

Unit 3 General Business

■ Company structure

Often a company is a business owned by one owner or proprietor. The owner receives the profit from the business, but also takes on the risks. When two or more individuals own the business it is called a **partnership**. Some companies merge with others or **expand** and restructure to become corporations that raise capital by offering **shares** to stockholders. The company can use the money from the shares to invest in its products or services and make a profit. The management of corporations is performed by directors who do not own the company but follow the **instructions** of the stockholders. Sometimes a company expands by making a successful takeover bid for another company through purchasing a majority of the shares. When a company does business, the earnings received are used to pay overhead and the stockholders receive the remaining money in the form of dividends.

1 partnership [ˈpɑːtnəːʃɪp] (n) 合夥關係

Ex. The company is developing a new car **in partnership with** leading auto manufacturers in Germany.

word family:

- The two companies are partners in a contract to build a new power plant.
- Are partners invited to the office party?
- Could you all please partner up with another student before we begin the game?

2 expand [ɪkˈspænd] (v) 擴張

Ex. There are plans to expand the airport.

word family:

- Women who conceive can wear pregnancy pants with expandable waists.
- The video game industry underwent a period of rapid expansion.
- There was an expansive view from the window.
- The adventurers traveled across a broad expanse of desert.

cf.

1. expend

Ex. Manufactures have expended a lot of time and effort trying to improve computer security.

2. extend

Ex. Management agreed to extend the deadline.

3. extent

Ex. I do agree with him **to an extent**.

word roots: 表「行為動作」 tend, tens, tent =

distend (away+stretch+adj)

intensive (in+stretch+adj)

extensive (out+stretch+adj)

attentive (to+stretch+adj)

3 share [ʃer] (n) 股份

Ex. Ben **invested** some shares in CHT several years ago.

word family:

- The lion's share of his money went to his grandchildren.
- He's not **doing** his share of the work.
- Employees are given a share in decision-making.
- I share a house **with** three other people.

4 instruction [ɪnˈstrʌkʃən] (n) 指示、命令

Ex. The players were given strict instructions not **to leave** the hotel.

word family:

- He works in a sports center instructing people in the use of the gym equipment.
- A qualified instructor will show you how to ski.
- I found the talk on healthy eating very instructive.

word roots: 表「行為動作」 struct =

construction (together+build+n)

destruction (not+build+n)

infrastructure (below+build+n)

obstruct (against+build)

■ Trade shows

A trade show is an event that often takes place once a year and gives companies from a particular industry the opportunity to showcase their products. Access to the venue can be restricted to only those companies involved in that particular trade or can be open to the public. Participants use this opportunity to **demonstrate** and sometimes launch their products, find out what their competitors are doing, and observe new trends. They can also network during the fair and this is useful for meeting new **contacts**. Before attending a trade show, companies should liaise with the trade show organizers to organize the stand where they will exhibit their products. Some companies sponsor events for extra publicity. They may also decide to print leaflets to promote their brand as well as produce items with their logo to **distribute** to fair participants.

5 demonstrate [ˈdɛməˌnɛstrət] (v) 顯示、展示

Ex. The government now has an opportunity to demonstrate its commitment to reform.

word family:

- Thousands of people gathered to demonstrate against the new proposals.
- Police arrested several of the demonstrators.
- Let me give you a demonstration of how the camera works.
- My father isn't very demonstrative, but I know he loves me.
- There is a demonstrable link between smoking and lung cancer.

6 contact [ˈkɒntækt] (n) 熟人、聯繫

Ex. Do you and your old school friends still keep/get/stay in contact?

word family:

- Physical contact between a mother and child is very important.
- Please don't hesitate to contact me if you have any questions.
- Please give your name, address, and an emergency contact number.

word roots: 表「感官動作」 tact, tach, tag, tang, tig =

intact (not+touch)

attach (to+touch)

contagious (together+touch+adj)

intangible (not+touch+adj)

contiguous (together+touch+adj)

7 **distribute** [dɪˈstrɪbjʊt] (v) 分配

Ex. The books will be distributed free to local schools.

word family:

- Oxfam organized the distribution of food and clothing in the disaster area.
- 經銷商：

wood roots: 表「行為動作」tribute =
attribute (go+give)
contribute (together+give)
retribution (back+give+n)

Word choice: give

1. put sth in one's hand:
2. officially give sth to sb:
3. give sth to people in a group:
4. give to a charity:
5. give sth to sb after you die:

■ **Exports** / imports

Nowadays an increasing amount of cargo is being brought from overseas or sent abroad as countries exchange **commodities**, in other words, become involved in trade. This freight is **packed** into/in large containers and then hauled by road, air, or ship to its destination. If the cargo is fragile, then it must be handled with care and cushioned in reinforced packaging to protect it from damage. Often, cargo that is going to be transported is stored temporarily in a warehouse before being loaded onto a vehicle. If the shipment is being exported, then each commodity and its quantity or weight must be declared to the customs officials of the receiving country.

8 **export** [ɪksˈpɔːt] (n) 輸出 **OPP:**

Ex. They are now manufacturing more goods for export. [U]

word family:

- Coffee is one of Brazil's main exports.
- French cheeses are exported to many different countries.
- Saudi Arabia is the world's largest oil exporter.

word roots: 表「行為動作」 port =

deport (away+carry)

support (under+carry)

transport (across+carry)

porter (carry+n=sb)

9 commodity [kə`madəti] (n) 商品

Ex. Oil is a commodity in high demand.

word family:

➤ If you are going into teaching, energy is a necessary commodity.

synonyms:

➤ There's a 20% discount on all electrical _____ till the end of the week.

➤ Shoppers complained about poor quality _____ and high prices.

10 pack [pæk] (v) 裝(箱)、包裝 **OPP:**

Ex. He packed a small **bag/suitcase** for the weekend.

word family:

➤ Fans packed the stadium to watch the final match.

➤ He bought a pack of cigarettes at a convenience store.

➤ The postman has just delivered a package for you.

➤ a package of cookies = a _____ of biscuits

➤ The hotel, airfare and museum fees are all part of our vacation package.

➤ The organic olives are packaged in recycled glass containers.

■ Prefixes & Suffixes

Verb prefixes and suffixes (動詞字首與字尾)

en/in/be + 名詞或形容詞

adjective/noun	prefix	verb
joy	en-	enjoy
large		enlarge
sure		ensure

名詞或形容詞 + 動詞字尾

noun/adjective	suffix	verb
strength	-en	strengthen
threat		threaten
short		shorten
simple	-fy	simplify
just		justify
custom	-ize	customize
special		specialize
analysis	-yze	analyze
paralysis		paralyze