

Vocabulary

2 Work with a partner. Put the words and phrases from the box below into each of the categories mentioned by the writer according to how you think they are formed.

B2B Coca-colonization al desko bookmarked dotcom NAFTA e-signature
goldilocks economy blog downsize dollarize presenteeism agflation
angel investor infonomics tiger economy marketing crusade ASEAN get rich click
cappuccino economy googled brandalism

What do you think are the meanings of the words and phrases?

Blends

3 Look at the list of words below. Can you work out the meanings and which two words were blended together to make them?

- | | | |
|--------------|---------------|--------------------|
| 1 Oxbridge | 2 wikinomics | 3 flexicurity |
| 4 genericide | 5 stagflation | 6 philanthopreneur |

Combining words

4 Work with a partner. Complete the sentences below using a word from the left and a word from the right.

career corporate future
spin venture virtuous

anorexia catalyst coach
cycle journalism proof

- 1 What really made it happen for my new company was my _____ – they gave us access to the kind of capital that I just couldn't get my hands on.
- 2 We've got to be careful and avoid _____, or we'll end up cutting too many jobs and never get back into shape when the economy picks up.
- 3 We've had falling production costs, leading to higher sales and greater profits – if only we could have such a _____ every year!
- 4 Our aim this time is to come up with something _____. I don't want our next product to date like the last one did.
- 5 I don't believe a word of that article. It's just _____. They've bought everything the politicians have said.
- 6 Not sure of your professional direction? Get the guidance you need with a _____ and go from strength to strength at work!

Creating new words

5 Try to create new words to express the meanings given.

You want a word which expresses **shopping** via **television** or over the **telephone**: *teleshopping*.

- 1 the theory that **women** are the main contributors to **economic** growth
- 2 **technology** which is **clean**
- 3 an online record of someone's **life**, using a **stream** of virtual material such as blogs and video clips
- 4 a way of **recycling** materials to create something new and more **upmarket** and valuable than what you started with
- 5 getting the **size** of a company's workforce **right**
- 6 a **heterosexual** male living in a **metropolitan** environment who spends a lot of time and effort on his appearance
- 7 like **CEOs**, these job titles all contain 'chief' and any other function, from academic to zoom
- 8 an economic **effect** like that of **Wal-Mart**, whether (depending on your perspective) keeping wages low or keeping inflation low



Internet research

Search for the keywords **new words** to find examples that have entered the language recently. Note down your ten favourites and try to work out where they came from.