

PRIPREMA ZA KOLOKVIJUM 2

SADRŽAJ:

UNIT 4 PAY: BECAUSE I'M WORTH IT

UNIT 5 DEVELOPMENT: PROSPERITY OR PRESERVATION

UNIT 6 MARKETING: SEDUCING THE MASSES

Vocabulary – keynotes:

pay packages, rewards, “golden parachute”, severance deal, remuneration committee, benefits, natural resources, construction project, GDP, environmentalists, pollution, marketing mix, promotion, distribution, competitive advantage, brands, aspirations

Glossary

outrageous, in limbo, lavish, upstream, downstream, greens, consortium, manipulated, corrupt, bombarded, veterans

Vocabulary practice 1 and 2 on the page **36**

Word form and Vocabulary 2: Development and the environment on the page **44**

Vocabulary: Saying “I do” to the marketers on the page **52**

Language check:

1. Present Perfect and Past Simple
2. Modal verbs of likelihood
3. Comparatives and superlatives

1. *Have the shareholders **been informed** yet?
I **joined** the company in 2003.*

2. *Tighter laws **would** protect the rainforests.*

3. *Consumers are **harder** to reach nowadays.
Building a brand is not **the easiest** thing to do.*