

11 How to win over customers

7 Review

7 b Language in use (p. 176)

positive	comparative	superlative	positive	comparative	superlative
well	better	(the) best	far	further	(the) furthest
bad	worse	(the) worst	hard	harder	(the) hardest
much	more	(the) most	carefully	more carefully	(the) most carefully
little	less	(the) least	quietly	more quietly	(the) most quietly
far	farther	(the) farthest	seriously	more seriously	(the) most seriously

7 c Vocabulary (p. 176)

1 prime time slots	4 franchise	7 Word of mouth	10 retailer
2 positioning	5 sponsors	8 gimmicks	11 brochure
3 product launch	6 target group	9 loss-leader	12 merchandised