**Иванов И.А.**

**Unit 6**

**File Competitive strategies**

**Page 1 ex.B:**

1)c

2)c

3)a

4)b

5)c

6)b

7)a

8)a

9)c

10)c

**14**

Mostly I agree with this statement. But, to be honest, I am pretty introverted, that is why I do not think I am a group person. In terms of work, I think I'm really not very competitive, but in general, I certainly like to win. I think I really strive for a job where I have to work less and earn more.

**Page 2 ex.A:**

1)field

2)seat

3)neck

4)horse

5)goalposts

6)ball

7)game

8)race

**Page 2 ex.B:**

a)1

b)7

c)3

d)8

e)4

f)6

g)5

h)2

**Page 2 ex.C:**

1)playing field

2)one horse race

3)ahead of the game

4)move the goalposts

5)flogging a dead horse

6)in the driving seat

7) neck and neck

8)keep your eye on the ball

**Page 2 ex.D:**

1)I don't think I had that feeling either at work or in my personal life. I think I would have realized right away that I was doing something wrong and stopped hitting the wall.

2) I would really like to work in the computer game industry. In my opinion, Larian is now the leader. This is a great studio with a very good reputation and no less good games

3) I would hate it if someone started changing the rules on the go. It wouldn't be fair.

**Page 4 ex.C:**

1)overtake, dominate

2)match, rival

3)exceed

4)regain

5)crush

**Page 4 ex.D:**

1)exceeded

2)dominated

3)rivals

4)crushed

5)regained

6)dominate

7)crush

**Page 5 ex.A:**

1)probable

2)possible

3)probable

4)probable

5)certain

6)certain

7)certain

8)probably

9)certain

10)possible

**Page 5 ex.B:**

1)might

2)mustn’t

3)may not

4)must

5)must

6)can’t

7)ought not to

8)must

**Video The 4 Ps of the marketing mix simplified**

Marketing consists of four things: product, price, promotion and location. And they can be very different depending on the main audience

Let's try to sell shorts. Our target market will be teenage boy, so we will make our shorts black and add print with skulls. I am sure it will impress him. Of course teenage boy dont have much money, so price should be democratic. We will promote our product with cool ads on TV after cartoons. I think it's worth starting to sell at the mall next to the toy store.

**Video Porter’s Generic Strategies: How to Stay Competitive**

Choosing the right strategy for your organosation is crucial to gaining a competitive edge over your rivals. By using Porter’s Generic Strategies model, you will be able to identify the strategy that you need to lead your organisation to success.

Cost Leadership Strategy: Walmart, Ikea, Xiaomi

Differentiation Strategy: Apple, Windows, Tesla

Focus Strategy: Casio, Tiffany, Koenigsegg