**Vocabulary**

household name , pay dividends, forefront, endeavour, surface – level changes, gear up, gravitate towards, reinvigorating, surpass,

1. Upon becoming a …household name…………………… in the music industry, the team knew it was time to move out on their own.
2. Young audience …gravitates toward…………………..fancy , ground-breaking and unconventional gourment
3. …Surface-level changes………………………..are not thorough enough to turn company around
4. The campaign is already … gear up ………………. in some of those states.
5. "Yet we better get about … … reinvigorating ………………….. our industry before someone else does it for us."
6. I look forward to your support in this important … endeavour……………….
7. They are at the …forefront……………………of innovation
8. Investments are needed today that will …pay dividends……………… in 10, 20 or 30 years.
9. The results …surpass…………………….. all our expectations

hailed, rendering, rejuvenate, upward, fall behind, relevance, multipronged, evoke

1. The product has been …hailed………………..as a revelation of the last year
2. This is a …rendering………………..of a famous brand that existed in 1990s
3. The …multipronged ………………… program has won awards from planning, architecture and environmental groups.
4. His works evoke a unique use of color and form.
5. Although the store has all but lost its …relevance………………… in today's market, the news still strikes me as the end of an era.
6. A company can do everything right and yet still …fall behind………………...
7. To …rejuvenate………………… our great nation is to harmonize the whole world.
8. "I think that given the general …upward……………trend of the market, the idea makes sense," he said

tweaks, resonace, revitalize, spearheaded, powerhouse, unveiled, revamped, trepidation, overhaul,

1. He made some …tweaks………… to his computer, and now it works faster
2. We thus look ahead to the period 2010-2014 with some …trepidation…………………….
3. He …spearheaded………………. the program and tried to make it successful.
4. No significant products are likely to be …revamped……………. before early next year.
5. She …unveiled…………………. a campaign which resulted in the school taking the government to court.
6. Looking at the line-ups for the Olympics, USA seems to be a major …powerhouse…………………….
7. It is about time a general …overhaul…………….. of public transport was carried out
8. "This call will find great …resonanse………………… within the international community."
9. The officials called the plan an effort to …revitalize………………… the computer industry.