

# TALKING ABOUT A NEW PROJECT

A: I think we've come up with a winner. We're going to make a killing.

B: I agree. The new model has all the bells and whistles. It should be a blockbuster.

A: Now, what we need to do is to get this project off the ground.

B: Let's meet again on Wednesday and discuss our game plan.

# GLOSSARY

to come up with a winner – to think up a very good idea

EXAMPLE:

The company needs to come up with a winner to fight off competition from foreign firms.

bells and whistles – extra product features

EXAMPLE:

I like mobile devices that are loaded with all the bells and whistles.

a blockbuster- a big success

EXAMPLE:

The new toothbrush is expected to be the biggest blockbuster of the quarter.

to make a killing – to make a lot of money

EXAMPLE:

They made a killing with the sale of this property.

to get sth off the ground – to get started

EXAMPLE: Is there

any chance of getting this plan off the ground?

a game plan – an action plan

EXAMPLE:

We need to come up with a game plan, and stick to it.

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# EXERCISE

Fill in the missing gaps with the words or expressions from the box below.

game plan

bells and whistles

blockbuster

get this plan off the ground

come up with a winner

make a killing

1. Everybody likes Nike's new advertising campaign. Their advertising agency has .....
2. Our office just got a new coffee machine. It has all the .....
3. Our ..... is to launch the new product at the end of this quarter.
4. There must be an easier way to .....
5. Needless to say it was a ..... product.
6. The projects are in place and we must ensure that we .....