



● **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)

① 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.*

② 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

d Foreign competition power ahead in ABC's markets

g ABC issue sparking interim results

b ABC's competitors sinking fast

e Soaring costs of raw materials for ABC

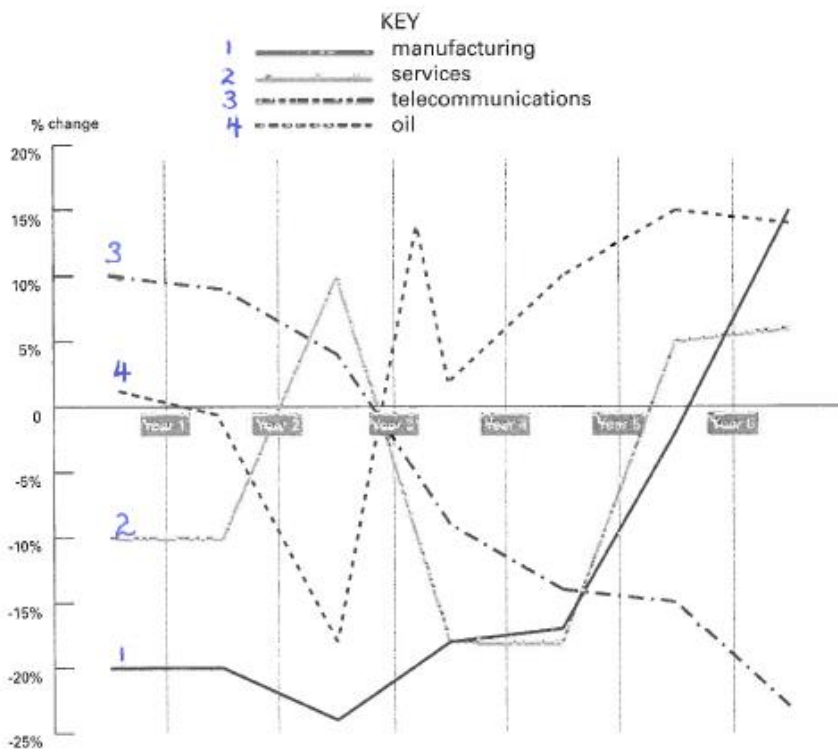
h ABC's share prices soar

c Following a recent fall, prices for ABC's products are rallying

f Economists predict economic downturn

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"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |

3 Correct the sentences above that give false information.