

PRIPREMA ZA II KOLOKVIJUM ZA 2 GODINU

UNIT 4: CREATING A BUZZ

UNIT 5: PASSION INTO PROFIT

UNIT 6: GOING UP?

Vocabulary from keynotes, texts, exercises...

Brands, the fashion industry, promoting the image

What makes a successful company, opposites, business failure

Ventures into space, financing ventures, venture capital

Collocations with launch, set up, raise, make, take

Language check:

1. Comparatives and superlatives
2. The past simple
3. Modals of possibility

For example:

1. The new design is worse than the old one. (bad)
2. I joined the company in 2003. (join)
3. We may not arrive in time for the meeting. (uncertainty)