

**4** The phrases in the box convey the writer's *stance* towards the things they are writing about (i.e. how they feel about them). Match the phrases with the things they refer to 1–5.

we have no hesitation in    it seems likely that    we remain confident that  
we have little choice but to    left little doubt that

- 1 where the traces of Lindane come from    3 strategy A    5 strategy C  
2 how consumers might react    4 strategy B

Can you modify the phrases so that they show a different stance towards the fact or event reported?

*It seems unlikely that ...*

### Language focus

**5** Complete the checklist of key expressions from the model. Choose a heading from Exercise 3 for each group of phrases.

### Useful expressions: Corporate reports

\_\_\_\_\_ by the Board of Chocsome Inc.  
\_\_\_\_\_ on extensive scenario modelling, ...  
the report's \_\_\_\_\_ is to recommend a marketing strategy

\_\_\_\_\_ the following conclusions.  
On the \_\_\_\_\_ of the evidence presented above ...  
which has the \_\_\_\_\_ to be a successful strategy, provided we can ...

Research conducted ... clearly \_\_\_\_\_ that ...  
the \_\_\_\_\_ on sales ... could be severely detrimental  
We therefore \_\_\_\_\_ three main scenarios ...

\_\_\_\_\_ that option C be implemented ...  
A task force ... \_\_\_\_\_ be set up immediately  
The next \_\_\_\_\_ is to persuade consumers to switch to the new brand

**8** Choose the best option to complete each sentence.

- \_\_\_\_\_ we face similar problems in the future, we would withdraw the product. (must, should, need)
- Our second option \_\_\_\_\_ the existence of a new, unexploited market niche. (doubts, claims, posits)
- The CEO \_\_\_\_\_ a categorical denial of covering up risks to human health. (issued, expressed, made)
- Scrapping the product launch would effectively \_\_\_\_\_ the risk. (treat, transfer, terminate)
- New, stricter legislation means we have to \_\_\_\_\_ this option. (rule out, cut out, strike out)
- Unless we can treat the risk we will be forced to \_\_\_\_\_ this hypothesis. (deny, decline, reject)
- On \_\_\_\_\_, this option offers the best compromise. (average, balance, whole)
- We recommend this strategy \_\_\_\_\_ immediately. (to implement, implementing, be implemented)

### Output

**8** In small groups, discuss the situations below. What are the possible risks? What options do you have and what are their advantages and disadvantages?

- Your pharmaceutical firm has been accused of overpricing drugs in developing countries. In fact, you charge less than 50% of Western prices.
- A newspaper report claims your football club's stadium is not safe for more than 20,000 people. You regularly have attendances of over 40,000 fans. In fact, you have an excellent safety record.
- Your film studio has been accused of cruelty by animal rights campaigners. In fact, you take great care of any animals that appear in films; any dangerous scenes are computer generated.

**8** Choose one of the situations in Exercise 7; write a short report in which you introduce the situation, invent details of your findings and options, explain your conclusions and recommend a solution.

### Internet research

Search for the keywords *risk matrix* to learn how to use this tool to assess potential risks. Draw up a risk matrix for any risky activity you are involved in and write a short report making recommendations for managing the risks.

### Glossary PAGE 157

libellous  
opportunity cost  
posit