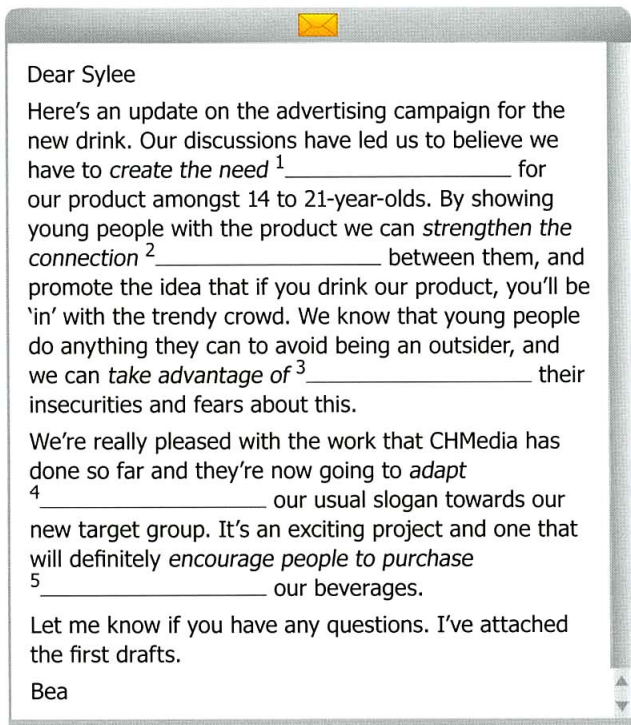


Working with words

1 Replace the phrases in *italics* in this email with a phrase from the list.

generate a demand play on tailor
reinforce an association promote the consumption of



2 Complete these sentences with the correct preposition.

- The message we want to put _____ is one of 'belonging'.
- We're hoping to appeal _____ the younger market.
- We want young professionals to buy _____ the lifestyle that we portray.
- We think our target customers will be easily taken _____ by the idea that owning our product will improve their social status.
- The advertising agency have picked _____ on several potential problems with our proposed logo and slogan.
- The first draft of the advert didn't really live _____ to our expectations.
- I think we need to hold _____ for a much improved second draft of the advert – we can wait for another two months, so we should push for what we want.
- The economy is in trouble and people are trying to cut their spending, so I think we should tap _____ this by pushing our low-price 'value' products.

3 Choose the correct answer from the words in *italics*.

- We all want to work hard for Suzy, she's a good leader and really *aspirational* / *motivational*.
- Jens has a lot of ambition, and he's very *aspirational* / *materialistic* – he wants our team to win the sales team of the year award!
- With this new product we're hoping for rapid *USP* / *market penetration* ahead of the competition.
- It's well-known that they expect their employees to reach impossible deadlines, even if it means working through the night. I think that's really *exploitative* / *materialistic* and they have to change their policies if they want to improve their reputation.
- Helen is very worried about what her neighbours think of her new car. If she's not careful she'll start suffering from *materialistic* / *status-anxiety*.
- The product is selling extremely well because it has a *USP* / *consumer profile* that no competitor could match.
- Kids these days always want new gadgets and are never satisfied – we were never so *materialistic* / *exploitative* when we were young.
- We've studied purchasing trends and have drawn up some very accurate *consumer profiles* / *market penetration*.

Business communication skills

1 Complete this presentation with phrases from the list.

second point strong position having said
become apparent very much is achievable
comes across because we first benefit
serious consideration

'So, we're here today to discuss change. It has ¹ _____ that although you all know change is inevitable, you don't want to face up to it. Also, what ² _____ from talking to many of you is your reluctance to embrace the changes. I'd like to reassure you that this can only be a positive move. Let's look at the plus points; by changing our internal structure we can optimize our skills and strengths ...

... OK, that's the ³ _____. Now, the ⁴ _____ – if we become more efficient, it'll be easier to meet customer demand. But ⁵ _____ that, it's important to remember to stay focused and not overreach ourselves. Our goal here is to gain market share. I believe a 5% increase by the end of the year ⁶ _____. No question. Through hard work and determination we'll succeed. In fact, we're in an extremely ⁷ _____. Why? ⁸ _____ have both the knowledge and the

resources. I ⁹_____ hope that you'll support me in this. Please give ¹⁰_____ not only to the company's future, but your future. Change does make sense.'

2 Match 1–6 to a–f.

- 1 I know that, like me, _____
 - 2 Not only that, it's _____
 - 3 We're committed, we're motivated, _____
 - 4 You could argue that we're taking a risk, _____
 - 5 I'm calling _____
 - 6 We could be missing out on _____
- a and we believe in what we do.
 b on you to support this change.
 c you are concerned about the future of the company.
 d a great opportunity if we don't pursue this.
 e but on balance it will be worse if we don't act now.
 f also essential that we put the necessary finances in place to fund this.

Language at work

1 Choose the correct answer from the words in *italics*.

✉

Jason

Time's running out for the in-house magazine! ¹*Basically / Mind you*, the editorial team have had enough of waiting for articles and have started writing them themselves. It's ²*obviously / anyway* been forgotten that they have real jobs to do too! ³*Of course / Anyway*, could you send whatever you've collected? ⁴*After all / So to speak*, anything is better than nothing at all.

⁵*Quite honestly / Admittedly*, I don't know why they don't scale it down to publishing it twice a year. We discussed this a few months ago but no one seemed very keen. ⁶*As a matter of fact / Obviously*, when Henri left the meeting he was so upset! ⁷*Quite honestly / Admittedly*, someone said they found the themes he suggested for articles boring!

Have you heard, Ivica's abandoning us, ⁸*mind you / so to speak*? She's taking a year off to travel. She says if she doesn't do it now she never will. ⁹*As I was saying / Mind you*, I don't blame her. Her department's changed so much since the shake-up. ¹⁰*Of course / After all*, she didn't say that was the reason for leaving, but we all think it is. ¹¹*Basically / To tell you the truth*, I'd think of travelling the world if I worked for her boss!

Tanya

2 Complete this conversation with the correct answer from the options in 1–10.

- A Look, James – we're really having problems here. ¹_____, I think we should cancel our stand at the Mumbai conference.
- B ²_____, that seems like a bit of a radical solution – I'm really not sure about it.
- A I know what you mean, but ³_____, we're just not going to be ready to put together a decent stand by May.
- B ⁴_____, I'm still not convinced. ⁵_____, all of our most important customers will be expecting us to have a big presence there.
- A Yes, but our stand is going to look terrible. ⁶_____, that's not going to give our company a very good image in the industry. ⁷_____, I think we should consider other methods of promotion and avoid the conference – we could print extra copies of our catalogue and advertising posters, for example.
- B OK – those are good ideas, and ⁸_____ that would be the easier option, but I really think we should do those in addition to having the stand. If we all work really hard I'm sure we can get it ready in time for Mumbai.
- A I really don't think having the stand will be possible. ⁹_____, if we could get more people involved in the preparation it might be possible, I suppose. ¹⁰_____ we need to sort this out immediately. Could you find out if we would be able to expand the team?

- | | |
|-------------------------|-------------------------|
| 1 a Of course | b If you ask me |
| 2 a Quite honestly | b Mind you |
| 3 a after all | b as I was saying |
| 4 a As a matter of fact | b To tell you the truth |
| 5 a After all | b So to speak |
| 6 a Obviously | b Anyway |
| 7 a Of course | b Basically |
| 8 a admittedly | b so to speak |
| 9 a Mind you | b As a matter of fact |
| 10 a So to speak | b Anyway |