* **Discuss the following questions:**

Have you ever taken part in market research as a consumer?

Which is the most important invention of the last 100 years for you?

Which one do you wish had not been invented?

Are hand-made goods necessarily better than factory-made ones?

What are the advantages and disadvantages of outsourcing?

Can a poor product be made successful by clever marketing techniques? Think of some examples.

What examples of product placement have you seen?

Which products have strong brand images?

Which types of shops do you use to buy different things?

Do you like shopping online?

Which advertisements and promotional activities do you think are the most appealing for the customers?

What advertising campaigns are famous nowadays?

* **Can you choose the correct forms from the words in italics to complete these sentences?:**

1. Brown came up with *a design/design* that combined lightness and warmth.
2. There is an exhibition on architecture and *the design/design* at the Museum of Modern Art.
3. McConnor is vice president of *a development/development* and product planning.
4. The FDA has approved *a development/development* for treating eye disease, a new laser machine.
5. Electric light was *an invention/invention* which enabled people to stay up later.
6. Sometimes *an invention/invention* is so obvious that it is hard to believe nobody thought of it before.
7. Channel Four has always encouraged experimentation and *an innovation/innovation* in its films.
8. He discovered *an innovation/innovation* that has enabled him to build guitars more efficiently.

* **Can you match the expressions (1–6) with their meanings (a–f)?:**

1. Copyright infringement
2. Intellectual property
3. Patent application
4. Proprietary information
5. Royalty payment
6. Licensing agreement
7. a payment to the owner of a design, or to an author
8. an arrangement between the owner of a design and someone else, allowing them to use the design for money
9. when someone uses another’s text, pictures, etc. without permission
10. when an inventor asks the authorities to officially recognize an invention as his/her property
11. designs, ideas, etc. that belong to someone
12. the law relating to designs, ideas, etc. that belong to someone

* **Can you match the following?:**

**B**

1. Banks are adding new types of accounts
2. Apple is going to simplify its product line
3. Consumers have mixed feelings about supermarkets
4. When BMW bought Rover,
5. The new law will ban product placement
6. Following the launch of the Series 5 laptop, consumers were slow to understand
7. With this type of equipment in the US,
8. product life cycles are so short that product launches are very frequent.
9. its product positioning in relation to Psion’s existing hardware products.
10. it changed its product range towards more expensive cars.
11. of cigarettes in movies.
12. extending their product portfolio into financial services.
13. and deliver fewer but more competitive models.
14. to their product mix.

**C**

1. Many supermarkets run competitions and offers to encourage people to buy from them.
2. For example, yesterday I bought two kilos of oranges for half the usual price.
3. I also bought some coffee, which came with a free mug.
4. Special offer
5. Promotions
6. Free gift