

#### Exercise 4

Make improvements to the following sentences.

1. There hasn't been much agreement among management gurus.
2. M&S hasn't received a lot of good publicity over the last few years.
3. Railtrack didn't receive much funding for track maintenance.
4. Not many newly-launched products succeed.
5. In terms of corporate culture, there isn't any amount of team spirit that will encourage the employees to work harder.

#### 5. Use Nominalisation

Nominalisation allows us to represent one event as causing another event in a single clause. It is very common in academic writing to use a noun to represent an event or process, rather than a verb.

**Example:** JIT stock control was adopted. This was because of its greater efficiency.

The adoption of JIT was due to its greater efficiency.

1. The company was reorganized internally. This was said to be the main reason for the redundancies.

2. The government report on transport was published last week. As a result, the Chairman of Railtrack resigned.

3. The bank withdrew its offer to buy the company because of a higher bid.

4. If poverty and homelessness can be reduced, it could make the world a better place to live.

5. If they set up a joint venture abroad, this would help them to break into the export market.