

Review 8

Free trade

1 The words in **bold** in the following text are all in the wrong places. Put them in the correct places.

Greater liberalization of the world's markets would result in a reduction in global poverty, a top official has said. Trade commissioner Douglas McAvic argued that the best way of increasing the incomes of the world's poorest 20% would be for countries to unilaterally abolish 'market-distorting' (1) **goods** to trade. The latest (2) **protectionism** of talks promises to be every bit as acrimonious as the last, with free marketeers such as Mr McAvic pitted against those in favour of greater (3) **reform** for 'strategic' national industries. With continuing increases in both the quantities and value of (4) **barriers** being traded internationally, both camps, however, do agree on the need for (5) **progress**. Where they differ is on exactly which type of reform. Only time will tell whether some (6) **agreement** will be made, or whether the talks end up going the way of the previous round – without any formal (7) **round** being reached.

2 Choose the right phrasal verb from the box to replace the words in *italics*.

branch out call off come up with get through
go in soldier on take in weigh up

- Given the current economic situation, it is vital that we *diversify* into new markets and seek out new investment opportunities.
- Provided we can *survive* the current downturn I have no doubt that we can significantly grow our market share.
- An immediate raise, new responsibilities and the possibility of promotion next year – wow, that's a lot for me to *absorb* right now.
- OK, listen up you guys, now I want you to follow this three-stage plan: *enter* big, *assess* the opportunities and risks, and *produce* that killer business plan.
- It's true we've had a few setbacks recently, but I think if we *continue* with our present strategy, we'll eventually start to see the returns.
- We had to *cancel* the meeting because most people couldn't make it.

3 Fill in the missing letters to complete the key words in the text below.

A great team needs a great range of different types of players to fulfill different roles. You might have some great ideas, but what you really need is an (1) i _ _ l _ _ _ _ _ r to actually put people's ideas into action. If your team is too inward-looking, a resource (2) i _ _ _ _ _ g _ _ _ r could work wonders in exploring outside opportunities. All of us need (3) _ m _ _ w _ _ n _ , to make sure we have the confidence to work to our full potential. Not that we should do everything ourselves – it's great to (4) d _ _ _ _ _ ! And what about someone to pull it all together and act as a chairperson? That'll be a (5) c _ o _ _ _ _ t _ . A final word: who steps in to (6) c _ _ _ h the boss? Everyone else in the team, of course.

4 In each group of five, match each example of the new word in **bold** in sentences 1–10 with its type of formation a)–j).

- Airports and other transport hubs are now targeting **transumers** – the big-spenders who are just passing through.
- Remember the **NIMBY** – Not In My Back Yard? Now it's the **BANANA** – Build Absolutely Nothing Anywhere Near Anyone – and put a stop to all new development.
- In the old days a **crusade** was religious persuasion, now it's all about marketing persuasion.
- Wired up? Fully **gadgeted**? Now you can **office** to your heart's content, globally, 24/7.
- If the name Spiro Jonas sounds familiar it's because the former sports **celeb** has now reinvented himself as one of the most sought-after business **celebs**.
- It used to be Marxism-Leninism, now it's more like **Market Leninism**.
- Unattached? Need a companion for that corporate event? Get some **arm candy** with that attractive young person you need.
- Watch out for those clever email scams, and don't open any **Trojan horse** attachments.
- Outsourcing** is so last millennium – go for **crowdsourcing** and get the work done almost for free.
- Too many chiefs? From **CAO** (Chief Accounting Officer) to **CZO** (Chief Zoom Officer – yes, really) you can lump together all those **C-titles** you hate into the **CXO** category.

- acronyms
- change the part of speech
- shortened words
- blends
- raid words from other contexts
- combine old words and affixes to create new words
- attaching letter
- rhymes
- combine two words in a novel combination
- metaphors

5 Choose the correct adverb from the box to complete the sentences.

deeply perfectly radically totally utterly widely

- His behaviour was not only _____ inappropriate for the occasion, it was embarrassing!
- I found it _____ disturbing and upsetting that the company reacted in this way.
- It's true that she missed the meeting, but she had a _____ valid excuse for it.
- Introducing such a _____ different approach might be more difficult than you think.
- Unfortunately, at the time of writing, the new model is not yet _____ available.
- It turned out to be an _____ disastrous idea: the company was bankrupt within a year.