



- **power ahead** (powers ahead, powering ahead, powered ahead) PHRASAL VERB

steam ahead (steams ahead, steaming ahead, steamed ahead) PHRASAL VERB

If an economy or company **powers ahead** or **steams ahead** it becomes stronger and more successful.

The most widely held view is the market will continue to power ahead – at least in the first half of next year.

It all leaves the way clear for Tesco to power ahead.

The economy is powering ahead, the number of jobless has fallen for eight months in succession in the west, and for three months in a row in the east.

The latest figures show industrial production steaming ahead at an 8.8 per cent annual rate.

Corporate profits, meanwhile, have steamed ahead. Quarter after quarter companies have reported profit rises of 20 per cent or more.

- **sparkling** ADJ

If a company is described as having **sparkling** figures or **sparkling** results, it has performed very well and made a lot of money.

Shareholders in supermarket giant Tesco were laughing all the way to the bank yesterday following another sparkling set of figures.

Top retailer Marks & Spencer has romped in with another set of sparkling results.

- **sink** (sinks, sinking, sank, sunk) VERB

If something **sinks** to a lower level or standard, it falls to that level or standard.

Share prices would have sunk – hurting big and small investors.

Pay increases have sunk to around seven per cent.

The pound had sunk 10 per cent against the schilling.

- **spike** (spikes) N-COUNT

If there is a **spike** in the price, volume, or amount of something, the price, volume, or amount of it suddenly increases.

Although you'd think business would have boomed during the Persian Gulf War, the owners say they saw only a small spike in interest then.

Westpac economist Nigel Stapleton said forecasts of a 1 per cent to 1.5 per cent seasonally adjusted spike in sales for December were 'not unreasonable'.

- **soar** (soars, soaring, soared) VERB

If the amount, value, level, or volume of something **soars**, it increases quickly and by a large amount.

Shares soared on the stock exchange.

... soaring unemployment.

Insurance claims are expected to soar.

- **downturn** (downturns) N-COUNT
- **upturn** (upturns) N-COUNT

If there is a **downturn** in the economy or in a company or industry, it performs worse or becomes less successful. If there is an **upturn** in the economy or in a company or industry, it improves or becomes more successful.

They predicted a severe economic downturn.

It typically takes at least a year for an economic upturn to reduce the number of business failures.

Common Collocations

an economic downturn/upturn

a sharp downturn/upturn

a severe downturn

a sustained upturn

a strong upturn

a slight upturn

a downturn/upturn in business

a downturn/upturn in demand

- **rally** (rallies, rallying, rallied)

□ VERB

When something, for example the price of shares, **rallies**, it begins to recover or improve after having been weak.

Markets began to rally worldwide.

▮ N-COUNT

If there is a **rally** in the price of shares, it begins to improve after having been weak.

After a brief rally the shares returned to 126p.

Common Collocations

a strong rally a powerful rally

- **recover** (recovers, recovering, recovered) VERB
- **regain ground** (regains ground, regaining ground, regained ground) PHRASE

When something, for example the economy or a currency, **recovers** or **regains ground**, it begins to improve after having been weak.

The Chancellor of the Exchequer told sceptical businessmen at the annual Institute of Directors' conference that the economy would recover in the second half of the year.

After falling back, the dollar then regained ground in London, trading to close at 93.73 against the yen.

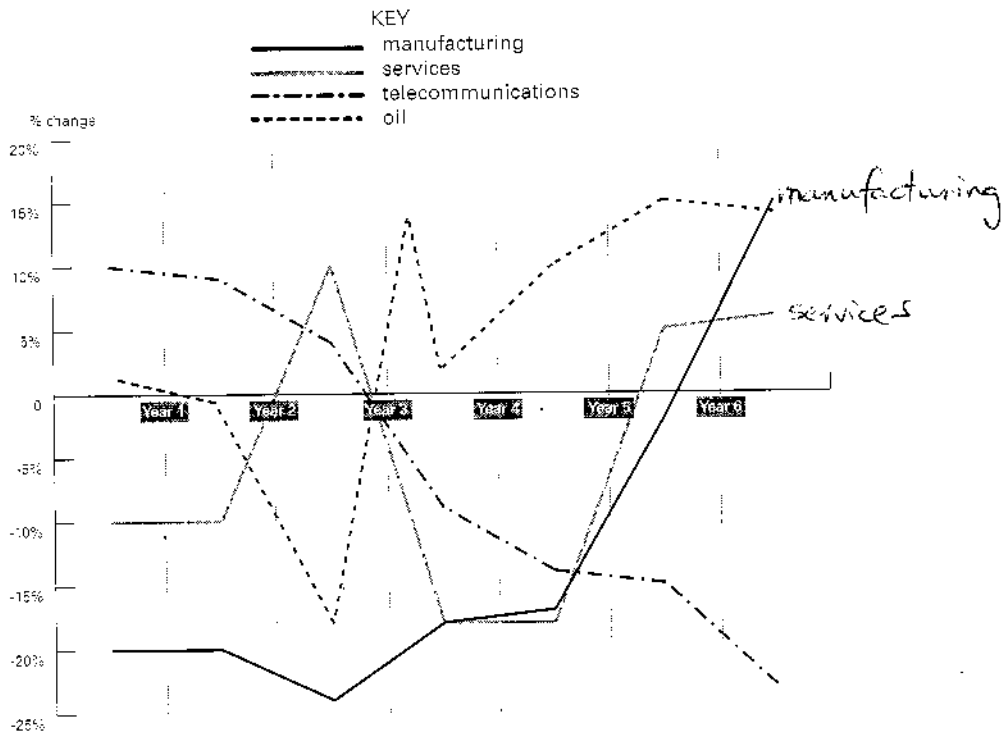


PRACTISE YOUR VOCABULARY

1 If you were a shareholder in ABC Co., which of these headlines would you like to read in the morning newspaper?

- a ABC's new management team steam ahead
- b ABC's competitors sinking fast
- c Following a recent fall, prices for ABC's products are rallying
- d Foreign competition power ahead in ABC's markets
- e Soaring costs of raw materials for ABC
- f Economists predict economic downturn
- g ABC issue sparking interim results
- h ABC's share prices soar
- i ABC's share prices are finally recovering

2 Look at the graph and decide whether the four descriptions below are true or false.



- a After a steady 3-year period the manufacturing sector has started to power ahead.
- b The service sector suffered a serious downturn 3 years ago but stocks have soared recently.
- c The telecommunications sector is experiencing an upturn.
- d After a period of steady growth in the oil industry there was a sudden spike in oil prices.

True	False
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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3 Correct the sentences above that give false information.