

Unit 1 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 (n) 合夥關係

Ex. The company is **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** (v) 擴張 **OPP:**

Ex. The computer industry has expanded greatly over the last decade.

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. Rescue workers still don't know the true extent of the disaster.

word roots: 表「行為動作」tend, tens, tent =

distended (away+stretch+adj)

intensive (in+stretch+adj)

extensive (out+stretch+adj)

attentive (to+stretch+adj)

3 share (n) 股份

Ex. The value of my shares has risen (**OPP:**) by 10%.

word family:

- The lion's share of his money went to his grandchildren.
- Employees in this office must accept some share of the work.
- We should make sure that everyone gets equal shares of the food.
- I share a house **with** three other people.

4 **instruction** (n) 指示、命令

Ex. He gave the employees strict instructions to get to the office by 9 o'clock.

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)

de**structi**on (not+build+n)

infra**struct**ure (below+build+n)

ob**struct** (against+build)

■ Business documents

There are many different types of business documents and these days they can be either in paper or electronic form. If you work in business, you are likely to see a lot of **correspondence** in your in-boxes, including letters, emails, and faxes, as well as internal documents such as memos, reports, spreadsheets, and inventories. You can

keep paper documents or hard copies of electronic documents in files or folders at your desk. However, if they are confidential, you might want to put them somewhere more secure. If you want extra copies, you can photocopy the original. On a computer, you can **organize** your documents, or files, into folders to make them easier to find. Then, if you want to send them to someone, you can email them as an attachment.

5 correspondence (n) 信件 [U]

Ex. Please send any further correspondence to my new address.

word family:

- The survey found no correspondence between crime and unemployment rates in this city.
- He shared his experiences as a war correspondent with local students.
- Nina has been corresponding with some experts in the field since her promotion.
- Company losses were 60 percent worse than in the corresponding period last year.

6 organize (v) 安排、籌劃

Ex. The school organized a meeting between the teachers and parents.

word family:

- David works for an organization that offers free legal advice to people on low incomes.
- She has a very organized system for her filing. **OPP:**
- The event organizers should offer big money to attract the top contestants.

■ 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.

7 **demonstrate** (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.

word roots: 表「行為動作」monstr =

monstrous (show+adj)

remonstrate (back+show+v)

8 **contact** (n) 熟人、聯繫

Ex. Do you still keep in contact **with** your old school friends?

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 =

attach (to+touch)

contagious (together+touch+adj)

intangible (not+touch+adj)

contiguous (together+touch+adj)

9 **distribute** (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 =

contribute (together+give)

retribution (back+give+n)

Word choice: give

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

■ 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