

5

All or nothing

READING

- 1 Complete the text with these words / phrases. There is one word / phrase you do not need.

buy into bulk defining generated initial
prospective spouses

Time to get away from stereotypes

From the ¹..... scene of the grandmother's sadness as she peeled potatoes in the kitchen to the closing shot of the men laughing around the table as their ²..... served them dinner, your latest advertising campaign reinforced stereotypes and didn't reflect modern family structures. It seems foolish that you really believed that ³..... customers would ⁴..... the ideas presented in your ad. Having long considered your company's campaigns to be outdated and offensive, I was pleased to see the discontent that this campaign has ⁵..... online and in the press. I hope that this represents a ⁶..... moment for your company and that you use it to change your approach.

- 2 Read the first paragraph of the article, then read paragraphs (A–G). Underline information in the paragraphs that is similar to the first paragraph in the article to help you decide which option goes in the first gap.
- 3 e Read the text. Six paragraphs have been removed. Choose from the paragraphs (A–G) the one which best fits each gap (1–6). There is one extra paragraph which you do not need to use.

A Even if an influencer's audience never grows above the tens of thousands, that doesn't automatically mean that they will have less of an impact than one with hundreds of thousands as larger followings can sometimes result in reduced engagement.

B This type of attitude from an influencer may be frustrating and even surprising to company executives who are used to focusing on the bottom line. However, the freedom to choose what they will endorse results in a level of authenticity that is important in ensuring the marketing campaign is successful, making it more worthwhile in the long run.

C Knowing who and what you are working with is key. It's important for the brand to have a history of interaction with the influencer in order to understand factors such as how they respond to negative feedback, how often they post new content and whether it is of consistent quality.

D So, why this return to the promotional basics? These pop culture personalities are so effective precisely because of how much influence they have over their audience; they are so engaged and responsive to the people that follow them that these followers are more likely to trust something that they endorse.

E One such successful blogger is Daniella Barbosa, who writes about healthy eating. She says that, the most effective campaigns she has worked on were those that allowed her to help determine the content. 'I once worked with a supermarket chain who turned up with a list of recipes for me to cook; I felt they just wanted to use me for my skills and audience. On the other hand, another whole food brand told me which products they wanted to promote and asked me to use them in the way I thought best. It was a much more enjoyable experience.'

F The key is to find someone who is 'on brand', whose own personal brand and audience aligns with the target market of the company's products. Many influencers will readily turn down an offer that doesn't fit with their ideology, even if it means rejecting a large fee.

G There are so many social media personalities and bloggers nowadays that it's hard to stand out from the crowd. Influencers have to believe in their own potential to sell a product or a brand.

Influencer marketing promotes products and services using people that consumers admire and respect. Called 'influencers', these people are usually prominent users of social media platforms such as Facebook, Instagram and YouTube, with impressive audiences. Social media influencers are seen as an authentic and trusted source – and using them can be an effective strategy. In a somewhat paradoxical twist, the most forward-thinking brands are relying on the simplest, most traditional form of advertising: word-of-mouth.



1

This could also be **indicative of** a certain level of cynicism from consumers, who get tired of having products pushed on them by companies. Think about it this way: are you more likely to buy something that your friend recommended or something recommended by the company making money off that product?

2

Celine Leroy, a fashion and lifestyle blogger, claims to only accept offers from companies whose products have something to do with her brand identity, saying, 'For example, I recently reviewed some rainbow-coloured nail varnishes on my vlog. It made sense because my logo has a rainbow in it. On the other hand, I turned down some **lucrative** offers to advertise products because they had nothing to do with what I stand for. I'm not just going to push any old product onto my followers.'

3

Eric Woodward, a video game YouTuber, confirms this need for caution. 'A lot of my followers have been watching my videos since they were the poorly-edited ones I made with bad lighting in my university halls,' he says. 'They helped me get to where I am now, by liking and sharing my videos, so I don't feel it's fair to **exploit** that to make some quick cash. There is so much competition nowadays that I feel protecting my brand is the most important thing. Otherwise people will just unfollow me and follow someone else.'

4

In addition to freedom over who they work with, most influencers prefer to have freedom over how they work. One of the crucial mistakes brands make when approaching influencers is to assume that they know best. It's easy to forget that although an influencer may have limited tools at their disposal, those tools were enough to enable them to become powerful marketing force.

5

As with most things in business, timing is everything. While **bidding** for a well-known influencer to represent your product might get a brand immediate coverage, building a relationship with someone with fewer followers could bring bigger returns in the long run.

6

So, at the same time as brands are moving into a future of social media-based advertising strategies, they are also leaning on the age-old adage of quality over quantity.

4 Match the highlighted words and phrases in these comments from social media influencers to the words in bold in the text.

- 1 'I have to admit, it was a good feeling to know that several well-known companies were **competing to offer** me **more money** to be part of their campaign.'
- 2 'I don't prepare a script before recording videos and I only edit them lightly; I want my followers to get to know the **real** me.'
- 3 'It's a misconception to think that all advertising deals **make** bloggers **a lot of money**.'
- 4 '**Being in direct contact and involved with** my followers is what I love most about making these videos.'
- 5 'Building my follower base has been slow going, but in the **future** I know I'll appreciate having had this time to perfect my editing skills.'
- 6 'Allowing you to make decisions about the direction of a campaign is usually **a sign that** the company respects your voice.'
- 7 'I'm always wary of companies who only want to **use** my name **for their own advantage**.'
- 8 'I try **to promote** only products that I would use myself.'

GRAMMAR

ways of talking about the future

1 Match the examples (1–7) with the descriptions (A–G).

Global luxury slowdown

It's official! We are spending less money on luxury goods and our consumer behaviour is changing. Here are some examples.

- 1 We holiday in other people's houses. Predictions say that this **will have completely changed** the way we holiday.
- 2 We hail taxis by smartphone apps and people say that on-demand business models **will become** more common.
- 3 We choose to buy online over the high street, and in 2020 and beyond we **are to see** global e-commerce conferences.
- 4 We like niche advertising and Berlin **will be hosting** a trade fair on this next spring.
- 5 We shop with our mobile and tracking means we **are going to see** more tailor-made advertising.
- 6 We love second-hand shopping apps and by 2020 we **will have been using** them for over ten years.
- 7 Don't take your eye off the ball. The next future consumer global conference **starts** on 6 September.

- A something that is inevitable or unstoppable
- B something that will be completed before a certain time limit
- C something that will have been in progress up to a time limit
- D something that is considered or believed to be a future fact
- E something that is arranged officially
- F something that is organised or timetabled
- G an action in progress, repeated in the future, or part of the anticipated programme

2 Choose the best answer (A, B or C) to complete the sentences.

TOP
5

CONSUMER TRENDS FOR 2030

- 1 It is clear that social media consumption in 2030.
 A will be driving B will have driven C drives
- 2 Marketeers upon advanced analytics.
 A will have relied B will rely C will have been relying
- 3 Sales indicate that by 2030 the majority of us an electric car.
 A will have bought B will buy C are going to buy
- 4 Experts say that we virtual reality glasses as commonplace gifts.
 A will be seeing B are going to see C see
- 5 By 2030 we shopping online for thirty-five years.
 A will be have shopped B will be shopping
 C will have been shopping

3 Put the words in the correct order to form sentences.

- 1 was / the / about / invest / intelligence / in / artificial / company / to / .

- 2 knew / society / impact / a / we / that / technology / would / mobile / on / have / massive / .

- 3 by / big data / become / have / will / key / a company's / 2030 / success / to / .

- 4 take / in / to / I'm / next / advanced / course / robotics / month / a / .

- 5 years / have / here / five / September / will / working / by / I / been / for / .

- 6 everyone / used / will / by / banking / soon / online / be / very / .

4 Choose the correct words to complete the text.

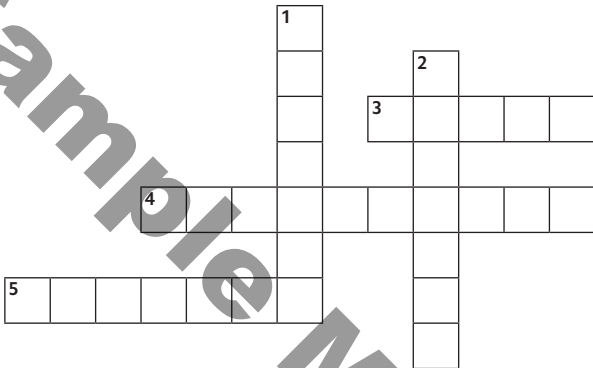
Minimalism. A trend to stay?

The economic recession had an impact on people's attitude to money, but perhaps we never realised it **1would / was going / will** lead to minimalistic lifestyles. Young people now buy 'green' and it is predicted that we **2are to / going to / will** see more of this in the future. Tendencies to recycle and repurpose mean that in the future people **3are to live / are going to be living / will have been living** well for less. Hopefully this mindset **4will have created / will have been creating / is to create** a more conscientious approach to spending for future generations, and we can say with confidence that in the future we **5will be spending / will have spent / are to spend** less on luxury goods. It looks like the concept of living 'light' **6will be / will have been / is to be** here to stay.

VOCABULARY

buying and selling

1 Use the clues to complete the crossword.



Down

- To use something or use up / finish something (7)
- To bring or gather things together from different places and sources, over a period of time (7)

Across

- To store something away out of sight, typically in a secretive way (5)
- To get an increasing number or quantity of things (10)
- To obtain something by buying it or being given it (7)

2 Insert one of these words to complete the sentences.

out onto up (x3) without

- I could have gone mad in that shop. It was so me, I could have bought the shop.
- My mum is a bit low so I'm going to splash and buy her something nice.
- I'd love some new clothes, but I'll have to go until I get my allowance.
- I'm going for the minimalist look and I'll throw away anything that clutters my flat.
- Those jeans don't fit anymore, but I'll hang them in case I lose some weight.
- I love a bargain and I never pass the opportunity to go sales shopping.

3 Match the sentence halves.

- The design of the shop pushes all the right buttons
- The salesman was so insistent that it really put me off buying it;
- I've already spent most of my allowance this month,
- My sister is really mean when it comes to spending,
- I just couldn't resist buying it
- I have this insatiable desire

- A for a pepperoni pizza.
 B I hate it when they give you the hard sell.
 C because it's such a lovely place to wander around.
 D at such a knock-down price.
 E so I'm going to have to watch my money.
 F and never wants to part with money.

4 5.1 Listen to the conversations and check your answers to Ex 3.

5 5.2 Listen again and answer the questions.

- Why isn't it the man's favourite shop?
- What does the woman want to buy?
- Where does the woman want to go?
- What is the present for?
- Where is he going to put the rose bush?
- Has she eaten a takeaway this week?

6 Complete the text with these words / phrases.

a soft touch buy up easy prey go without
 hanging onto hoard insatiable desire
 sentimental value

A year without luxuries

It may sound amazing, but Michelle McGagh decided to
 1
 luxuries for a year. She realised
 that she had a tendency to
 2
 things, including things that she didn't
 need, and so she decided to give them
 away. She made a selection of items, only
 3 things
 which were either valuable or that had a
 special 4
 She decided that for a whole year she
 would only spend money on the mortgage,
 utility bills and food. Her friends were
 sceptical saying that she had always been
 5 when it
 came to luxury goods and that she wouldn't
 be able to resist temptation. Michelle also
 thought that at the end of the year she would
 have an 6
 to spend money as fast as possible and that
 she would want to go on a shopping spree
 and 7
 the shops. But it didn't happen. Whilst
 before the experiment she had been
 8 for most
 salespeople, she now felt indifferent to their
 hard sell.

LISTENING

1 You are going to listen to five short extracts in which people are talking about beginning start-up companies. Look at the two tasks and underline the key words in the options (A–H) in both tasks.

Task 1

For questions 1–5, choose from the list (A–H) the reason each speaker gives for starting their company.

- A encouragement from friends and family Speaker 1 **1**
- B reassessing priorities Speaker 2 **2**
- C experience living abroad Speaker 3 **3**
- D listening to an expert Speaker 4 **4**
- E raising money for charity Speaker 5 **5**
- F meeting people with the same problems
- G talking with a foreign friend
- H getting advice from peers

Task 2

For questions 6–10, choose from the list (A–H) the advice each speaker gives to new entrepreneurs.

- A don't overreact to embarrassing situations Speaker 1 **6**
- B don't shut out the people around you Speaker 2 **7**
- C don't get too comfortable Speaker 3 **8**
- D don't expect to still have a social life Speaker 4 **9**
- E don't worry too much about mistakes Speaker 5 **10**
- F don't accept every piece of advice you're given
- G don't lose your enthusiasm
- H don't listen to your careers department's advice

2 5.3 Listen and complete the two tasks in Ex 1.

3 Complete the definitions with these words / phrases.

cliché embrace intuition on the backburner overwhelmed
prototype retreat seek out

- 1 : not dealing with something for a while because it's not considered a priority
- 2 : the first example or production of something
- 3 : ask or look for something in particular
- 4 : know something because of the way you feel, not based on a fact
- 5 : something that has been said so often that it's not considered useful anymore
- 6 : accept an idea, opinion or event willingly
- 7 : move away from something or someone, usually after a negative experience
- 8 : feel that something is too much or too difficult to deal with

time out

The UK TV show Dragon's Den is a very popular business format that has been replicated in many countries all over the world.

Below are some business ideas, some are real ideas that appeared on the show and some are fake. Write 'R' in the box for the ones you think are real and 'F' for the ones you think are fake.

- 1 Umbrella vending machine
- 2 Money mouse trap
- 3 Egg boiling machine
- 4 Collapsible water bottle
- 5 Dog grooming vacuum
- 6 Storytelling teddy bear

One of these business ideas received £140,000 in investment on the show. Which one do you think it was?



USE OF ENGLISH 1

1 Complete the sentences with the correct form of these verbs.

establish examine have impose investigate take

We all ♥ second-hand #welovemarkets

Is it my imagination or are we loving second-hand? If we ¹..... the evidence of flea markets and junk shops, it seems we do.

I wanted to ²..... attitudes towards buying second-hand and here's what you told me.

'It's worth ³..... a chance on markets. You never know what you'll find.'

'I ⁴..... an aptitude for finding a bargain. I always find knock down prices!'

'It is important to ⁵..... a relationship with the seller, it makes parting with money easier!'

'I don't have to watch my money! I ⁶..... a limit on myself and I never go over.'

Based on your comments, I'd say second-hand pushes all the right buttons!



2 Correct the highlighted word in each sentence.

- The article provides information **of** the growth of second-hand shopping.
- People who sell second-hand goods usually develop a relationship **of** their customers.
- There is evidence **on** an increasing tendency to buy second-hand as opposed to new.
- It would be interesting to identify the cause **on** the boom in second-hand markets.
- One way of obtaining information would be to investigate attitudes **of** buying used goods.
- The findings should be based **with** data about people's attitudes and shopping habits.

3 Choose the correct words to complete the text.

Here at *Shopping Hub* we asked you about your attitudes to e-shopping. We decided not to ¹**impose / identify** a time limit on the survey, but to keep it open for as long as needed. What a response! So far, more than 1,000 people have taken part and have ²**let / made** comments on our blog. You only have to ³**provide / examine** the evidence, your comments, to see that *Shopping Hub* is a hit! Our customers ⁴**play / make** an essential part in shaping the future of *Shopping Hub* and your responses have ⁵**provided / given** us with essential feedback. We will use your feedback to ⁶**create / play** new ways to deliver even higher quality products.

Here are just a few things you told us ...

'Commerce is evolving and I think that *Shopping Hub* ⁷**takes / has** an aptitude for creative thinking.'

'⁸**Take / Create** a chance on shopping at *Shopping Hub*. You won't regret it!



4 e Read the text and complete the gaps with one word only.

The revival of markets

Street markets around the world are being forced to evolve and reinvent ¹..... as the pressures from hypermarkets and e-commerce are being felt. It would seem that street vendors are rising ²..... the challenge and a more creative vision of trading ³..... before is evident. The regeneration of urban inner city areas has created the opportunity ⁴..... more vibrant market stalls. Young people are also rising to the challenge with markets organised and run ⁵..... teenagers. Giving young people the opportunity to exhibit their entrepreneurial skills as either a trader ⁶..... a performer; offering locals an eclectic range of products ⁷..... second-hand clothes, food products and crafts through to performances of music, magic or theatre. An incredibly successful scheme with clear benefits for all. Whilst these are still challenging times for market vendors, these initiatives are having a positive impact ⁸..... the health of market commerce.

USE OF ENGLISH 2

1 Read the clues (1–6) below and complete the notes about a problem at a college using these words. You do not need two of the words.

breakthrough cover-up crackdown drawback
fallout intake setbacks turnover

Problem: staff ¹

College head's solutions:

² of the problem and
highlight ³ of students

Reaction

From the teachers: anxious about the

⁴

From the college head: no ⁵

From the college board: ⁶

- 1 More teachers have left the college in the last year than the previous five years.
- 2 The college head has decided not to tell the college board the reasons why and instead has said that he is going to implement a new organisational structure.
- 3 There have been record number of applications to the college this year, so the head will emphasise this in his reports.
- 4 The teachers are concerned that there will be negative consequences to the college head's plan of action.
- 5 According to the college head, however, he has experienced no obstacles in implementing the new structure.
- 6 What the college head doesn't realise, is that the college board has decided to investigate all the colleges in the area to learn more about staffing rates because it is determined to identify and resolve all the current problems.

Extend

2 Match the nouns in bold in the sentences (1–8) to the meanings (A–H).

- 1 I can't believe what a **show-off** Daniella has become since she got her new job.
- 2 The recent **cutbacks** mean there isn't enough money for the teachers' association.
- 3 It's important that we keep these details to ourselves so there isn't an **outbreak** of panic.
- 4 Unfortunately, her arrogance about her abilities contributed to her **downfall**.
- 5 No matter what happens, Mark continues to have a positive **outlook** on life.
- 6 Negotiations stopped after a **breakdown** in communication.
- 7 Is it true that women are expected to wear **make-up** to work in some companies?
- 8 Although the college **set-up** was a little unusual, most of the students preferred it to a traditional one.

- A something that causes loss or failure
- B something you put on your face to enhance your appearance
- C a person who tries to make others admire them
- D the failure of a system or relationship
- E reductions in expenses
- F a general attitude towards something
- G the way something is arranged or organised
- H something that happens suddenly

3 Look at the phrasal verbs in bold in the sentences (1–8). Do they have a similar (S) or different (D) meaning to the nouns in Ex 2?

- 1 The organisers spend all day **setting up** the hall in preparation for the ceremony.
- 2 Sadly, nobody believed Fern because she is known for **making up** stories about her life.
- 3 Everyone is tired of Dan **showing off** about his talents and accomplishments.
- 4 She let the issue **fall down** her list of priorities and will address it as soon as possible.
- 5 We should **break** the session **down** into two parts to ensure that people don't get bored.
- 6 We need to **cut back** on administrative costs as far as possible.
- 7 The company prides itself on **looking out** for its teachers' well-being.
- 8 Despite the security measures, some of the suspects managed to **break out** of the police station.

SPEAKING

1 Tick (✓) what you should do in the long turn exam task.

- 1 speak on your own for a minute
- 2 comment on your partner's long turn
- 3 discuss issues raised in the long turn with your partner
- 4 choose two out of three pictures to talk about
- 5 describe the pictures you choose in detail
- 6 answer one question about the pictures
- 7 use words and phrases to talk about what is similar and different about the pictures
- 8 choose your favourite picture


2 Which student is correct, A or B?

- A:** Listen carefully to the questions because you'll need to remember them and they're sometimes quite long. You can always ask the examiner to repeat them though.
- B:** Don't only talk about what's happening in the pictures, you've got to use your imagination and do some guessing too!

3 Complete the phrases for speculation with these words.

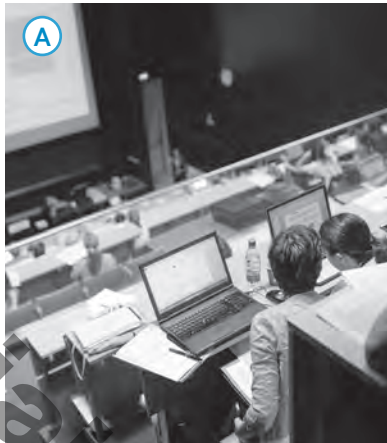
all faint gather highly likelihood may
pure right well would


- 1 It's likely that ...
- 2 It's a guess on my part, but ...
- 3 In probability ...
- 4 There's a chance that ...
- 5 I be wrong, but ...
- 6 As far as I can
- 7 I think I'm in saying that ...
- 8 It could be that ...
- 9 I say that ...
- 10 There's a strong that ...


4  5.4 Read the examiner's introduction to a long turn task below and look at the pictures. Listen to a student doing the task and answer the questions.

- 1 Which pictures does the student choose to talk about?
- 2 Which of these questions does she answer?
 - A Why might they be learning about money in these ways?
 - B How useful might these ways of learning about money be?
 - C How might the people be feeling?
 - D How memorable might these situations be?

Examiner: Your pictures show people learning about money in different ways.



5  5.5 Listen again and tick (✓) the phrases from Ex 3 that the student uses.

6  5.6 Look at the pictures again. Listen to the instructions for a different task and record your response.

7 Listen to your recording and check.

- 1 Did you talk for a minute?
- 2 Did you use language for comparing?
- 3 Did you use language for speculating?
- 4 Did you avoid giving detailed descriptions?

WRITING

1 Are the statements about writing a report True (T) or False (F)?

- 1 It should be informal.
- 2 It should be objective.
- 3 It is usually for someone official or in authority.
- 4 It often contains passive forms.
- 5 It is usually one long piece of text with the heading 'Report'.
- 6 It should start by outlining its purpose.
- 7 It sometimes includes a complaint.
- 8 It should include some form of recommendation.

2 Read the extracts (1–5). Which are inappropriate for a report?

1 We really enjoyed the fashion show and would like to congratulate the organisers on their efficient planning.

2 I feel a future event such as this would benefit from more effective advertising, such as better placement of posters and even short radio advertisements.

3 It is hoped that the next show will be equally as successful as this one.

4 The auction got off the ground at about 4.30 which was way too late as loads of visitors had got fed up and left by then.

5 This report aims to describe and evaluate the success of the recent charity event held at Barton School.

3 Read the task. How many sections do you think the report should contain: 1, 2, 3, 4, 5 or 6?

An art club you belong to recently organised an activity to raise money for the club. You have been asked to write a report for the club organiser outlining the event, evaluating the outcomes and making recommendations for the next time the activity takes place. Write your report in **220–260** words.

4 Read the report and check your answer to Ex 3.

Report on Art Club Sale

The aim of this report is to describe an event the art club organised to raise money for the club and to offer recommendations should the event be repeated in the future.



The sale

Members of the club were asked to donate paintings or drawings on the topic of 'animals' to be displayed in the town library for a fortnight in June. The artworks were priced by the committee and the prices indicated beneath each piece. People visiting the library could contact the Art Club to buy a piece. Posters advertising the sale were displayed by local shops.

The results

The sale proved very successful and seventy percent of the artwork on display was sold, raising over £2,000 for the Art Club. The money will be invested in paint supplies for members and visits to art exhibitions in London. Buyers were very impressed by the standard of the artwork, and many commented that the art sale had attracted them to the library where they had then discovered other library services. So, it appears that the sale benefitted both the library and the Art Club.

Recommendations

The success of this sale would indicate that we should definitely repeat it next year and we could consider extending the two-week display to a full month. I would also suggest that we have additional paintings and drawings to replace those that are sold. It may also be a good idea to offer to draw or paint library visitors' pets. In this way, we would maximise the amount of money raised for the club.

5 Replace the highlighted words in the sentences with these synonyms.

by doing this consider indicate might outlines purpose
recommend to sum up

- | | |
|--|---|
| 1 The aim of this report is to ... | 5 It may be a good idea to ... |
| 2 The report describes | 6 In conclusion I should say that ... |
| 3 The results show | 7 I would suggest that ... |
| 4 We should bear in mind | 8 In this way we would ... |

6 e Read the task in Ex 3 again and write your own report for another club. Make notes about what you will include. Think about:

- 1 including all the points in the task
- 2 which style you will use, who will read the report
- 3 being objective, using passive forms
- 4 dividing your report into sections with clear headings
- 5 using phrases from Ex 5

UNIT CHECK

1 Complete the sentences with the correct form of the verbs in brackets.

- 1 A month from now I (stay) at a campsite with my friends in Italy.
- 2 By the end of this month I (know) my neighbour for exactly a year.
- 3 I have been told all students are (attend) the interview.
- 4 I love dancing. By the end of this term I (go) to classes for three years.
- 5 The doctor (see) you in ten minutes. Apologies for the delay.
- 6 The shop (close) at 19.00, so I don't think I'm going to make it in time.
- 7 This time next week I (fly) over the Alps.
- 8 In April I (live) here for three years exactly. Doesn't time fly!
- 9 Don't be late. The concert (start) at 21.00.
- 10 Don't worry about forgetting your lines tonight. Nobody (notice).

2 Choose the correct words to complete the text.

Tiny dwellings

I'm desperate to get my own place. I knew that I ¹will / would never be able to get a mortgage, so I've been looking for a rented flat. I ²am / was going to ask my friend Sally if I could stay with her, then I heard about 'tiny dwellings'. Just in time, because I ³was about to / would never give up the search and stay with my parents.

'Tiny dwellings' are these cheap micro apartments designed for single people like me. I am so pleased because by the end of this month I ⁴will have been looking / will have looked for a flat for nearly six months! And by then I ⁵will have seen / will have been seeing more than fifty!

I have a meeting with the agency on Monday and I ⁶am to see / will see a flat the same day. I am really excited about it and I'm sure that it ⁷will be / is to be the one for me. So, friends, stay tuned, I ⁸ll be having / 'm going to have a flat warming party in no time!

3 Complete the text with the correct prepositions.

Trends in shopping

Most people's attitude ¹..... online shopping is that in time it will replace the high street. However at certain times of the year the high street shops are still flooded ²..... customers, so I'm not sure whether there is enough evidence ³..... a decline in high street spending. I don't think we have enough information ⁴..... spending patterns to be able to make this assumption, and theories should be based ⁵..... more reliable data than we currently have. It is true that some of the larger department stores are in financial difficulty, but the causes ⁶..... this could be many. It could be due to people's dissatisfaction ⁷..... the current offer on the high street or it could be that their relationship ⁸..... the customer needs to change.

4 Choose the correct words to complete the text.

Enough is enough!

I had ¹accumulated / consumed so much stuff that it was almost impossible to get into my bedroom. It didn't help that I would ²hoard / acquire anything at all that people passed onto me, rather than throwing it away. So, I decided that I had ³acquired / consumed far too many things. I've thrown away over ten pairs of shoes, but I did keep my first ever running shoes for their ⁴sensitive / sentimental value! I'm keeping away from the shops, because I'm easy ⁵prey / ploy when it comes to a bargain. I'm such a ⁶soft / gentle touch, I can't say no! It doesn't even have to be ⁷hard- / soft- sell marketing to tempt me. I think it's the knock-⁸down / up prices that are so irresistible for me. But I am determined not fall back on bad habits and ⁹consume / collect things that essentially just take up space. I'm also going to take a long hard look at what I ¹⁰consume / acquire in terms of food each week because I am sure that I buy far more than I need. Enough is enough!

5 Complete the sentences with the correct prepositions.

- 1 It's not a good idea hanging clothes, because they always go out of fashion.
- 2 Try not to clutter your room with too many things.
- 3 Don't pass the opportunity to try rafting. It's a great experience.
- 4 I splashed on the gorgeous sandals for the summer. I just couldn't resist.
- 5 In fact I could have bought the whole shop. I loved it all.
- 6 I've decided to go a summer holiday because I want to get away in November.