

14 Ideas that have changed the world

8 Review

8 a Language in use (p. 238)

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|-----------------|----------------|--------------|--------------------|
| 1 is | 4 is loaded in | 7 is snapped | 10 press down |
| 2 could be used | 5 is taken | 8 is covered | 11 advises against |
| 3 saw | 6 work | 9 absorb | |

8 b Vocabulary (p. 239)

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|----|----|------|----|------|------|----|----|------|
| 1e | 2c | 3h/g | 4a | 5g/i | 6d/g | 7b | 8i | 9f/i |
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Example sentence

- 1 Fame and public recognition both go a long way towards boosting sales for a company.
- 2 Sophie's number one goal this spring was to secure a business deal with her former boss's rival company.
- 3 Without a successful idea or pitch, entrepreneurs leave empty-handed.
- 4 The idea behind most networking events in business is to persuade someone to invest money in your idea.
- 5 A basic yoga business idea was turned down for obvious reasons by the panel of investors.
- 6 Investing in a business is risky, but can also be incredibly rewarding.
- 7 It takes an incredible amount of dedication and drive to take a business to the next level.
- 8 Even if a business idea is rejected by the investors / *Sharks*, it can still go on to become a successful venture.
- 9 Not everyone who is impressed by a business idea will go on to buy the products that come on the market.