

7.2_D

Fixed phrase	Type of information	Actual information
1. What do I mean by ...?		
2. As you can see, ...		
3. Looking at it another way, ...		
4. In financial terms, ...		
5. Say ...		
6. ... the point is ...		
7. In this way, ...		

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Answers

Fixed phrase	Type of information	Actual information
1. What do I mean by ...?	f. an explanation of a word or phrase	explanation of 'important phase'
2. As you can see, ...	e. a comment about a diagram or picture	the Goldorama advertising brochure
3. Looking at it another way, ...	a. a different way to think about the topic	creating an experience = keeping people happy
4. In financial terms, ...	g. a general idea put into a financial context	added value can be calculated financially
5. Say ...	b. an imaginary example	an example of how you can neglect an aspect of running the business (which will make people feel unhappy)
6. ... the point is ...	c. a key statement or idea	to a large extent the way in which the park is run makes or breaks it (i.e., is responsible for its success or failure)
7. In this way, ...	d. a concluding comment giving a result of something	the benefits of all people and departments working together