

**PRESENT SIMPLE
AND PRESENT
CONTINUOUS**

Complete the text with the present simple or present continuous form of the verbs in brackets.

Sarika Gupta is a technology programmer, and she¹ (love) what she.....² (do). She.....³ (work) for Datascope, an exciting IT company based in Bangalore, 'the Silicon Valley of India', and she is also a shareholder in the company. Datascope⁴ (gain) an excellent reputation worldwide for its innovative products and solutions. Not only are its young engineers extremely skilled, they also⁵ (know) how to market their ideas. As a result, the company's fame⁶ (spread) rapidly, and currently a number of leading companies⁷ (try) to enter into some form of partnership with it.

That is why this week Sarika and Vijay, her Head of Department,⁸ (not work) at Datascope. They⁹ (attend) a series of meetings with representatives from global IT companies. Sarika¹⁰ (know) that some of these companies¹¹ (want) to outsource part of their operations to India, so she¹² (believe) something good for Datascope will come out of these meetings.

Complete this text with the present simple or the present continuous form of the verbs in brackets.

The Google brand¹ (grow) rapidly. According to the Millward Brown Brandz report, it.....² (hold) first place in the list of top 100 brands. In fact, the IT field³ (dominate) the top-ten corporate brands. Google⁴ (operate) websites at many international domains, the most popular being www.google.com, and⁵ (generate) revenue by providing effective advertising opportunities. Google always⁶ (focus) on the user, and consumers usually⁷ (see) Google as quite trustworthy.

Nowadays, companies⁸ (begin) to recognise that brands are amongst their most valuable assets. They understand that brands⁹ (become) ever more powerful in driving business growth. Strong brands¹⁰ (generate) superior returns and protect businesses from risk. Google currently¹¹ (hold) the top position, but it has to keep innovating if it wants to remain number one. BlackBerry and Apple are the two fastest-growing brands in the top 100, and China Mobile¹² (grow) steadily, too.