**Workbook**

**Pages 58-59**

Ex. 1a

1. marketing campaign

2. freebies

3. word-of-mouth publicity

4. brand name

5. banners

6. billboard

Ex. 1b

1. make

2. launched

3. giving

4. endorse

5. use

Ex. 1c

1. cold

2. (word-of-mouth)publicity

3. (marketing) campaign

4. banner

5. billboard

Ex. 2

1. F 2. T

Ex. 3

1. c 2. d 3. b 4. b 5. a 6. c

Ex. 4

Your own answers.

Ex. 5

1. convey

2. shape

3. subsequently

4. approach

5. catering

6. pervasive

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Ex. 1

1. g 2. c 3. b 4. a, d, f 5. e

Ex. 2

a. are now accepted

b. are still being asked

c. are broadcast

d. is believed

e. be blamed

f. have been banned

g. be more tightly controlled

Ex. 3

1. A lot of people have been sent invitations (by the company) to the exhibition. / Invitations to the exhibition have been sent (by the company) to a lot of people.

2. Their teacher was given a present (by the students) on her birthday. / A present was given (by the students) to their teacher on her birthday.

3. Fake perfume was sold to us at the market. / We were sold fake perfume at the market.

4. A reduction was offered (by the shop) if we paid in cash. / We were offered a reduction (by the shop) if we paid in cash.

Ex. 4

1. having your hair styled

2. have your garden landscaped

3. to have your car serviced

4. Have someone else do

5. have your nails manicured

Ex. 5

1. having your hair styled

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