



● **rise** (rises, rose, risen)

▢ VERB

If something **rises**, it becomes greater in number, level, or amount.

*Pre-tax profits rose from £842,000 to £1.82m.
Tourist trips in Britain rose by 10.5% between 1977 and 1987.
The number of business failures has risen.*

▣ N-COUNT

If there is a **rise** in the number, level, or amount of something, it becomes greater.

*...the prospect of another rise in interest rates.
Book sales totalled £886 million, a rise of 1.6%.*

Common Collocations

to rise sharply to rise rapidly to rise dramatically

● **increase** (increases, increased, increased)
decrease (decreases, decreasing, decreased)

▢ VERB

If something **increases** or if you **increase** it, it becomes greater in number, level, or amount. If something **decreases** or if you **decrease** it, it becomes less in quantity, size, or intensity.

*Japan's industrial output increased by 2%.
The company has increased the price of its cars.
The increased investment will help stabilise the economy.
The number of independent firms decreased from 198 to 96.
Raw-steel production decreased 2.1% last week.
We've got stable labor, decreasing interest rates, low oil prices.*

▣ N-COUNT

If there is an **increase** in the number, level, or amount of something, it becomes greater. A **decrease** in the quantity, size, or intensity of something is a reduction in it.

*...a sharp increase in productivity.
He called for an increase of 1p on income tax.
There has been a decrease in the number of people out of work.
...a decrease of 40 per cent.*

Common Collocations

to increase sharply a marked increase
to significantly increase/decrease
a dramatic increase/decrease
a significant increase/decrease

● **improve** (improves, improving, improved) VERB
improvement (improvements) N-VAR

If something **improves** or if you **improve** it, it gets better. If there is an **improvement** in something, it becomes better. If you make **improvements** to something, you make it better.

*The euro's rate against the dollar will also improve.
...a restructuring programme to improve its UK performance.
They were warned they were in danger of losing their franchises unless they made vast improvements to services.
If there is room for improvement in employment regulations or human resources, the software will show this.*

● **fall** (falls, falling, fell, fallen)
drop (drops, dropping, dropped)

▢ VERB

If something **falls**, it decreases in amount, value, or strength. If a level or amount **drops** or if someone or something **drops** it, it quickly becomes less.

*As the service sector has grown, the importance of oil to the economy has fallen.
...a time of falling living standards.
The price of used cars dropped by 9.3 per cent.
He had dropped the price of his London home by £1.25m.*

▣ N-COUNT

If there is a **fall** in something, it decreases in amount, value, or strength. If there is a **drop** in the level or amount of something, it decreases quickly.

*There was a sharp fall in the value of the pound.
He was prepared to take a drop in wages.*

Common Collocations

to drop/fall sharply a significant drop/fall
to drop/fall dramatically a dramatic drop/fall

● **level off** (levels off, levelling off, levelled off)

PHRASAL VERB

stabilize (stabilizes, stabilizing, stabilized) VERB

If a changing number or amount **levels off**, it stops increasing or decreasing at such a fast speed. If something **stabilizes** or is **stabilized**, it becomes stable.

*There are predictions that prices will level off in the new year.
Officials hope the move will stabilize exchange rates.
Through this mechanism the price of the commodity can be stabilized over time, avoiding short-term fluctuations in price.*

● **peak** (peaks, peaking, peaked)

▢ VERB

When something **peaks**, it reaches its highest value or its highest level.

British unemployment is likely to peak in the winter of 2002-03.

▣ N-COUNT

The **peak** of a process or an activity is the point at which it is at its strongest, most successful, or most fully developed.

*In the North East, for example, there are twice as many vacancies as there were at the peak of the last boom in 1988.
Skiing prices normally reach a peak at February half-term.*

● **constant** ADJ

If an amount or level is **constant**, it stays the same over a particular period of time.

*Earnings have remained constant despite the strength of sterling.
It says more than one-hundred-thousand immigrants would be needed annually to keep the workforce at a constant level.*

➤ **decline**: Topic 9.2; **grow**: Topic 10.2; **growth**: Topic 10.2



PRACTISE YOUR VOCABULARY

1 Put each of the verbs showing change into the correct place in the table.

to rise	to increase	to decrease	to improve	to fall	to drop	to level off
to stabilize	to reach a peak	to peak	to remain constant			

↑	→	↓

2 Wordbuilding:

a True or false? The following terms do not have a corresponding noun:

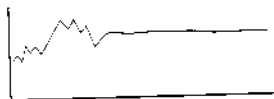
to level off to reach a peak to remain constant

b Write the noun form, where appropriate, of the verbs in the table above (be careful with improve and grow!).

3 The eight graphs describe the trading performance of Manton Inc. Choose one of the terms in the box to describe each graph.

grew rapidly	fell slightly	rose sharply	levelled off	remained constant	peaked dramatically
increased gradually	improved steadily				

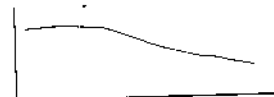
1 Turnover



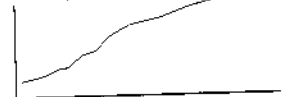
2 Costs



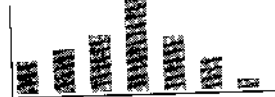
3 Sales



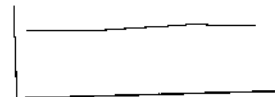
4 Output



5 Prices



6 Profits



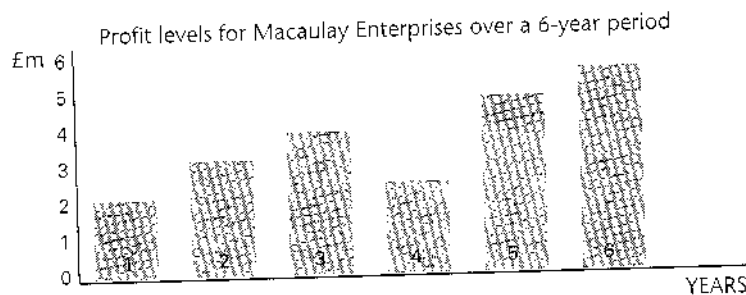
7 Overheads



8 Demand



4 Look at the bar chart and circle the correct word in each sentence to describe it.



- a Profit has increased/remaind constant/decreased over the 6-year period.
- b There was a levelling off/temporary fall/peak in profits in year 4.
- c Profit over the period has increased steadily/slightly.