

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 has been **working in partnership with** leading auto manufacturers in Germany for many years.

word family:

- The two companies are partners in a contract to build a new power plant.
- Are partners invited to the office party?
- Tina partnered with her colleague in a tennis match.

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 the vast expanse of desert.

cf.

1. expend

Ex. Manufacturers 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.

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.
- 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 instructed people in the use of the gym equipment in a sports center.
- 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 =

construct (together+build)

ex. The villagers are trying to construct a new bridge across the river.

obstruct (against+build)

ex. The roads were obstructed by piles of stones after the earthquake.

■ 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 original (n) 原稿

Ex. No one is sure if the portrait is an excellent copy or the original.

word family:

- As a copywriter, my job is to come up with creative and original advertising ideas.
- As a young writer, her work shows a lot of originality.
- The coffee beans are a lot cheaper in **their country of origin**.
- Many Christmas traditions originated in Germany.
- 300 people showed up for the product launch, about 100 more than we originally planned.

6 organize (v) 安排、籌劃

Ex. My manager liked the way I organized the information in the report.

word family:

- The event organizers should offer big money to attract the top contestants.
- 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:**

■ 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 participant (n) 參與者

Ex. At the end of the seminar, all the participants will be asked to fill out a questionnaire.

word family:

- Members are welcomed to participate in any of the activities.
- The company offers its employees the opportunities for participation in decision-making.

8 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.

9 distribute (v) 分配

Ex. Copies of the report were distributed after the meeting.

word family:

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

Word choice: give

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| <ol style="list-style-type: none">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: |
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