

Down to Communication

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Welcome to Down to Communication.

On the audio file you will hear sentences which contain the keywords from this episode of Down to Business English. (**122 - Marvel Comics: a business comeback of superhero proportions**).

You will hear the following:

1. The full sentence containing the keyword or phrase is played. It is followed by a short pause so you can mentally process the information.
2. Then the sentence is divided into 2-3 chunks (depending on the length of the sentence). After each 'chunk' there is a long pause. During this pause, try to repeat the chunk one or two times.
3. After the last chunk, you will hear the entire sentence again. You can shadow at the same time (or slightly behind the audio). AND there is another long pause after the whole sentence. During the pause, say the sentence out loud at least once. Imitate the speaker's speed, pronunciation, and intonation.
4. Finally, you will hear an audible signal that indicates the start of the next sentence.
5. The process (steps 1-4) will repeat for each of the keywords.



From **122 - Marvel Comics: a business comeback of superhero proportions**

1. Who could **escape knowing** about that famous rivalry between them?
2. So on the strength of these **grittier** characters Marvel rose to the top of the heap ...
3. But instead of trying to grow their readership they **opted to** exploit their existing customer base.
4. ... but by the mid 90s comic fans had grown very tired of the inflated prices and the collector's market pretty much cratered
5. Oh my goodness. That can't be right. That's **a drop in the bucket**, even less.
6. ... they put up their most famous characters as **collateral**.