

## Answers to Exercises

### C) Key Words from Context

1. To get the good things which come from something: **to reap the rewards**

*"We are **reaping the rewards** of all the preparation that we put in at the beginning of the project."*

2. To start something such as an activity or a project: **to get something off the ground**

*"Due to a lack of funding, it looks like we are going to struggle to **get** this project **off the ground**."*

3. To say something to express your strong disagreement with something: **to object to**

*"Many Members of Parliament **objected to / have objected to / are objecting to / will object to** the proposals."*

4. Highly profitable, producing a lot of profit: **lucrative**

*"This market is extremely **lucrative**."*

5. To give a completely new, improved form and structure to something: **to revamp**

*"We have decided to **revamp** the sales department completely."  
"We're going to **revamp** the strategy, because it is not working at all."*

**Useful phrases:**

to revamp the department / to revamp the sales team / to revamp the brand image /  
to revamp the whole strategy

6. To be caused by something: **to stem from**

*"The problems that we are experiencing **stem from** our lack of preparation."*

**Why this is useful in business:**

This is a great phrase meaning 'to be caused by'. It is great in business when we are searching for the cause of a problem, or even the root cause of our success.

*"Our problems **stem from** our management structure."*

If we want to use a full sentence after this, we can use 'stem from the fact that':

*"Our main problems now **stem from the fact that** we didn't prepare adequately in the planning stage."*

7. To try very hard to achieve something: **to go to great lengths**

*"We always **go to great lengths** to provide the best service to our clients."*

**Why this is useful in business:**

This is great in business if you want to sound hard-working and professional for your customers:

*"We go to great lengths to ensure that our customers are satisfied with our high-quality service."*

8. An extremely difficult or unfortunate situation: **plight**

*"The government has done nothing to help the **plight** of homeless people in the country."*

*"The desperate financial **plight** of the popular small cafe during the Covid 19 lockdown caused it to shut down."*

9. To cause someone to lose interest or enthusiasm in something, or to cause someone not to want something: **to put someone off**

*"There is a restaurant right next to my apartment, but the bad reviews **put / are putting** me **off** going there."*

*"We have a very dated website, which I think is **putting** people **off** buying our services."*

**Why this is useful in business:**

This word is great because it is essentially the opposite of attracting customers. It is much more common than its synonym 'to deter'. There are many ways in which you can put customers off your product or service:

*"I think our outdated branding is putting customers off buying our products."*

*"Frequent posting on social media sometimes puts customers off."*

(Notice the verb tenses here. If something 'is putting me off', it means that it is temporarily making me not want to do something. If something 'puts me off' it means that it puts me off in general).

One way to use this in a sentence is firstly to explain what is wrong with something, and then to start a second sentence with "this puts me off..."

*"The political situation is really problematic in the country. This is putting me off visiting at the moment".*

We can also add a comma before "which puts me off..."

*"The restaurant always looks so busy, which puts me off going there."*

10. Without success or a result: **in vain**

*"We lost the game, so all of our hard work was **in vain**."*

11. At a later, unspecified point in a project, activity or in someone's life: **down the line**

*"If we don't prepare properly, then we may experience problems **down the line**."*

12. To make someone have a worse opinion of you than they had before: **to tarnish**

*"The scandal has certainly **tarnished** the company's image."*

13. Desired, in great demand: **sought-after**

*"All professionals are extremely **sought-after** in today's market."*

*"Some of these rare items are really **sought-after** among collectors."*

14. Lacking any strong features or characteristics, plain and boring: **bland**

*"The plain white walls in the office are extremely **bland**."*

*"Unfortunately, the food in the restaurant was fairly **bland**."*

#### D) Comprehension

**Can you answer the questions below about the text?**

- Why is the name 'Asbestos' so troublesome?  
Because it is the name of a mineral which has been linked to lung cancer, which has been banned in 60 countries.
- Why was it difficult for an Asbestos economic development employee to network effectively at a congress last year?  
Some people didn't want to accept a business card because it had 'Asbestos' written on it. Some even believed that the physical business card might be dangerous.
- Why was the town named Asbestos in the first place?  
Because the mineral asbestos was mined in the town before it was discovered that it could be dangerous to human health.
- How did the town try to reinvent its image, and was it successful?  
The town tried to turn the original asbestos mine into a centre for adventure tourism, with rock climbing and mountain-biking trails, although this did not get off the ground due to public health concerns.  
Branding experts tried to redesign town's logo and website.  
Representatives from the town tried to search for new investment.  
None of these ideas worked. The article says that this was all 'in vain'.
- How has the Norwegian village of Hell managed to take advantage of its interesting name?  
They created novelty postcards saying things such as 'Hell is frozen over'. They then capitalised on publicity from the New York Times in order to host events such as the annual Hell Blues Festival, and even the RallyCross World Championships.
- According to the final paragraph, which factor is key to ensuring a successful rebrand of Asbestos?  
To manage with sensitivity the emotions of locals, especially those who are defensive about the town's original name.

## E) Key Words in a New Context

### The Plight of the Start-up

New statistics released earlier this year show that nearly 50% of start-ups fail within the first 5 years, and 60% fail within the first 10 years. Something which is often seen as an extremely **lucrative** endeavour, full of financial and wholesome rewards, can easily go wrong very quickly, even with very talented, passionate and driven entrepreneurs at the helm.

Many ambitious new entrepreneurs come up with a wonderful idea, but don't realise just how much hard work it takes even just to begin. Start-up owners need to **go to great lengths** just to **get the start-up off the ground** in the first place, and it can take years before you finally manage to break even.

It is true that the statistics don't make pretty reading.

The idea that all of this hard work could be **in vain** is very likely to **put** some potential entrepreneurs **off** the idea of starting a business, but it is also important to consider the rewards that a start-up offers, and Elon Musk will tell you that the rewards are absolutely huge.

However, after a hellish first few years of consistent work, a competent start-up owner can **reap the rewards down the line**. Some of the most successful start-ups have made their owners billionaires, and there is the additional satisfaction of having avoided a potentially **bland** career as an employee working on projects that they don't particularly care about passionately enough.

