

1 Market your brand

8 Review

8 a Language in use (p. 14)

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|--------------|-------------------|--------------------|
| 1 of being | 5 to live | 9 meeting |
| 2 to believe | 6 by establishing | 10 working / being |
| 3 to buy | 7 to overthinking | |
| 4 to cut | 8 to admit | |

8 b Vocabulary (p. 15)

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|----------------|-------------------|------------------------|
| 1 sponsor | 5 labelled | 9 total product |
| 2 launch | 6 market research | 10 points of sale |
| 3 distribution | 7 image | 11 public relations |
| 4 trademark | 8 end user | 12 <i>AIDA formula</i> |