the team
2. An investor wants to _____ a company.
He has already helped other companies to go public in the _____ sector
3. A thinks the _____ should be made to pay _____ for their losses.
B is worried that if they lose it will mean _____ for them
C says that the bank made _____ predictions, which caused the share price fall _____.