

Módulo 5

COMPARATIVES & SUPERLATIVES

GRAMMAR RULES	ADJECTIVES	COMPARATIVES	SUPERLATIVES
Adjectives of one syllable	tall small young old long fast short cheap slow	-er than (<i>más...que</i>)	The -est (<i>el más ...</i>)
		taller than smaller than younger than older than longer than faster than shorter than cheaper than slower than	the tallest the smallest the youngest the oldest the longest the fastest the shortest the cheapest the slowest
Adjectives of one syllable ending in -e	large nice	-r than (<i>más...que</i>)	The -st (<i>el más...</i>)
		larger than nicer than	the largest the nicest
Adjectives of one syllable consonant + short vowel + consonant	big thin fat hot sad	Double the last consonant + -er than (<i>más ... que</i>)	Double the last consonant + -est (<i>el más...)</i>
		bigger than thinner than fatter than hotter than sadder than	the biggest the thinnest the fattest the hottest the saddest
Adjectives of two syllables ending in -y	pretty funny easy silly happy	Change the -y to -i + -er than (<i>más...que</i>)	Change the -y to -i + -est (<i>el más ...</i>)
		prettier than funnier than easier than sillier than happier than	the prettiest the funniest the easiest the silliest the happiest
Adjectives of two or more syllables.	expensive exciting difficult beautiful intelligent interesting famous popular delicious	more + adjective + than	The most + adjective
		more expensive than more exciting than more difficult than more beautiful than more intelligent than more interesting than more famous than more popular than more delicious than	the most expensive the most exciting the most difficult the most beautiful the most intelligent the most interesting the most famous the most popular the most delicious
Irregular adjectives in the Comparative and the superlative.	good bad far	better than worse than further than	the best the worst the furthest

Marketing collocations

These are words often used in combination with *market*.

Click on a collocation to see more examples of it.

Booming market

The shortage of shepherds meant that squatters either had to invest in fences, or miss reaping the benefits of the booming market.

Broad market

It is more difficult to manipulate a broad market index than the price of a single stock.

Capitalist market

Such goals are necessarily critical of the wasteful lifestyle of the rich capitalist market economies and consumer societies.

Changing market

Eighteenth-century guilds or twentieth-century unions sought to protect their members' trades or jobs in the face of changing market demands.

Competitive market

I assume as follows that firms and consumers act as atomic agents in a competitive market.

Emerging market

Thus, any individual investor has to be more optimistic than the average investor in order to invest in the emerging market.

Expanding market

As organic foods are more available in traditional supermarkets³⁶, expanding market opportunities may outweigh these concerns.

Functioning market

This is the case for the paper industry, which has a virtual interest in a functioning market providing recyclable fibre.

Growing market

The forces of high population density, growing market demand, biophysical changes, and technology have been translated into adaptations of farming practices, crop diversification and commercialization.

International market

The henequen industry, like most enclave economies based on agricultural crops was subject to international market conditions.

Local market

In this way they could profit from differences in local market prices and could speculate.

Talking About the Product

1. To launch a product

When a company launches a product, it places the product into the market. Consumers can buy a product once it is launched.

*Consumers are anticipating the company's **launch of its next generation of smartphones.***

2. To adopt a product

When consumers accept a new product and decide to buy it, they adopt it. Marketers refer to different categories of adopters, which include:

- Those who buy the product as soon as it comes out.
- Those who wait to hear the opinions of others before deciding to buy the product.
- Those who buy the product because they have no other choice.

*There are many people who do not **adopt new technology** until the old technology is obsolete (out-of-date).*

3. To pioneer a product

Pioneering a product means to introduce a new product into the current environment. This is not just a new product like all of the others, though. It is innovative (original).

*The company **pioneered the “baby carrot.”***

Talking About Competition

4. To log an early win

When a company gains significant market share (gets a significant amount of the sales in a certain industry) soon after the launch of a product, they can log an early win (meaning they can record their early success).

*Apple **logged an early win** in the smartphone market by focusing on usability features.*

5. To drive demand

When people want a product, there is demand for it. Companies want to create demand for their products. As simply introducing a product is often not enough to do this, companies create **tactics**, or ways to make consumers want to buy their product.

*In some emerging markets, a company has to **drive demand** for the product category before it can **drive demand** for its product.*

6. To jump at an opportunity

Jumping at an opportunity means enthusiastically taking advantage of an opportunity.

*We lost Sue to a startup that competes with us. She **jumped at the opportunity to work there** because of the new challenge and higher financial rewards. We couldn't match the financial package they offered her.*