

# 5 Marketing and sales

▶ dependent prepositions

▶ prepositional phrases



## Did you know?

Prepositions are unpredictable in form, and can consist of one, two, three or four words: *in reading style manuals*, *due to adverse conditions*, *with reference to your enquiry*, *in the light of what you said*. There are about 200 prepositions in English and no other language uses the same prepositions in the same ways.

▶ Grammar and practice pages 130–131

## 5.3 Grammar Prepositions

### Dependent prepositions

1 Complete the phrases 1–8 with the correct preposition from the box. Then match each with the correct ending a)–h).

about against by for into of on with

- The UK accounts *for*
- Individual local markets are mainly characterized \_\_\_\_\_
- Right, could you two stop arguing \_\_\_\_\_
- Listen, I'm not questioning the importance \_\_\_\_\_
- Oscar, could you possibly ask Louise to comment \_\_\_\_\_
- At all costs we need to defend \_\_\_\_\_
- I'm afraid I strongly disagree \_\_\_\_\_
- As for our target consumers, they are divided \_\_\_\_\_

- threats to our market share.
- the proposal and get back to us by lunch? I'd really value her comments.
- four different types according to their perceived tastes and socioeconomic groups.
- controlling costs – what I am saying is we mustn't lose sight of our sales targets.
- you on that one.
- differences in their local culture and behaviour practices.
- procedure and actually talk to each other about strategy?
- nearly 60% of our gross profits, and that's risky.

### Reformulating

2 Look at the phrases in *italics* that come after the preposition in each sentence. Rewrite them using the pronouns given in brackets to create a new sentence that means the same as the original.

- I'm not interested in *your views*. (what)  
I'm not interested in *what you've got to say*.
- Could you give me more details of *your itinerary*? (where)
- As long as you get it done on time he doesn't care about *the methods you use*. (how)
- That door must not be used except *in emergencies*. (when)
- We need to organize these strategies according to *their main purpose*. (what)
- Could you tell us more about *the reasons for his departure*? (why)
- I need you to come up with something like *a preliminary list of our new markets*. (where)
- We need to focus more on *the actual job itself*. (exactly what)

### Modifying meaning

3 Fill in the spaces with words from the box to modify the prepositional phrases.

almost at least entirely only particularly rather right straight

- I'm happy to say that these allegations are \_\_\_\_\_ without foundation.
- I envy her – she seems to succeed \_\_\_\_\_ without trying.
- I'm sorry, but I've been feeling \_\_\_\_\_ out of it recently; it's a real struggle concentrating.
- His promotion looks a bit suspicious: he went \_\_\_\_\_ to the top.
- Just look at how strong their campaign is so far, \_\_\_\_\_ in terms of promotional literature, not to mention visibility, sales – you name it.
- Hold off on the price hikes for the moment, \_\_\_\_\_ until we can be sure the market is holding up.
- It's not just these sales figures that are disappointing, we've had a terrible financial year \_\_\_\_\_ across the board.
- I need results, and that means not \_\_\_\_\_ with regard to sales, but customer satisfaction as well.