

## VOCABULARY

A

Match a word from box A with a word from box B to complete the sentences below.

| A           | B            |
|-------------|--------------|
| competitive | segmentation |
| product     | retention    |
| marketing   | portfolio    |
| market      | strategy     |
| customer    | identity     |
| brand       | advantage    |

- 1 In order to secure a ...competitive... advantage..., companies will try to make their products and services stand out from their competitors'.
- 2 The company's aggressive ..... targets numerous trade fairs around the world.
- 3 The CEO described industrial services as one of the three main growth drivers for Siemens, alongside its green ..... and sales in emerging markets such as China, India, Brazil and the Middle East.
- 4 A survey by a German car magazine showed that customers were worried that mass market carmaker VW could damage the Porsche .....
- 5 By '.....', we mean the process of defining and subdividing a large homogeneous market into clearly identifiable segments having similar needs, wants or characteristics.
- 6 The key to success is not in just securing the first order, but in fixing problems and offering new services. So we reward our sales staff for ..... rather than just for the initial sale.

B

Complete each space in the article with the best word (a, b, c or d).

To create the right marketing .....mix.....<sup>1</sup>, businesses have to meet a number of conditions.

First of all, the product has to have the right .....<sup>2</sup>. For example, it must look good and work well. Secondly, the .....<sup>3</sup> must be right. If you hope to make a good profit, you want consumers to buy in large numbers.

Then, the goods must be in the right place at the right time, so you have to make sure that the goods arrive when and where they are wanted. To this end, accessing the right .....<sup>4</sup> channels is crucial.

Finally, the .....<sup>5</sup> group needs to be made aware of the existence and availability of the product through .....<sup>6</sup>. So you need to decide where and when you can get across your marketing messages to your target market. Besides, you also need to ask yourself how you will reach your .....<sup>7</sup>. For example, you can get your marketing .....<sup>8</sup> across by advertising in the press, on TV, on the internet or on billboards.

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**Bill Mascull**



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### **Table of Contents Market Leader Upper Intermediate Practice File Pdf**

1. Understanding the eBook Market Leader Upper Intermediate Practice File Pdf
  - The Rise of Digital Reading Market Leader Upper Intermediate Practice File Pdf
  - Advantages of eBooks Over Traditional Books
2. Identifying Market Leader Upper Intermediate Practice File Pdf
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Market Leader Upper Intermediate Practice File Pdf
  - User-Friendly Interface
4. Exploring eBook Recommendations from Market Leader Upper Intermediate Practice File Pdf
  - Personalized Recommendations
  - Market Leader Upper Intermediate Practice File Pdf User Reviews and Ratings

- Market Leader Upper Intermediate Practice File Pdf and Bestseller Lists
- 5. Accessing Market Leader Upper Intermediate Practice File Pdf Free and Paid eBooks
  - Market Leader Upper Intermediate Practice File Pdf Public Domain eBooks
  - Market Leader Upper Intermediate Practice File Pdf eBook Subscription Services
  - Market Leader Upper Intermediate Practice File Pdf Budget-Friendly Options
- 6. Navigating Market Leader Upper Intermediate Practice File Pdf eBook Formats
  - ePub, PDF, MOBI, and More
  - Market Leader Upper Intermediate Practice File Pdf Compatibility with Devices
  - Market Leader Upper Intermediate Practice File Pdf Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Market Leader Upper Intermediate Practice File Pdf
  - Highlighting and Note-Taking Market Leader Upper Intermediate Practice File Pdf
  - Interactive Elements Market Leader Upper Intermediate Practice File Pdf
- 8. Staying Engaged with Market Leader Upper Intermediate Practice File Pdf
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Market Leader Upper Intermediate Practice File Pdf
- 9. Balancing eBooks and Physical Books Market Leader Upper Intermediate Practice File Pdf
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Market Leader Upper Intermediate Practice File Pdf
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Market Leader Upper Intermediate Practice File Pdf
  - Setting Reading Goals Market Leader Upper Intermediate Practice File Pdf
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Market Leader Upper Intermediate Practice File Pdf
  - Fact-Checking eBook Content of Market Leader Upper Intermediate Practice File Pdf
  - Distinguishing Credible Sources

13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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