BARRON'S

600

ESSENTIAL

Words

for the

TOEIC

* Dr. Lin Lougheed

50 Vocabulary

Building

Lessons
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What the Book Is About

The TOELe (Test of English for International Communication) test measures the English proficiency of people working in international business or planning to use English to communicate with others. Although the test does not specifically test specialized vocabulary, the items on the exam are in specialized contexts.

This book will provide you with a basis to understand these specialized contexts that are often used on the TOELe test. Each chapter covers a particular context that has appeared on the TOELe test. The new words taught in each chapter are not specialized words. These words are more what is called general vocabulary. They can be used in many contexts.

However, these new words are used in a specialized context. Understanding these contexts and the words used in these contexts will help you improve your score on the TOELe exam.

How to Use This Book

This book could also be titled 50 Days to a More Powerful Vocabulary. There are 50 lessons. Every day, you can study one lesson. Every day you can learn 12 new words. In 50 days, you can learn 600 new words—words that will help you understand English better. And the better you understand English, the higher your TOEIC score will be.

You can sit down and in 30 minutes finish a lesson. But that is not the best way. To learn a new word, you must use it over and over. Try to spread your studying out over the whole day. Do a little bit whenever you have some free time. The 12 new words are used over and over in this lesson. Studying these words throughout the day will help you learn them and never forget them.

Start in the morning and look over the 12 new words and their definitions. Repeat them out loud. During the morning, read over the conversations. If you can, say the conversations out loud. The more ways you use a word (listening, speaking, reading, and writing), the better the chance you will remember it.

In the afternoon, do the exercises. In the evening, do the very last exercise. The last exercise is like a mini-test. It will tell you if you completely understood the meaning of the word and how to use it in a sentence.

Every day, do another lesson. At the end of the week, do the Word Review. I am sure you will answer every question correctly.

Most of the new words you learn in one lesson will be used again in another lesson. We recycle words just as we recycle paper. If you forget a meaning of a word, look up the word in the Word Index at the back of the book. That will tell you in which lesson you can find a definition and the pronunciation.

Strategies to Improve Your Vocabulary

The English language consists of more than 250,000 words, far more than most other languages—far more than we can include in this book. Here are some strategies that will help you remember words that you come across either in this book or in English books or magazines.

To learn a new word, of course, you first have to run across it. Therefore, you must read in English as much as you can. The best way to improve your vocabulary is to read routinely. The more you read, the more words you will encounter. The more words you run across, the more you will learn.

Once you have gotten into the habit of reading, you can systematically build your vocabulary by doing five things:

1. Analyze word parts.
2. Recognize grammatical forms.
3. Recognize word families.
4. Make your own personal dictionary.
5. Keep a daily reading log.
I. Analyze Word Parts

Many English words have Greek and Latin prefixes, roots, and suffixes. Memorizing a comprehensive list will increase your vocabulary exponentially. For example, a prefix is the part of a word that comes at the beginning of a word, like the prefix pre- at the beginning of the word prefix. The prefix pre- means before. Once you learn the meaning of this prefix, you will be able to use it to help you figure out the meaning of a new word that contains the same prefix, for example, predetermine, predict, predecessor.

Look at these other examples.

<table>
<thead>
<tr>
<th>Prefix</th>
<th>re-</th>
<th>happens a second time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Root</td>
<td>circul</td>
<td>around</td>
</tr>
<tr>
<td>Suffix</td>
<td>-tion</td>
<td>the act of</td>
</tr>
<tr>
<td>Word</td>
<td>recirculation</td>
<td>repeating the act of motion in a circular path</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prefix</th>
<th>re-</th>
<th>happens a second time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Root</td>
<td>gener</td>
<td>bring to life</td>
</tr>
<tr>
<td>Suffix</td>
<td>-tion</td>
<td>the act of</td>
</tr>
<tr>
<td>Word</td>
<td>regeneration</td>
<td>the act of being brought to life again</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prefix</th>
<th>re-</th>
<th>happens a second time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Root</td>
<td>loc</td>
<td>place</td>
</tr>
<tr>
<td>Suffix</td>
<td>-tion</td>
<td>the act of</td>
</tr>
<tr>
<td>Word</td>
<td>relocation</td>
<td>the act of moving again to another place</td>
</tr>
</tbody>
</table>

By understanding that the prefix re- means again, you know that any word that begins with re- means something happens a second time. Students who become familiar with the most common prefixes, roots, and suffixes find that their vocabulary grows quickly. Examples of these prefixes, roots, and suffixes will be given throughout the book.

II. Recognize Grammatical Forms

Being familiar with all grammatical forms of a word helps you increase your vocabulary. Suffixes often give you a clue as to the meaning of a word and its grammatical position in a sentence. These suffixes can tell you whether the word may be a noun, verb, adjective, or adverb.

*Common noun endings:*
- -tion competition
- -ance deliverance
- -ence independence
- -ment government
- -ism Buddhism
- -ship friendship
- -ity community
- -er teacher
- -or doctor
- -ee attendee
Common verb endings:
-ize memorize
-ate refrigerate
-en lengthen

Common adjective endings:
-y happy
-ous mountainous
-ious serious
-able capable
-al musical
-ic athletic
-ful beautiful
-less careless

Common adverb endings:
-ly quickly

Learning about grammatical forms will help you identify the purpose of many words. As the endings become recognizable, they will help you figure out the meanings of new words.

Examples of these word forms will be given throughout the book.

III. Recognize Word Families

Like brothers and sisters in the same family, words can be related, too. These words have the same base but different grammatical forms. They are part of a word family. When you learn a new word, look in the dictionary for words in the same word family. Write them beside the word in your own dictionary. Make columns for nouns, verbs, adjectives, and adverbs and write down the words in the same family. For example:

<table>
<thead>
<tr>
<th>verb</th>
<th>noun</th>
<th>adjective</th>
<th>adverb</th>
</tr>
</thead>
<tbody>
<tr>
<td>to care</td>
<td>care</td>
<td>careful</td>
<td>carefully</td>
</tr>
<tr>
<td>to attend</td>
<td>attendance</td>
<td>attentive</td>
<td>attentively</td>
</tr>
<tr>
<td>to point</td>
<td>pointer</td>
<td>pointed</td>
<td>pointedly</td>
</tr>
</tbody>
</table>

Some members of a word family have all grammatical forms; others have just a few. Some words even have two grammatical forms of the same part of speech, but with different meanings like the nouns attendance and attendee. Examples of word families will be given throughout the book.

IV. Make Your Own Personal Dictionary

Create your own dictionary to keep track of all the new words you learn. Your own personal dictionary should look like a regular dictionary with different pages for words beginning with A, B, C, and so on.

You can photocopy the following sample dictionary page or you can use a sheet of paper to make one page for each letter of the alphabet. Put tabs on these pages and write the letter of the alphabet on the tab so you can find each letter more easily. You can add pages as necessary.

When you read or hear new words, you should write them in your own personal dictionary. You may even find other words in this book that you do not know. You can write these words in your personal dictionary, too. Try not to look up the meanings of these new words immediately. This will slow down your reading. Try to get the general meaning from the context. You can look up the specific meaning after you have formed a hypothesis.
<table>
<thead>
<tr>
<th>New word</th>
<th>Original sentence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Definition</th>
<th></th>
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<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>My sentence</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Word forms in sentences</th>
<th></th>
</tr>
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<tbody>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Word families in sentences</th>
<th></th>
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<tbody>
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<td></td>
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</tbody>
</table>


Next to each word in your own personal dictionary, write a definition and make up a sentence including the word, using the dictionary as a guide. If possible, write the sentence where you originally discovered the word or a sentence whose context reminds you of the meaning.

While you are looking in the dictionary, search for words in the same word family. Write these words in your personal dictionary and make up sentences for these words, too. Notice which endings occur in each grammatical form.

Writing these sentences will help you remember the word later. It's easier to remember words when you put them in context. The more you use a word, the more likely you will remember it.

If you choose not to create your own personal dictionary, you can keep track of new words as you look them up in a regular dictionary. Take a yellow highlight pen and highlight the word you look up. At the end of the week or month, you can thumb through the dictionary and see at a glance how many words you have added to your vocabulary.

V. Keep a Daily Reading Log

It is important that you read something in English every day. You should set aside as much time as you can spare, but try to set aside at least 20 to 30 minutes every day just for reading and writing something in English. This time should not be used for reading text assigned from class or work. Select something that interests you and is appropriate for your level. It should not be too easy or too difficult. Here are samples of short passages you could read:

- the sports section of the newspaper
- an article from a popular magazine
- a chapter from a novel
- the label from an English/American product
- an advertisement in English

Try to vary the type of reading. Don’t read only science journals or mystery novels. You want to build your vocabulary in a variety of areas. If you need special vocabulary for your job or course work, you could focus on these types of articles. But remember, the reading log should be material in addition to assigned readings.

Try to pick a time of day when your mind is alert. Don’t try to study when you are tired.

Follow these steps to build a reading log.

1. Read WITHOUT stopping for about ten minutes.
   The first time you read a passage, do NOT stop to look up words. Native English readers often come across words they do not know in their reading. They get a general idea of the meaning of unknown words from the context. See if you can also get the gist of the idea without looking up the words in a dictionary.

2. Reread the passage and highlight unknown or unclear words.
   You can use a yellow highlight pen or underline the word. If you aren’t permitted to write in the book, write the words down in your reading log.

3. Choose five key words.
   From all the words that you did not understand completely, select five of them for your dictionary. These should be words that kept you from understanding an entire sentence.

4. Summarize what you read.
   Write a summary about the passage you read and add it to your reading log. Summarize what you’ve read in approximately a three-sentence paragraph. If possible, make a copy of the passage or cut it out and paste it under the summary. If you’re reading a book, write the title, pages read, and a summary of the story or argument of the book. Try to use your five new key words in your summary.
<table>
<thead>
<tr>
<th>Key words</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Article or photocopy of article)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Key words</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Article or photocopy of article)</td>
<td></td>
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</tbody>
</table>

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<tr>
<th>Key words</th>
<th>Summary</th>
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<tr>
<td>(Article or photocopy of article)</td>
<td></td>
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<tr>
<th>Key words</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Article or photocopy of article)</td>
<td></td>
</tr>
</tbody>
</table>
Contracts

1. **abide by** v., to comply with; to conform
   a. The two parties agreed to abide by the judge’s decision.
   b. For years he has abided by a commitment to annual employee raises.

2. **agreement** n., a mutual arrangement, a contract
   a. The landlord and tenant were in agreement that the rent should be prorated to the middle of the month.
   b. According to the agreement, the caterer will also supply the flowers for the event.

3. **assurance** n., a guarantee; confidence
   a. The sales associate gave his assurance that the missing keyboard would be replaced the next day.
   b. Her evident self-assurance made it easy to see why she was in charge of the negotiations.

4. **cancel** v., to annul; to call off
   a. The man canceled his magazine subscription and got his money back.
   b. When the concert was canceled, the singer sued to get her fee paid.

5. **determine** v., to find out; to influence
   a. After reading the contract, I was still unable to determine if our company was liable for back wages.
   b. The skill of the union bargainers will determine whether the automotive plant will open next week.

6. **engage** v., to hire; to involve someone or something
   a. We engaged a salsa band to play at the reception.
   b. Once we engaged Otto in the decision making for the project, he became much more supportive.

7. **establish** v., to institute permanently; to bring about
   a. Through her many books and interviews, Dr. Wan established herself as an authority on conflict resolution.
   b. The merger of the two companies established a powerful new corporation.

8. **obligate** v., to bind legally or morally
   a. The contractor was obligated by the contract to work 40 hours a week.
   b. I felt obligated to finish the project even though I could have exercised my option to quit.

9. **party** n., a person or group participating in an action or plan; the persons or sides concerned in a legal matter
   a. The parties agreed to a settlement in their contract dispute.
   b. The party of the first part generally has the advantage of preparing the contract or agreement.

10. **provision** n., a measure taken beforehand; a stipulation
    a. The father made provisions for his children through his will.
    b. The contract contains a provision to deal with how payments are made if John loses his job.

11. **resolve** v., to deal with successfully; to declare
    a. The mediator was able to resolve the problem to everyone’s satisfaction.
    b. The businessman resolved to clean out all the files by the end of the week.

12. **specify** v., to mention explicitly
    a. Mary specified in the contract that her bill must be paid within 30 days.
    b. The letter does not specify which attorney is handling our case.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Do you think we will ever resolve our difficulties with the computer company?
[W] I'm beginning to think that we should cancel our service and find another provider.
[M] Do we have any obligation to continue to pay them if we cancel our service?

[W] Now that the new contract has been negotiated, we will have to abide by it very closely.
[M] I'm not sure yet that this was a good agreement for us.
[W] Nevertheless, we gave our assurance we would fulfill the requirements.

[M] What does the new contract establish that the old one did not?
[W] Both parties agreed to the salary freeze for this year.
[M] Then, we should specify our expectations for a raise next year.

[W] We must engage a subcontractor to complete the work.
[M] Is there a provision for a subcontractor in the contract?
[W] We can determine that by reviewing the terms of the contract.

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>specify</th>
<th>The contract specifies the percentage of a raise the workers will see next year.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>specification</td>
<td>The work was done according to our specifications.</td>
</tr>
<tr>
<td>adjective</td>
<td>specific</td>
<td>We have not chosen a specific location for the reunion.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>agree</th>
<th>If both parties agree to the terms, we can finalize the contract.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>agreement</td>
<td>As soon as the labor agreement was signed, the factory resumed production of new cars and vans.</td>
</tr>
<tr>
<td>adjective</td>
<td>agreeable</td>
<td>The parties are agreeable to the terms.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>provide</th>
<th>Since the machine is very reliable, why don't we cancel the service contract they provided?</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>provider</td>
<td>We must negotiate a new contract with our Internet service provider.</td>
</tr>
<tr>
<td>noun</td>
<td>provision</td>
<td>The provision for canceling the contract is in the last clause.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>obligate</th>
<th>The terms of the contracts obligate us to work for at least one more month.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>obligation</td>
<td>The factory managers have a legal and moral obligation to provide a safe work site.</td>
</tr>
<tr>
<td>adjective</td>
<td>obligatory</td>
<td>He finished his obligatory military service, and then joined his father on the orange farm.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. The contract calls for the union to ____ who their bargaining representative will be.
   (A) specific
   (B) specification
   (C) specifying
   (D) specify

2. The two sides were no closer to a final ____ at midnight than they were at noon.
   (A) agreement
   (B) agreeable
   (C) agree
   (D) agreed

3. I don't feel any ____ to give my boss more than two weeks notice when I leave.
   (A) oblige
   (B) obligatory
   (C) obliged
   (D) obligation

4. The ____ for terminating the contract were not discussed.
   (A) provide
   (B) provisions
   (C) provider
   (D) provisioning

---

**Short Talk**

*Read the following passage and write the appropriate form of the new words in the blanks below.*

<table>
<thead>
<tr>
<th>abide</th>
<th>cancel</th>
<th>establishment</th>
<th>provide</th>
</tr>
</thead>
<tbody>
<tr>
<td>agreement</td>
<td>determine</td>
<td>obligates</td>
<td>resolve</td>
</tr>
<tr>
<td>assurance</td>
<td>engaging</td>
<td>parties</td>
<td>specifies</td>
</tr>
</tbody>
</table>

Contracts are an integral part of the workplace. In simple terms, contracts are an (5.) ________ between two or more (6.) ________ that (7.) ________ terms or something to be done and that (8.) ________ the parties to follow through. Contracts often include the amount that the client will pay the contractors and what services will be provided. For example, in your office, you may have a contract that provides (9.) ________ that your copier machine or phones will be repaired within a certain amount of time. This service can either be done off-site or at your (10.) ________. A contract often states ways to (11.) ________ if quality of work delivered is acceptable. Well-written contracts usually (12.) ________ ways to (13.) ________ problems like these when they happen. Before (14.) ________ in a contract, the parties should think carefully, as they will have to (15.) ________ the conditions specified in it. A contract usually specifies how the two parties can (16.) ________ it if either party fails to meet the terms.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. When attempts at resolve failed, both parties, determined to end the conflict, agreed to enter into a formal contract and promised to abide by the terms.
   (A) A
   (B) B
   (C) C
   (D) D

18. Both parties agreed that the contractor would provide technical assistance 24 hours a day, so it was easy to determination that the two-day delay was not acceptable.
   (A) A
   (B) B
   (C) C
   (D) D

19. We were assured by the cable company before we engaged in a contract that we could cancellation our membership at any time with no further obligations.
   (A) A
   (B) B
   (C) C
   (D) D

20. Luckily, our car insurance establishments the time period within which they provide assistance, determines the repair shops we can use, sets a fee structure for payment, and provides a forum for resolving billing errors.
   (A) A
   (B) B
   (C) C
   (D) C
Lesson 2

Words to learn

<table>
<thead>
<tr>
<th>English</th>
<th>Chinese</th>
</tr>
</thead>
<tbody>
<tr>
<td>attract</td>
<td>吸引</td>
</tr>
<tr>
<td>compare</td>
<td>比較</td>
</tr>
<tr>
<td>compete</td>
<td>競爭</td>
</tr>
<tr>
<td>consume</td>
<td>消耗</td>
</tr>
<tr>
<td>convince</td>
<td>說服</td>
</tr>
<tr>
<td>current</td>
<td>現時的</td>
</tr>
<tr>
<td>fad</td>
<td>一時流行</td>
</tr>
<tr>
<td>inspire</td>
<td>鼓舞</td>
</tr>
<tr>
<td>market</td>
<td>市場</td>
</tr>
<tr>
<td>persuade</td>
<td>說服</td>
</tr>
<tr>
<td>productive</td>
<td>有效率</td>
</tr>
<tr>
<td>satisfy</td>
<td>使滿意</td>
</tr>
</tbody>
</table>

Marketing

1. **attract v.**, to draw by appeal
   a. The display attracted a number of people at the convention.
   b. The new advertising attracts the wrong kind of customer into the store.

2. **compare v.**, to examine similarities and differences
   a. Once the customer compared the two products, her choice was easy.
   b. The price for this brand is high compared to the other brands on the market.

3. **compete v.**, to strive against a rival
   a. With only one store in the area, it is difficult for Hector's business to compete with large chains.
   b. We competed against three other agencies to get this contract.

4. **consume v.**, to absorb; to use up
   a. The business plans consumed all of Fritz's attention this fall.
   b. Chen consumes more than his share of computer time.

5. **convince v.**, to bring to believe by argument; to persuade
   a. The salesman convinced his customer to buy his entire inventory of pens.
   b. Before a business can convince customers that it provides a quality product, it must convince its marketing staff.

6. **current adj.**, happening or existing at the present time; adv., to be on top of things
   a. It is important to read current magazines to see how competitors market their products.
   b. Good marketing requires keeping current with modern technology and best practices.

7. **fad n.**, a practice followed enthusiastically for a short time; a craze
   a. The mini dress was a fad once thought to be finished, but now it is making a comeback.
   b. Classic tastes may seem boring but they have proven to resist fads.

8. **inspire v.**, to spur on; to stimulate imagination or emotion
   a. The heart-wrenching video about world hunger inspired Kristen to get involved in food security issues.
   b. His painting style was inspired by the works of the Old Masters.

9. **market v.**, the course of buying and selling a product; n., the demand for a product
   a. When Omar first began making his chutneys, he marketed them door-to-door to gourmet shops.
   b. The market for brightly colored clothing was brisk last year, but moving sluggishly this year.

10. **persuade v.**, to move by argument or logic
    a. Juan, with his charming personality, eventually persuaded the pharmacist to stock samples of the new medicine.
    b. No amount of marketing could persuade Doris to give up her old, but reliable, laundry soap.

11. **productive adj.**, constructive; high yield
    a. The unproductive sales meeting brought many staff complaints.
    b. Alonzo is excited about his productive sales territory.

12. **satisfy v.**, to make happy
    a. Henri was perfectly satisfied with his new fishing rod and recommended the brand to many friends.
    b. If you don’t know what kind of gift will satisfy your friend, think about giving a gift certificate instead.
Short Conversations

Read the following conversations and see how the new words are used.

[M] We need to attract new customers to the business.
[W] How can we convince them to buy our products?
[M] Perhaps our ads could feature some of our satisfied customers.

[M] With a new store opening across the street, we must work harder to compete in our market.
[W] How can we be more productive?
[M] Once customers compare us to the other stores, they will see that we offer a better deal.

[W] There is a growing market for computer software.
[M] Yes, consumers are looking for software for specific applications.
[W] Accounting software is currently among the biggest sellers.

[M] Our new line of dresses is inspired by the recent interest in 1960s fashion.
[W] This look is just a fad.
[M] Perhaps, but many customers will be persuaded by the new look.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>attract</th>
<th>The store’s poor location did not help it attract customers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>attraction</td>
<td>Having a clown in the toy store was a foolproof attraction for getting kids to enter.</td>
</tr>
<tr>
<td>adjective</td>
<td>attractive</td>
<td>Lou ran his store on an old-fashioned premise: quality merchandise at attractive prices.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>compare</th>
<th>She compared the prices before she made a decision.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>comparison</td>
<td>There was no comparison in the quality of the two brands.</td>
</tr>
<tr>
<td>adjective</td>
<td>comparable</td>
<td>To get an average for home costs, the agent sought prices on comparable homes.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>consume</th>
<th>The analyst was able to consume new information quickly.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>consumer</td>
<td>The government tracks consumer spending closely.</td>
</tr>
<tr>
<td>adjective</td>
<td>consumable</td>
<td>He ran a study of the use of consumable goods.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>market</th>
<th>The sales department disagreed about how to market their newest product.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>marketing</td>
<td>A good director of marketing can find a way to sell even an unattractive product.</td>
</tr>
<tr>
<td>adjective</td>
<td>marketable</td>
<td>Once the sales manager decided to change the packaging, the product became much more marketable.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Marketing specialists have conducted extensive studies of what _____ customers to buy a particular product.
   (A) attractive  (C) attracts
   (B) attraction (D) attracting

2. Smart shoppers will _____ different but similar brands before making a decision.
   (A) compare  (C) comparative
   (B) comparison (D) comparable

3. Manufacturers like to know what features _____ find useful.
   (A) consumers  (C) consumption
   (B) consume  (D) consumable

4. Without good _____, good products can go unsold.
   (A) market  (C) marketability
   (B) marketable (D) marketing

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

attract consumers fad persuaded
competed convince inspire product
competes current market satisfied

Yassir is getting ready to realize his dream: opening a business that sells plants on the Internet. After completing a business plan that helped him to determine that there was demand for his (5.) _________ in the (6.) _________, Yassir is ready to start promoting his business. Having (7.) _________ the bank that there was a market, that there were consumers willing to buy flowers on the Internet, he needed to find these (8.) _________.

Once he has an established base, Yassir, like other business owners will have to continually (9.) _________ new customers. At the same time, he must make sure current customers are (10.) _________.

In order to be satisfied, (11.) _________ customers must be happy with the product they receive. Yassir's job is to (12.) _________ these customers to gain their repeat business. To do this, he will have to (13.) _________ consumers that he offers a good product at a good price, especially when (14.) _________ the businesses with which he (15.) _________.

And, of course, he will have to compete with other businesses on the price he charges and service he offers. He hopes that Internet businesses are here to stay and not a (16.) _________.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. George found it was productive and less expensive to inspiration loyalty in his current customers compared to the cost of advertising to attract new customers.
   (A) productive  (B) inspiration  (C) loyalty  (D) compared

18. Joelle cannot compete with the prices of jewelry found in stores, but she is able to persuasion consumers that her handmade products are unique works of art.
   (A) compete  (B) persuasion  (C) consumers  (D) unique

19. Adil's plan to market his soccer lessons meant persuading boys and girls that soccer was not a short-lived fad and convincing parents that he offered a better service comparison to local soccer camps.
   (A) persuading  (B) fad  (C) convincing  (D) comparison

20. The restaurant used an age-old marketing strategy of continually attractive new customers and satisfying current customers with good food at good prices.
   (A) attractive  (B) satisfying  (C) current  (D) good

выложено группой vk.com/create_your_english
Warranties

1. **characteristic** adj., revealing of individual traits  
   a. The cooking pot has features characteristic of the brand, such as "stay cool" handles.
   b. It is not characteristic of the store to be slow in mailing a refund check.

2. **consequence** n., that which follows necessarily  
   a. The consequence of not following the service instructions for your car is that the warranty is invalidated.
   b. As a consequence of not having seen a dentist for several years, Lydia had several cavities.

3. **consider** v., to think about carefully  
   a. The customer considered buying the VCR until he learned that the warranty coverage was very limited.
   b. After considering all the options, Della decided to buy a used car.

4. **cover** v., to provide protection against  
   a. Will my medical insurance cover this surgery?  
   b. Her car insurance provided for complete coverage against collision.

5. **expire** v., to come to an end  
   a. The warranty protection on this product will expire one year after the date of purchase.
   b. I didn’t have time to read another fitness magazine, so I let my subscription to the latest one expire.

6. **frequently** adv., occurring commonly; widespread  
   a. Appliances frequently come with a one-year warranty.
   b. Warranties for this kind of appliance are frequently limited in their coverage.

7. **imply** v., to indicate by inference  
   a. The guarantee on the Walkman implied that all damages were covered under warranty for one year.
   b. The travel agent implied that our hotel was not in the safest part of the city, but, when pressed for details, he said the location was fine.

8. **promise** v., n., to pledge to do, bring about, or provide  
   a. A warranty is a promise the manufacturer makes to the consumer.
   b. The sales associate promised that our new mattress would arrive by noon on Saturday.

9. **protect** v., to guard  
   a. Consumer laws are designed to protect the public against unscrupulous vendors.
   b. You can protect yourself from scams by getting detailed information on the seller.

10. **reputation** n., the overall quality of character  
    a. Even though the salesperson showed me a product I had never heard of, I bought it because of the good reputation of the manufacturer.
    b. The company knew that the reputation of its products was the most important asset it had.

11. **require** v., to deem necessary or essential  
    a. A car warranty may require the owner to have it serviced by a certified mechanic.
    b. The law requires that each item clearly display the warranty information.

12. **vary** v., to be different from another; to change  
    a. The amount of protection offered by different policies will vary.
    b. Consumers’ needs vary, so different kinds of warranties appeal to different types of consumers.
Short Conversations

Read the following conversations and see how the new words are used.

[M] What are the important characteristics of this warranty?
[W] The product is completely covered for one year.
[M] It seems that one-year warranties are the type most frequently provided for this kind of appliance.

[M] In order to have full protection, you must have the car serviced by an approved mechanic.
[W] What are the consequences if I choose not to use an approved mechanic?
[M] By not following the guidelines, you cause the warranty to expire immediately.

[W] This price on this toaster seems low. What's the reputation of the manufacturer?
[M] To be honest, I would have to say that the quality of this manufacturer's products varies.
[W] However, the manufacturer promises to replace the toaster if it breaks.

[M] I think the hotel requires that we stay for at least two nights to get the special rate.
[W] It's not completely clear, but I agree that the brochure implies a two-night stay.
[M] We'll need to consider changing our plans if we want the special rate.

<table>
<thead>
<tr>
<th>Word Families</th>
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<tbody>
<tr>
<td><strong>verb</strong></td>
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<td><strong>noun</strong></td>
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<tr>
<td><strong>adjective</strong></td>
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</tbody>
</table>
Choose the word that best completes the sentence.

1. Jacques and Louisa will only _____ purchasing appliances that come with a money-back guarantee.
   (A) consideration (B) consider (C) considering (D) considerable

2. The level of _____ implied by the warranty was misleading.
   (A) protect (B) protective (C) protection (D) protector

3. It can be very helpful to consider the _____ of the manufacturer and the merchant when making a major purchase.
   (A) reputation (B) reputable (C) repute (D) reputed

4. If the appliance breaks down within two years of purchase, the manufacturer is _____ to send you a replacement at no charge.
   (A) requiring (B) requisite (C) requirement (D) required

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

characteristics  coverage  implies  reputations
consequences  expire  promise  required
consider  frequently  protect  vary

Warranties are a seller's (5.) _________ to stand behind its products. Most major purchases like computers or cars come with a warranty, as do smaller purchases, like stereos or other electronic housewares. Warranties are not (6.) _________ by law, but are (7.) _________ found on most products. If you are making a purchase, you should (8.) _________ the individual (9.) _________ of a warranty, as each can (10.) _________ in the amount of (11.) _________ it provides. At the minimum, warranties are required to provide what the product (12.) _________ that it will do; for example, that a blender will blend or a hair dryer will dry hair. Most warranties are good for a fixed time, then they (13.) _________ . You can (14.) _________ yourself by buying products from companies with good (15.) _________ and taking good care of your new purchase. There are (16.) _________ to not taking care of a product as most warranties require that you use the product in a certain manner.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Claude read the required warranty only to find that, while the manufacturer promised to repair or replace the CD player, the coverage had expiration.
   (A) C  (B) A  (C) D

18. Before buying a new appliance, compare the characteristics of similar products and their warranties, which protect your purchase and frequently various from product to product.
   (A) B  (B) C  (C) D

19. Bassem discovered the consequent of not following instructions: because he had not had the required service performed on his car, his warranty coverage no longer protected him from mechanical failure.
   (A) A  (B) C  (C) D

20. It is especially important to consideration the reputation of a manufacturer when buying a product protected by an implied, and not directly stated, warranty.
   (A) A  (B) B  (C) C  (D) D
Business Planning

1. **address** v., to direct to the attention of
   a. Marco's business plan addresses the needs of small business owners.
   b. Be certain to pay attention to addressing the cost of infrastructure when you estimate your expenses.

2. **avoid** v., to stay clear of; to keep from happening
   a. To avoid going out of business, owners should prepare a proper business plan.
   b. Lloyd's errors in accounting could have been avoided by a business consultation with his banker.

3. **demonstrate** v., to show clearly and deliberately; to present by example
   a. Alban's business plan demonstrated that he had put a lot of thought into making his dream a reality.
   b. The professor demonstrated through a case study that a business plan can impress a lender.

4. **develop** v., to expand, progress, or improve
   a. Lily developed her ideas into a business plan by taking a class at the community college.
   b. The restaurant Wanda opened ten years ago has developed into a national chain.

5. **evaluate** v., to determine the value or impact of
   a. It's important to evaluate your competition when making a business plan.
   b. The lenders evaluated our creditability and decided to loan us money.

6. **gather** v., to accumulate; to conclude
   a. We gathered information for our plan from many sources.
   b. I gather that interest rates for small businesses will soon change.

7. **offer** v., to propose; to present in order to meet a need or satisfy a requirement
   a. We offered the job of writing the business plan to Devon.
   b. Jackie must offer her banker new statistics in order to encourage the bank to lend her money toward her start-up business.

8. **primary** adj., most important; first in a list, series, or sequence
   a. The primary reason for writing a business plan is to avoid common errors.
   b. Writing the business plan was the primary task, then seeking funding, followed by finding a suitable building.

9. **risk** n., the chance of loss or damage
   a. The primary risk for most start-up businesses is insufficient capital.
   b. Expanding into a new market is a big risk.

10. **strategy** n., a plan of action
    a. A business plan is a strategy for running a business and avoiding problems.
    b. Let's develop a strategy for promoting our ice cream parlor.

11. **strong** adj., powerful; economically or financially sound
    a. The professor made a strong argument for the value of a good business plan.
    b. Even in a strong economic climate many businesses fail, so do your planning carefully.

12. **substitute** v., to take the place of another
    a. Here's a model business plan; just substitute the specifics of your business.
    b. Don't try to substitute intuition for good planning.
Short Conversations

Read the following conversations and see how the new words are used.

[W] Alexa is developing a business plan. I told her you might be able to help with the market research.
[M] I'm proud of her. Going into business for yourself can be risky, but very rewarding.
[W] I know she is very serious about careful planning to avoid making obvious mistakes.

[M] The first problem Athos encountered was how to evaluate his competitor's share of the market.
[W] Can't he gather information from trade journals and the local trade association?
[M] I don't know if those sources offered him enough hard data to analyze the competition's share of the market.

[W] The data we've analyzed so far demonstrate that our potential customers want great service more than a great price.
[M] That surprises me. I had assumed that the price of the product was the primary motivation.
[W] I'm surprised, too. Let's make sure our business plan is addressing the need for extensive sales training.

[M] I can't believe McPhee's Sweet Shop went out of business. They once were such a strong competitor for everyone else in the candy market.
[W] When they started selling fruit juices and magazines, I wondered what their marketing strategy was.
[M] It certainly proves there's no substitute for a solid business plan.

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Word Families

| verb   | demonstrate | Let me demonstrate how this computer program works. |
| noun   | demonstration | After the lecture, there was a demonstration of new marketing techniques. |
| adjective | demonstrative | The densely encoded programming was demonstrative of the computer language of the era. |

| verb   | develop | Our assignment is to develop a cogent business plan. |
| noun   | development | The plan was under development and would not be ready for months. |
| noun   | developer | The job developer was kept busy trying to place the recent college graduates. |

| verb   | evaluate | Please review these articles and evaluate their usefulness for our plan. |
| noun   | evaluation | Yoko feared the professor's evaluation of her business plan. |
| noun   | evaluator | The independent evaluator reviewed our business plan and gave us good feedback. |

| verb   | strategize | Instead of going into a panic, let's strategize the best way to meet the deadline. |
| noun   | strategy | The business plan lays out a strategy for future growth. |
| adjective | strategic | The handout outlined the strategic points to cover in a business plan. |
Choose the word that best completes the sentence.

1. I don't want to intrude, but would you like me to _____ how to use that machine?
   (A) demonstrate    (C) demonstrative
   (B) demonstration   (D) demonstrator

2. While you are _____ your business plan, it is a good idea to keep a resource library of valuable materials.
   (A) develop        (C) developing
   (B) development    (D) developer

3. After you turn in your business plan, you will receive a written _____ of your work within two weeks.
   (A) evaluator      (C) evaluate
   (B) evaluative     (D) evaluation

4. If we think _____, we can come up with a plan that promises success.
   (A) strategize     (C) strategically
   (B) strategic      (D) strategist

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

address           develop          offered          strategy
avoid             evaluation       primary          strength

demonstrate       gathering        risks            substitute

Every business must (5.) ______ a business plan. The business plan's (6.) ______ purpose is to improve the entrepreneur's control over the business and to (7.) ______ common mistakes. It is not an overstatement to say that a business will fail or succeed on the (8.) ______ of its business plan, so there is no (9.) ______ for a well-prepared plan. The business plan documents the (10.) ______ for growing the business. Think of the business plan as a road map that describes in which direction the company is going, what its goals are, where it wants to go, and how it is going to get there. The business plan helps the entrepreneur focus on setting the future course of the business.

In developing the plan, the entrepreneur will conduct research to determine a systematic and realistic (11.) ______ of the company's chances for success in the marketplace. In creating the plan, the entrepreneur must research the company's target market and define its potential. The entrepreneur must be able to prove through research that customers in the market need the good or service (12.) ______ and that a sufficient number of potential customers exists to support the business. Is the market growing or shrinking? Are customers' needs staying the same or changing?

A business plan also looks at the (13.) ______ the business faces. Chief among these is competitors. The business plan must analyze the company's competition by (14.) ______ information on competitors' market share, products, and strategies. The plan should (15.) ______ what distinguishes the entrepreneur's products or services from others already in the market. It is also common for businesses to fail because the owner fails to invest or seek sufficient capital to run the business. A good business plan should (16.) ______ this issue as well.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. By addressing potential problems upfront, Carlos was able to demonstration to his banker that he had gathered enough information to avoid business failure.

18. In a risky attempt to expand business, the company, whose primary focus was selling furniture, embarked on a strategy that involved offers interior design services.

19. Our business instructor strongly believes there is no substitution for a well-developed business plan, so all of his students were required to develop a plan that he would evaluation and give helpful criticism on.

20. Ms. Martinez developed her business plan by addressing the risky found in the market and demonstrating ways to avoid them.
1. **accommodate** v., to fit; to provide with something needed
   a. The meeting room was large enough to accommodate the various needs of the groups using it.
   b. Because the deadline for reserving rooms was past, the hotel manager could not accommodate our need for more rooms.

2. **arrangement** n., the plan or organization
   a. The travel arrangements were taken care of by Sara, Mr. Billings's capable assistant.
   b. The arrangement of speakers was alphabetical to avoid any hurt feelings.

3. **association** n., an organization of persons or groups having a common interest; a relationship or society
   a. Membership in a trade or professional association provides business contacts and mutual support.
   b. Local telephone companies formed an association to serve common goals, meet their common needs, and improve efficiency.

4. **attend** v., to go to; to pay attention to
   a. We expect more than 100 members to attend the annual meeting.
   b. The hotel manager attended to all our needs promptly.

5. **get in touch** v., to make contact with
   a. As soon as we arrive at the hotel, we will get in touch with the manager about the unexpected guests.
   b. The registration desk is a good central location for people to get in touch with each other.

6. **hold** v., to accommodate; to conduct
   a. This meeting room holds at least 80 people comfortably.
   b. She holds an annual seminar that is very popular.

7. **location** n., a position or site
   a. The location of the meeting was changed from the Red Room to the Green Room.
   b. Disney World was the perfect location for the annual meeting since many members could bring their families.

8. **overcrowded** adj., too crowded
   a. As soon as the guests entered the dining room for dinner, Sue Lin could see that the room would become overcrowded.
   b. To avoid being overcrowded, we limited the number of guests that members could bring.

9. **register** v., to record
   a. Hotels ask all guests to register and give a home address.
   b. More than 250 people registered to attend the afternoon seminar.

10. **select** v., to choose from a group
    a. The conference participant selected the marketing seminar from the various offerings.
    b. The winners were selected from the conference registrants.

11. **session** n., a meeting
    a. The morning sessions tend to fill up first, so sign up early.
    b. Due to the popularity of this course, we will offer two sessions.

12. **take part in** v., to join or participate
    a. The format for the session is very informal, which makes it easier for people to take part in the discussion.
    b. We could not get enough people to take part in the meeting, so we canceled it.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Has the committee selected a site for our conference next year?
[W] Not yet. It’s been difficult to find a site that can accommodate a group of our size.
[M] With so many conference facilities available in this area, I would think we could find one that could hold the event.

[M] We’ll tour the hotel about a month before our association has its conference.
[W] I’ll want to see that all the arrangements for meeting rooms and audio equipment are taken care of.
[M] While we are there, we’ll get in touch with the manager to check on all the details.

[M] This is the room where the morning session will take place.
[W] It looks too small. Are you sure it can hold all the members who signed up?
[M] It is the best room available. I hope it doesn’t become overcrowded.

[M] Since you decided to attend after the deadline passed, you will have to select from the workshops that are still available.
[W] There are already too many participants registered for my first choice.
[M] I’m sorry, but there are plenty of other sessions for you to take part in.

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Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>accommodate</th>
<th>The hotel staff was able to accommodate our many needs for the conference.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>accommodation</td>
<td>The accommodations at the hotel include swimming pool, gym, and restaurant.</td>
</tr>
<tr>
<td>adjective</td>
<td>accommodating</td>
<td>The conference center manager was extremely accommodating and tried to make our stay pleasant.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>attend</th>
<th>Gillian attended the reception for visiting ambassadors.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>attendee</td>
<td>More than 500 attendees packed the ballroom.</td>
</tr>
<tr>
<td>noun</td>
<td>attendance</td>
<td>Attendance was low for this year’s annual meeting.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>select</th>
<th>Since there are overlapping workshops, participants will have to select which one most appeals to them.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>selection</td>
<td>His dinner selection of stuffed quail sounded better on the menu than it looked on the plate.</td>
</tr>
<tr>
<td>adjective</td>
<td>selective</td>
<td>The planning committee was very selective about who received invitations.</td>
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<table>
<thead>
<tr>
<th>verb</th>
<th>register</th>
<th>He registered for his classes via the Internet.</th>
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</thead>
<tbody>
<tr>
<td>noun</td>
<td>register</td>
<td>The hotel’s register showed that only half the members had arrived.</td>
</tr>
<tr>
<td>noun</td>
<td>registration</td>
<td>Registration is a detail-oriented and crucial part of running any meeting.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. The banquet room could _____ up to 750 for dinner.
   (A) accommodated
   (B) accommodate
   (C) accommodation
   (D) accommodating

2. Helen made the final _____ for use of the conference room with the hotel’s general manager.
   (A) arranging
   (B) arrange
   (C) arrangement
   (D) arranged

3. By adding more class _____, the staff was able to please more members.
   (A) select
   (B) selective
   (C) selecting
   (D) selections

4. The association’s members were asked to _____ for the special session well in advance because space in the lecture hall was limited.
   (A) register
   (B) registration
   (C) registering
   (D) registrar

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

accommodate  attend  location  select
arrangements  get in touch  overcrowded  sessions
attendances  hold  register  take part in

Many (5.) _____ and organizations hold annual conferences so that their members can (6.) ______ with each other and (7.) ______ educational programs. When planning a conference, event coordinators try to have a variety of (8.) ______ so people (9.) ______ can (10.) ______ a workshop or meeting that best suits their needs. When making (11.) ______ for a conference, they look for a site that will (12.) ______ all their needs. The site should be able to (13.) ______ the number of people expected to attend, without the meeting rooms being (14.) ______. Good event coordinators tour the site before making a final decision because brochures cannot show all the necessary details. Having meetings in a fun (15.) ______ can really encourage people to (16.) ______ for the meeting.

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The location could not hold the 50 people who registration for the session, so the room felt terribly overcrowded.
   (A) location
   (B) holding
   (C) overcrowded
   (D) session

18. Before select a site and making final arrangements for their annual convention, associations like to tour the conference facility and get in touch with the site manager.
   (A) select
   (B) selecting
   (C) getting
   (D) arranging

19. Conference participants like to take part in as many sessions as possible, so hold the meetings sequentially in adjacent locations can be helpful.
   (A) taking
   (B) hold
   (C) locations
   (D) hold

20. When you select a conference site, make sure there are places for spouses accompanying the attendance to arrange to visit.
   (A) select
   (B) selecting
   (C) attendance
   (D) arranging
Choose the word that best completes the sentence.

1. Although negotiating a new contract was complicated, both parties came to an __________ that satisfied them.
   (A) agree
   (B) agreeable
   (C) agreement
   (D) agreeably

2. __________ conferences are a good way for employees to get in touch with people in similar organizations.
   (A) Associate
   (B) Associating
   (C) Associated
   (D) Association

3. When the family decided to open a restaurant, they had to find a __________ that would attract business.
   (A) locate
   (B) locator
   (C) locating
   (D) location

4. A __________ company will honor the terms set forth in its warranty.
   (A) repute
   (B) reputed
   (C) reputation
   (D) reputable

5. The goal of marketing is to __________ customers, to persuade them to buy a product or service.
   (A) attract
   (B) attractive
   (C) attraction
   (D) attractiveness

6. Once both parties have agreed to a contract, they have also agreed to abide by every __________ provision.
   (A) specify
   (B) specific
   (C) specification
   (D) specificity

7. Good business planning includes developing an overall __________ addressing likely objections, and demonstrating why potential buyers need the product or service.
   (A) strategy
   (B) strategic
   (C) strategically
   (D) strategize

8. When you register for out-of-town conferences, make room __________ as soon as you decide to attend and always remember to ask whether the hotel will hold your reservation if you are late.
   (A) accommodate
   (B) accommodations
   (C) accommodating
   (D) accommodated

9. Marketers must avoid making promises they can't keep while they __________ the quality of their product or service.
   (A) demonstrate
   (B) demonstration
   (C) demonstrative
   (D) demonstrable

10. A consultant must adhere carefully to his contract if he wants to __________ a good business reputation.
    (A) establish
    (B) establishment
    (C) established
    (D) establishing

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. Any __________ should __________ its members to build a __________ and __________ a network of fellow workers.

12. Never forget to __________ close to the __________ so you spend more time __________ events and take less time __________ commuting.

13. Marketers know that they can __________ more customers if they __________ favorably with the competition and __________ customers that their product will __________ their needs.
14. Agreements and provisions in a contract are developed to resolution issues before they arise.

15. My favorite part of registering for conferences is selection which sessions I want to attend.

16. When planning your business, find a location that attracts customers and implications success even while you establish your reputation.

17. Warranty coverage offers customers assurance and protection on the products they buy.

18. The president of the company knew that he needed to attractive and satisfy consumers if he wanted to avoid failure.

19. Because I am more interested in the sessions for which I have registration, the location of the conference is not of primary importance to me.

20. Some of the best marketers are inspired by their belief in the productive, and an appreciation of its strengths and characteristics.
Lesson 6

Words to learn

access 進入
allocate 分派; 分配
compatible 適合的; 兼用
delete 檢除
display 顯示
duplicate 模制
fail 失敗
figure out 算出
guess 不理會; 猜測
search 搜尋
shut down 關掉
warn 警告

Computers

1. access v., to obtain; to gain entry
   a. We accessed the information on the company's Web site.
   b. You need a password to access your account.

2. allocate v., to designate for a specific purpose
   a. The office manager did not allocate enough money to purchase software.
   b. The architects must allocate enough space for the word processing department.

3. compatible adj., able to function together
   a. This operating system is not compatible with this model computer.
   b. Users of software applications want new versions to be compatible with current versions.

4. delete v., to remove; to erase
   a. The technicians deleted all the data on the disk accidentally.
   b. This button on the keyboard deletes the characters from the screen.

5. display n., what is visible on a monitor; v., to show
   a. The light on the LCD display is too weak.
   b. The accounting program displays a current balance when opened.

6. duplicate v., to produce something equal; to make identical
   a. I think the new word processing program will duplicate the success of the one introduced last year.
   b. Before you leave, please duplicate that file by making a copy on a floppy disk.

7. fail v., not to succeed; not to work correctly
   a. The new printer failed to function properly.
   b. The power failed as we were downloading files.

8. figure out v., to understand; to solve
   a. By examining all of the errors, the technicians figured out how to fix the problem.
   b. We figured out that it would take us at least ten minutes to download the file.

9. ignore v., not to notice; to disregard
   a. When the director is working at the computer, she ignores everything around her.
   b. Don't ignore the technician's advice when connecting cables.

10. search v., to look for; n., investigation
    a. The computer searched for all names that began with W.
    b. Our search of the database produced very little information.

11. shut down v., to turn off; to cease operations
    a. Please shut down the computer before you leave.
    b. We always shut down the air conditioning system on the weekend.

12. warn v., to alert; to tell about a danger or problem
    a. The flashing light warns the computer user if the battery is low.
    b. There is an electrical hazard warning on the back of most electronic equipment.
Short Conversation

Read the following conversations and see how the new words are used.

[W] I did a computer search to see how much was spent on education last year.
[M] I'm sure you discovered that more money was allocated to the military than to education.
[W] Unfortunately, yes. I fail to see why we ignore this tragic fact.

[M] I can't figure this out. When I tried to access my E-mail program, the monitor went black.
[W] Sounds like there's a problem with the display.
[M] Let me shut down the computer and then try one more time.

[M] Have you figured out what the problem is?
[W] Yes, the new software program is not compatible with this operating system.
[M] I think we warned you about that before you purchased the program.

[W] I've made duplicate copies of my files and stored them on separate diskettes.
[M] That's a good idea. I accidentally deleted an important file and had no backup.
[W] You shouldn't ignore the warnings about always saving your data.

---

### Word Families

<table>
<thead>
<tr>
<th><strong>verb</strong></th>
<th><strong>access</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The best time to access the Internet is early in the morning.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>noun</strong></th>
<th><strong>access</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To gain access to the computer lab, all users must have a valid ID.</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th><strong>adjective</strong></th>
<th><strong>accessible</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The staff assistant always keeps the door to her office open to show she is accessible.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>verb</strong></th>
<th><strong>duplicate</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>If we work hard, we can duplicate last year's sales records for computers.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>noun</strong></th>
<th><strong>duplicate</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Don't worry, I have a duplicate on my hard drive.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>noun</strong></th>
<th><strong>duplication</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>His success at our company was based on the duplication of management techniques he had used elsewhere in his career.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>verb</strong></th>
<th><strong>fail</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>We failed to tell you that your records were deleted.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>noun</strong></th>
<th><strong>failure</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The power failure caused the system to shut down.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>adjective</strong></th>
<th><strong>fallible</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Everyone can make a mistake. Even a computer is fallible.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>verb</strong></th>
<th><strong>warn</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>We were warned that our E-mail was not private.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>noun</strong></th>
<th><strong>warning</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The warning was written on the box.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>adjective</strong></th>
<th><strong>warning</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The warning signs were all there; we should have paid attention to them.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. In order to ____ your E-mail messages, you must type in your password.
   (A) access
   (B) accessible
   (C) accessed
   (D) accessibility

2. The computer staff is responsible for making sure all system files are _____.
   (A) duplication
   (B) duplicated
   (C) duplicator
   (D) duplicate

3. The computer will ____ you to save your work before quitting.
   (A) warning
   (B) warned
   (C) warn
   (D) warns

4. Our ____ to examine the capabilities of the computer carefully has cost us a lot of time and money.
   (A) fail
   (B) failure
   (C) failed
   (D) fallible

---

**Short Talk**

Read the following passage and write the appropriate form of the new words in the blanks below.

accessing allocated compatible
deleted display duplicate
failure figure out ignored
search shut down warning

We strongly urge you to read the manual before attempting to run this software program. Do not (5.) ______ this advice. We doubt that you can (6.) ______ the program on your own. This is especially important for owners of our competitor's products that are not (7.) ______ with this program. This incompatibility could cause your computer to crash or (8.) ______ without (9.) ______. This potential for system (10.) ______ is the reason we suggest you back up your files and (11.) ______ them on floppies.

If you need technical assistance, you can contact our technical support staff by (12.) ______ our company's Web page. The first (13.) ______ screen contains FAQ's, the most frequently-asked questions, about our software. There is also an index that will help you narrow your (14.) ______. This information is updated regularly and out-of-date material is (15.) ______. We have (16.) ______ a lot of space on our Web page for technical assistance. We urge you to take advantage of it.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Our competitors learned our password and were able to access our computer records and deletion our data.
   (A) competitors
   (B) learned
   (C) our
   (D) deletion

18. The board warned us that they planned to shut our department down, but we figured in a way to convince them that we were vital to the organization.
   (A) warned
   (B) our
   (C) department
   (D) convince

19. If the software is not compatible with the operating system, the computer may fail to function and shut down without warn.
   (A) compatible
   (B) our
   (C) fail
   (D) warn

20. Our storeroom is full of software programs that are either duplicates, not compatibility, or those that no one can figure out how to use.
   (A) software
   (B) duplicates
   (C) compatibility
   (D) figure
1. **affordable** adj., able to be paid for; not too expensive
   a. The company's first priority was to find an affordable phone system.
   b. Obviously, the computer systems that are affordable for a Fortune 500 company will not be affordable for a small company.

2. **as needed** adv., as necessary
   a. The courier service did not come every day, only as needed.
   b. The service contract states that repairs will be made on an as-needed basis.

3. **be in charge of** v., to be in control or command of
   a. He appointed someone to be in charge of maintaining a supply of paper in the fax machine.
   b. Your computer should not be in charge of you, rather you should be in charge of your computer.

4. **capacity** n., the ability to contain or hold; the maximum that something can hold or do
   a. The new conference room is much larger and has a capacity of one hundred people.
   b. The memory requirements of this software application exceed the capacity of our computers.

5. **durable** adj., sturdy, strong, lasting
   a. This printer is so durable that, with a little care, it will last another five years.
   b. These chairs were more expensive, in the long run, but also more durable.

6. **initiative** n., the first step; an active role
   a. Employees are encouraged to take the initiative and share their ideas with management.
   b. Our technology initiative involves an exciting new database system and will help us revolutionize our customer service.

7. **physical** adj., perceived by the senses
   a. The physical presence of a computer expert is better than telephone support.
   b. The memory capacity of a computer doesn't correlate to its physical size.

8. **provider** n., a supplier
   a. The department was extremely pleased with the service they received from the phone provider.
   b. As your health service provider, we want to make sure you are happy and satisfied with the service you are receiving.

9. **recur** v., to occur again or repeatedly
   a. The subject of decreasing sales recurs in each meeting, sometimes several times.
   b. The managers did not want that particular error to recur.

10. **reduction** n., a lessening; a decrease
    a. The outlet store gave a 20 percent reduction in the price of the shelves and bookcases.
    b. The reduction in office staff has made it necessary to automate more job functions.

11. **stay on top of** v., to know what is going on; to know the latest information
    a. In order to stay on top of her employees' progress, she arranged weekly breakfast meetings.
    b. In this industry, you must stay on top of current developments.

12. **stock** n., a supply; v., to keep on hand
    a. The office's stock of toner for the fax machine was quickly running out.
    b. The employees stocked the shelves on a weekly basis.
Short Conversations

Read the following conversations and see how the new words are used.

[W] The new office furniture store has some pretty good reductions.
[M] But they don’t have a very extensive stock of chairs and desks.
[W] You could always buy on an as-needed basis and surely they could order more for you.

[M] As part of the company’s cost-saving initiative, we must have approval on all new purchases.
[W] Who will be in charge of all the approvals?
[M] Each of the department heads has been ordered to stay on top of the purchases.

[M] With the tight budget, it’s going to be difficult to find a larger physical plant.
[W] I know, but at least we can reduce recurring supply orders so we have less to store.
[M] That may not be possible; we are storing at capacity now.

[M] It is time that we think about changing our office supplies provider.
[W] He may not be perfect, but he is very affordable.
[M] Maybe he is affordable, but his goods lacked durability.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>initiate</th>
<th>The company will initiate its new products at the beginning of the year.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>initiative</td>
<td>The manager, knowing how concerned his employees were, took the initiative to provide training for them on the new equipment.</td>
</tr>
<tr>
<td>noun</td>
<td>initiation</td>
<td>As an initiation into the sales field, Mr. Jenkins was given the most problematic customer’s account.</td>
</tr>
<tr>
<td>verb</td>
<td>recur</td>
<td>We don’t want that problem to recur every month.</td>
</tr>
<tr>
<td>noun</td>
<td>recurrence</td>
<td>Every recurrence of the same problem costs us money.</td>
</tr>
<tr>
<td>adjective</td>
<td>recurring</td>
<td>Recurring problems waste time and money.</td>
</tr>
<tr>
<td>verb</td>
<td>provide</td>
<td>The company provides a five-year warranty on its products.</td>
</tr>
<tr>
<td>noun</td>
<td>provider</td>
<td>As your provider of network services, I promise to give you the best prices and service.</td>
</tr>
<tr>
<td>noun</td>
<td>provision</td>
<td>Our provisions of supplies should last to the end of the quarter.</td>
</tr>
<tr>
<td>verb</td>
<td>reduce</td>
<td>Buying in bulk can help to reduce costs.</td>
</tr>
<tr>
<td>noun</td>
<td>reduction</td>
<td>The introduction of the fax machine created a noticeable increase in phone bills.</td>
</tr>
<tr>
<td>adjective</td>
<td>reducible</td>
<td>Although our system is working at capacity, the amount of information being processed is not reducible.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. The employee preferred to have a ________ in salary than to have to continue working with her outdated computer.
   (A) reducing  (B) reduction  (C) reduce  (D) reduces

2. When a problem ________ frequently, it is time to reexamine the process.
   (A) recur  (B) recurrence  (C) recurring  (D) recurs

3. As promised in our last meeting, this contract ________ you with the best prices.
   (A) provide  (B) provides  (C) provision  (D) provider

4. Hoping to repeat the success of the previous year's sales ________, the vice president held a meeting of all the managers.
   (A) initiated  (B) initiating  (C) initiative  (D) initiation

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

affordable as needed capacity
durable is in charge of initiates
physical provider recurring
reduce stays on top of stock

Many companies have one person or a department that (5.) ________ running the office. If you have ever worked for a company that doesn’t have an office manager, you very quickly learn to appreciate the importance of the job. Who is in charge of placing orders? Who services the fax machine or printer? Who makes sure that the office is presentable for customers? Are the new conference tables and shelves (6.) ________ as well as (7.) ________?

It is the office manager’s responsibility to maintain an efficient and smooth-running office. He or she looks for ways to (8.) ________ costs and minimize interruptions in the day-to-day operations. Whereas functional managers know the (9.) ________ of their employees, the office manager knows the (10.) ________ capacity of the office and the supplies and machines that are in the office.

The office manager (11.) ________ the ordering of furniture and supplies, and (12.) ________ changing office technology. Over time, he or she may notice (13.) ________ problems that require changing a service (14.) ________. Furniture and large items are ordered on an (15.) ________ basis. Other frequently used materials, such as paper, folders, and mailing materials, are on an automatic ordering schedule and a (16.) ________ of those supplies is on hand at the office.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The new account manager took the initiative of promising to stay on top of orders by physical inspecting the warehouse stock.

   (A) physical  (B) A  (C) B  (D) C

18. Ordering as need was discouraged by the provider who was in charge of maintaining a high capacity turnover.

   (A) need  (B) A  (C) B  (D) C

19. A plan to reduce the physical space allotted to each employee is a recurs idea that is usually initiated by a new manager.

   (A) reduce  (B) A  (C) B  (D) C

20. The company initiating an affordable new program for the division that reduced wastes and increased capacity.

   (A) initiating  (B) A  (C) B  (D) C
### Lesson 8

#### Office Procedures

<table>
<thead>
<tr>
<th>Words to learn</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>appreciate</td>
<td>感謝・欣賞</td>
</tr>
<tr>
<td>be exposed to</td>
<td>暴露於・使接觸到</td>
</tr>
<tr>
<td>bring in</td>
<td>徵詢・介紹</td>
</tr>
<tr>
<td>casual</td>
<td>隨便的・非正式的</td>
</tr>
<tr>
<td>code</td>
<td>規則・法典</td>
</tr>
<tr>
<td>glimpse</td>
<td>看一眼</td>
</tr>
<tr>
<td>made of</td>
<td>含有・造或</td>
</tr>
<tr>
<td>out of</td>
<td>脫離・缺少</td>
</tr>
<tr>
<td>outdated</td>
<td>過時的</td>
</tr>
<tr>
<td>practice</td>
<td>習慣・實行・實施</td>
</tr>
<tr>
<td>reinforce</td>
<td>增援・加強</td>
</tr>
<tr>
<td>verbal</td>
<td>口頭的</td>
</tr>
</tbody>
</table>

1. **appreciate** v., to recognize, understand the importance of; to be thankful for
   a. He didn’t appreciate the complexity of the operation until he had to do it by himself.
   b. The team members sent the director a card telling her how much they appreciated her time and dedication.

2. **be exposed to** v., to become aware of; to gain experience in
   a. Mergers require that employees be exposed to different business practices.
   b. New hires spend a week in each department so that they are exposed to the various functions in the company.

3. **bring in** v., to hire or recruit; to cause to appear
   a. The company president wanted to bring in an efficiency consultant.
   b. The company brought in a new team of project planners.

4. **casual** adj., informal
   a. Fridays are a casual dress day in the office.
   b. It was supposed to be a casual meeting, but everyone showed up in suits and ties.

5. **code** n., rules of behavior
   a. The new employees observed the unwritten code of conduct in their first week on the job.
   b. Even the most traditional companies are changing their dress code to something less formal.

6. **glimpse** n., a quick look
   a. The secretary caught a glimpse of her new boss as she was leaving the office.
   b. After one year with the company, he still felt as though he had only a glimpse of the overall operations.

7. **made of** v., to consist of
   a. This job will really test what you are made of.
   b. People say that the negotiator has nerves made of steel.

8. **out of** adj., no longer having, missing
   a. Orders should be placed before you run out of the supplies.
   b. The presenter ran out of time before he reached his conclusion.

9. **outdated** adj., obsolete; not currently in use
   a. The purpose of the seminar is to have employees identify outdated methods and procedures.
   b. Before you do a mailing, make sure that none of the addresses are outdated.

10. **practice** n., method of doing something
    a. Office practices may vary greatly from one company to another.
    b. The manager had started her practice of weekly breakfast meetings more than twenty years ago.

11. **reinforce** v., to strengthen, support
    a. The financial officer's unconventional method of analyzing data was reinforced by the business journal article.
    b. The employees were expected to reinforce what they had learned at the workshop by trying it out in the workplace.

12. **verbal** adj., oral
    a. Excellent verbal skills are expected in the marketing department.
    b. The employee was given a verbal warning after arriving late to work for the third time.
Short Conversations

Read the following conversations and see how the new words are used:

[M] I appreciate the fact that you have taken time out of your schedule to come and talk with me.

[W] I want to make sure that you understand the practices of the company.

[M] It seems difficult for other employees to give me a verbal explanation of the practices, although they definitely are familiar with them.

[M] Even though the new attorney is young, she has been exposed to many difficult situations.

[W] Well, then we'll see what she is made of at the contract negotiations next week.

[M] If she hasn't run out of energy, she'll be a definite asset.

[W] I'd like to reinforce my knowledge of finance by taking a course at the college.

[M] That's a great idea, but be careful because some of the courses are outdated.

[W] I had a glimpse of that the other night when I sat in on a course that went over management techniques of the 70s.

[M] I love our new dress code!

[W] Yeah, casual Friday is terrific.

[M] I'm glad they brought in the personnel manager who insisted on it.

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>appreciate</th>
<th>We appreciate the time that you have put into this project, but we need to see more positive results.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>appreciation</td>
<td>In appreciation for your hard work, we are giving you a top-priority project.</td>
</tr>
<tr>
<td>adjective</td>
<td>appreciated</td>
<td>The intern felt appreciated, like a member of the team.</td>
</tr>
</tbody>
</table>

| verb   | practice | All managers are expected to practice caution in their spending until the end of the year.                               |
| noun   | practices | He was surprised at the difference in office practices from one local office to another.                                  |
| adjective | practical | We need a practical solution to this common problem.                                                                     |

| verb   | reinforce | The practical training reinforced the theoretical studies.                                                               |
| noun   | reinforcement | If reinforcement is needed, you have the support of the executive committee.                                           |
| gerund  | reinforcing | Reinforcing the preferred way of selling the product was one of their job requirements.                                |

| verb   | verbalize | Well-established procedures are often difficult to verbalize.                                                          |
| adjective | verbal | The company operated on a practice of verbal and not written contracts.                                               |
| adverb  | verbally | No employees should be verbally reprimanded in front of their peers.                                                   |
Choose the word that best completes the sentence.

1. Senior employees are often asked to __________ some office procedures.
   (A) verbally (C) verbal
   (B) verbalize (D) verbalizing

2. Ms. Handa was unable to express her __________ for all that her colleagues had done for her.
   (A) appreciation  (C) appreciating
   (B) appreciated    (D) appreciates

3. The new vacation policy will be strictly __________, and anyone who violates the policy will be reprimanded.
   (A) reinforce (C) reinforced
   (B) reinforcing (D) reinforcement

4. The __________ of answering each telephone call on the third ring requires a dedicated receptionist.
   (A) practices  (C) practiced
   (B) practicing  (D) practice

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

appreciation    casually    made of    practices
been exposed to    code    out of    reinforced
brought in    glimpse    outdated    verbalize

How many employees show any (5.) __________ for their corporate culture? How many executives appreciate what their corporate culture is and what it is (6.) __________? It is often (7.) __________ by the office procedures and routines that have been established over the years. A manager made her mark twenty years ago by dressing (8.) __________, thereby forever changing the dress (9.) __________. A director bought from the competition when he ran (10.) __________ stock and the practice soon became standard. These examples add to a company's culture.

Good employees know what the standard procedures are. This is an important element in recruiting new employees, as well as training workers. When training workers, it is often important to have them read the procedures, write their reactions, and (11.) __________ their opinions to these practices. This promotes a sense of cooperation between those who establish the (12.) __________ and those who must follow them.

Employees who have been with a company for many years may not be able to identify (13.) __________ practices because they haven't (14.) __________ anything else. What happens when a department needs an extra hand? Is a "temp" (15.) __________, or is someone borrowed from another department? The new recruits often ask the questions that allow more senior employees to get a (16.) __________ of the corporate culture.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Although the dress code used to be very formal, it has become much more casually as the executives were exposed to the local business atmosphere.

18. In an effort to expose and improve some of our outdated operations, we have brought in a consultant to help us improve the practical of the R&D department.

19. The manager tried to reinforce the idea that it was much easier to be given a verbal warning when they were running out of stock on an item than a written warn.

20. The manager who was brought in to supervise the project had been exposed with a less casual style of management that we felt was outdated.
Words to learn

- disk n., an object used to store digital information
  a. I lost the floppy disk on which I had saved my school assignment, so now I have to start all over again.
  b. It is important to make a backup disk of all documents on your computer.

- facilitate v., to make easier
  a. The new computer program facilitated the scheduling of appointments.
  b. The director tried to facilitate the transition to the new policy by meeting with all staff who would be affected.

- network n., an interconnected group or system; v., to connect; to broadcast over a radio or TV; to engage in informal communication
  a. There is a network of women professionals that meets once a month for drinks.
  b. We networked my assistant’s computer to mine, so that we can easily share files.

- popularity n., the state of being widely admired, sought, or accepted
  a. After the new commercials began running, the popularity of the batteries increased significantly.
  b. This brand of computers is extremely popular among college students.

- process n., a series of operations or actions to bring about a result; v., to put through a series of actions or prescribed procedure
  a. There is a process for determining why your computer is malfunctioning.
  b. I’ve processed the data I collected and have gotten some interesting results.

- replace v., to put back in a former place or position; to take the place of
  a. I’ve replaced the hard drive that was malfunctioning.
  b. We have been looking for three months and we’ve found no one who can replace our former administrator.

- revolution n., a sudden or momentous change in a situation; a single complete cycle
  a. There has been a revolution in the workplace since computers became available for every employee.
  b. My CD player is broken; the disk cannot make a complete revolution around the magnet.

- sharp adj., abrupt or acute; smart
  a. There was a sharp decline in calls to the help desk after we upgraded each employee’s computer.
  b. The new employee is extremely sharp, being able to learn the new program in a few days.

- skills n., a developed ability
  a. The software developer has excellent technical skills, and would be an asset to our software programming team.
  b. Salman’s job as designer of electronic tools makes good use of his manual dexterity skills.

- software n., the programs for a computer
  a. This new software allows me to integrate tables and spreadsheets into my reports.
  b. Many computers come pre-loaded with software.

- storage n., the safekeeping of goods or information
  a. The double-sided disk has storage room for up to 500 megabytes of data.
  b. The sensitive electronic equipment must be kept in temperature-controlled storage.

- technical adj., special skill or knowledge
  a. The newspaper article on the development of new fiber-optic cables was so full of technical language that only an electrical engineer could understand it.
  b. The computer can only be repaired by someone with technical knowledge.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Having computers installed is nothing short of a revolution in this office.
[W] Yes, now we can replace all those typewriters that we hate to use.
[M] Good. Once the boss sees how computers facilitate our work, he’ll wonder why we didn’t start using them years ago.

[W] Unfortunately, I don’t have the skills to retrieve this file.
[M] Are you looking on just your own computer, or have you looked on our office’s network of computers.
[W] I’m afraid I don’t know which directory the file might be stored in.

[W] This new software is revolutionary. It allows me to search all files for the names and addresses of clients and print them out.
[M] What is the process for doing that?
[W] It has a lot of technicalities only a programmer would understand, but simply stated, the disk can store an amazing amount of information.

[M] Do you stock floppy disks that I can use to store my data files?
[W] Their use has declined sharply as high-capacity disks have come onto the market, so I’m afraid we don’t keep them in stock anymore.
[M] I didn’t realize that they were no longer popular.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>popularize</th>
<th>Films and television have popularized cell phones, and they are now widely used.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>popularity</td>
<td>The popularity of the product was extremely short-lived, and it soon disappeared from the store shelves.</td>
</tr>
<tr>
<td>adjective</td>
<td>popular</td>
<td>The new computer program was extremely popular, and people asked for it at all the stores.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>replace</th>
<th>I replaced the disks I borrowed from your office supply closet last week.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>replacement</td>
<td>A replacement for this damaged computer will cost you a lot of money.</td>
</tr>
<tr>
<td>adjective</td>
<td>replaceable</td>
<td>Don’t worry about losing my disk as it is easily replaceable.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>revolutionized</th>
<th>Ms. Keller has revolutionized the computer industry during the last decade with her new programs and merchandising agreements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>revolution</td>
<td>There has been a revolution in electronics technology that has allowed products like phones to get smaller and more portable.</td>
</tr>
<tr>
<td>adjective</td>
<td>revolutionary</td>
<td>The Internet is revolutionary in how it has changed the way we communicate with others around the world.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>store</th>
<th>He stored too much information on the shared drive, making it slow and cumbersome to search through.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>store</td>
<td>The store’s inventory has to be entered manually into the database.</td>
</tr>
<tr>
<td>noun</td>
<td>storage</td>
<td>The storage closet is where you will find all our office supplies.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. The _____ of the new computer network was apparent among the employees after only a few months.
   (A) popular          (C) popularity
   (B) popularize       (D) population

2. We will _______ all of our outdated software with the newest versions.
   (A) replacement      (C) replaceable
   (B) replaced         (D) replace

3. There is a _______ approach to software integration that all the big software developers are trying out.
   (A) revolutionized   (C) revolution
   (B) revolutionary     (D) revolt

4. The hard disk can _______ up to 25 gigabytes of data.
   (A) stores          (C) store
   (B) storage         (D) storing

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Short Talk
Read the following passage and write the appropriate form of the new words in the blanks below.

Almost all businesses today, no matter what their size, rely on computers for many of their needs. Prices of computers have declined (5.) _______ over the years, resulting in their increased use in the office. Most offices now have (6.) _______ of computers, which are all electronically linked together. This (7.) _______ sharing and processing of data. Indeed, data (8.) _______ would not be possible without the technical wizardry of hardware manufacturers.

Data storage (9.) _______ are a technological miracle.

Because of (10.) _______ advancements, you never need to worry about where to store or back up your data. The (11.) _______ capacity of a small disk is incredible. Manufacturers of (12.) _______ provide frequent upgrades. Unfortunately, these upgrades are often not compatible with earlier versions or other software. This means that you may have to find (13.) _______ for your favorite programs.

Administrators today are trained in the most (14.) _______ software programs. Highly skilled computer programmers and engineers are also very much in demand, especially when a computer or network malfunctions and causes problems.

Computers have (15.) _______ the workplace, and everyone, no matter how accomplished he or she is in other (16.) _______, needs to know how to use a computer for basic tasks, such as using electronic mail, searching the Internet for information, and writing a letter.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Because computers facilitate the processing of information, they are extremely popular, and competition between computer manufacturers has increased sharper in recent years.
   A  B  C  D

18. Some companies require that you not only know how to use popularized, current software, but that you have technical skills that enable you to use networks most effectively.
   A  B  C  D

19. Having a network of computers has revolutionary not only how information is processed, but also how it can be stored.
   A  B  C  D

20. I don't need to replace these disks, since the new technology gives me several options for data stores.
   A  B  C  D
Correspondence

1. assemble v., to put together; to bring together
   a. Her assistant copied and assembled the documents.
   b. The mail room clerk read the directions before assembling the parts to the new postage printer.

2. beforehand adv., early, in advance
   a. To speed up the mailing, we should prepare the labels beforehand.
   b. The goods could have been shipped today had they faxed the order beforehand.

3. complicated adj., not easy to understand
   a. This word processing program is too complicated for a beginner to use.
   b. This explanation is too complicated; try to make it simpler.

4. courier n., adj., a messenger, an official delivery person
   a. We hired a courier to deliver the package.
   b. The courier service will clear the goods through customs.

5. express adj., fast and direct
   a. It's important that this document be there tomorrow, so please send it express mail.
   b. Express mail costs more than regular mail service, but it is more efficient.

6. fold v., to bend paper
   a. Fold the letter into three parts before stuffing it into the envelope.
   b. Don't fold the document if it doesn't fit the envelope.

7. layout n., a format; the organization of material on a page
   a. We had to change the layout when we changed the size of the paper.
   b. The layout for the new brochure was submitted by the designer.

8. mention v., to refer to; n., something said or written
   a. You should mention in the letter that we can arrange for mailing the brochures as well as printing them.
   b. There was no mention of the cost in the proposal.

9. petition n., a formal, written request; v., to make a formal request
   a. The petition was photocopied for the workers who will take the copies to collect the necessary signatures.
   b. We petitioned the postal officials to start delivering mail twice a day in business areas.

10. proof v., to look for errors
    a. This letter was not proofed very carefully; it is full of typing mistakes.
    b. Very few people bother to proof their E-mails before they send them; consequently, E-mails often contain spelling errors.

11. registered adj., recorded and tracked
    a. Since the mail was registered, we know when it was received and who signed for it.
    b. Send this package by registered mail and insure it for $500.

12. revise v., to rewrite
    a. The brochure was revised several times before it was sent to the printer.
    b. We will need to revise the form letter since our address has changed.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Here are the documents we need to assemble for the meeting.
[W] You should have asked me beforehand. I’m too busy now.
[M] I thought I had mentioned that I would need your help today.

[M] The layout of this pamphlet should be simpler. It’s hard to read and it looks very unprofessional.
[W] It is too complicated, isn’t it?
[M] And the size of the paper is wrong, too. We can’t fold this sheet into three parts.

[M] Did you see the number of signed petitions we’ve received for more parking spaces?
[W] It’s one of our big problems at this branch. I hope management will do something about it when they see these petitions.
[M] Many of them arrived by express mail and some were even registered for good measure.

[M] Did you proof the letter before you sent it?
[W] We proofed it, but we didn’t send it. We decided to revise the opening paragraph.
[M] Well, now it’s too late to send it by courier. You had better fax it.

Word Families

| verb   | complicate | Don’t try to complicate things by making two-sided copies; single-sided will do. |
| noun   | complication | There are a few complications with your layout, but they can be easily solved. |
| adjective | complicated | The revisions in the document made it more complicated, rather than simpler. |
| verb   | register | Register this letter and bring back the receipt. |
| noun   | registration | Registration for the seminar can be done by fax. |
| adjective | registered | Always get a receipt for registered mail. |
| verb   | mention | As I mentioned in my note to you, you should try to be less wordy and more concise in your writing. |
| noun   | mention | The mention of layoffs made us worry. |
| adjective | mentionable | No one considered the mediocre design a mentionable achievement. |
| verb   | proof | It is everyone’s responsibility to proof his or her own work before sending it out. |
| noun   | proofreader | The errors were not found by the proofreader. |
| gerund  | proofing | Proofing a document is best done by starting at the end and reading backward. |
Choose the word that best completes the sentence.

1. I don’t want to ______ matters, but have you considered using color to make your brochure stand out?
   (A) complicate  (C) complicated
   (B) complication  (D) complicating

2. It’s worth ______ in the memo that we’ve finished the draft of the proposal.
   (A) mentionable  (C) mention
   (B) mentioning  (D) mentioned

3. The mail room is rarely asked to send letters by ______ mail.
   (A) registering  (C) register
   (B) registered  (D) registration

4. To send out business letters without ______ them is unprofessional.
   (A) proofing  (C) proofreader
   (B) proof  (D) proofread

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

assemble  courier  layout  proofed
beforehand  express  mention  registered
complicated  folding  petition  revision

In small offices, it is often the executive assistant who must manage all of the printed material that the firm produces. The job responsibilities include typing and printing out the correspondence. These letters and memos must all be carefully (5.) ________ to make sure they are error-free. If not, the errors should be corrected. If the meaning is not clear, the correspondence should be revised. This (6.) ________ should be done (7.) ________, not when the letter is ready to be sent.

Before putting correspondence into an envelope, the executive assistant must (8.) ________ all the various attachments and other documents to be enclosed with the letter. When (9.) ________, the correspondence, the assistant should make sure that when opening the envelope, the recipient sees the letterhead first.

Once prepared, the correspondence must be sent appropriately. Local, urgent mail could be hand-delivered by a (10.) ________ service. Long-distance, urgent mail could be sent overnight or by (11.) ________ mail. If a record is required, mail can be (12.) ________ and receipts are given.

In addition to transmitting and receiving faxes, the executive assistant must work closely with company officials. When the company executives have to make a presentation, the executive assistant often becomes a graphic designer charged with the (13.) ________, or the look of, the graphics and text for the printed materials used during the presentations. Did I (14.) ________ that these duties generally involve learning extremely (15.) ________ design software? It’s a wonder that more executive assistants don’t (16.) ________ their bosses for a raise.

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The manager sent the letter by express mail, but he neglected to have it proof beforehand.
   (A) A  (B) B  (C) C  (D) D

18. The letter was revision, then folded with the petition, and sent by express mail.
   (A) A  (B) B  (C) C  (D) D

19. You mentioned that the word processing program was revised but it is still extremely complication and I couldn’t run the program without reading the manual beforehand.
   (A) A  (B) B  (C) C  (D) D

20. The layout of the petition must be revised, because it may be fold many times if we get a lot of signatures.
   (A) A  (B) B  (C) C  (D) D
Choose the word that best completes the sentence

1. Who is _____ hiring?
   (A) in charge by
   (B) in charge on
   (C) in charge of
   (D) in charge for

2. Most office furniture is bought more on the basis of _____ than comfort.
   (A) afford
   (B) affording
   (C) afforded
   (D) affordability

3. The office _____ samples of its products.
   (A) display
   (B) displayed
   (C) displaying
   (D) displayable

4. The staff expressed their _____ for the leadership of their boss.
   (A) appreciate
   (B) appreciated
   (C) appreciating
   (D) appreciation

5. Ms. Ming was pleased that the new employee showed such _____.
   (A) initiate
   (B) initiative
   (C) initiated
   (D) initiating

6. Before you send the letter, you should _____ it to make sure there are no errors.
   (A) proof
   (B) fold
   (C) petition
   (D) assemble

7. The secretary sent a copy of the revised contract by _____ mail.
   (A) register
   (B) registered
   (C) registering
   (D) registration

8. Many office supply businesses specialize in furniture that is as _____ as it is affordable.
   (A) duration
   (B) durable
   (C) durability
   (D) durableness

9. The office manager finally _____ why the new software wasn’t working properly.
   (A) figured in
   (B) figured for
   (C) figured out
   (D) figured about

10. The letter from our accountant _____ that our petty cash spending was almost equal to budgeted items.
    (A) mention
    (B) mentioned
    (C) mentioning
    (D) mentionable

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. The technology expert in charge of the office computers must stay on top of recent software applications and order them as needy.

12. Although affordable is important, computer buyers need to be sure that the machines are durable and have sufficient RAM capacity for file storage.

13. Writing letters on a computer makes layout and revisions simple, allows the writer to store addresses beforehand, and displayable previous correspondence to the same client.
14. The company has just brought on a junior executive who seems to appreciate being exposed to complicated business practical.

15. The courier insisted that I sign the document as prove that he had delivered the software from our provider.

16. The office manager doesn’t want anyone to mention things like a product that is out of stock, programs that are outdated, or computers that have shut up.

17. The office has a recur problem with an outdated network system that does not have the capacity to accommodate all of our new employees.

18. For most business presentations, computers have complicated tables that can be assembling beforehand and inserted in the layout where needed.

19. The new software was the beginning of a revolutionary that would modernize outdated processes and practices.

20. Our new copier will duplicate, assemble, reduction, and fold documents for mailing.
Lesson 11

Job Advertising and Recruiting

Words to learn

1. abundant adj., plentiful, in large quantities; n., a large number
   a. The computer analyst was glad to have chosen a field in which jobs were abundant.
   b. The recruiter was surprised at the abundance of qualified applicants.

2. accomplishment n., an achievement, a success
   a. The success of the company was based on its early accomplishments.
   b. In honor of her accomplishments, the manager was promoted.

3. bring together v., to join, to gather
   a. Every year, the firm brings together its top lawyers and its newest recruits for a training session.
   b. Our goal this year is to bring together the most creative group we can find.

4. candidate n., one being considered for a position, office, or award
   a. The recruiter will interview all candidates for the position.
   b. The president of our company is a candidate for the Outstanding Business Award.

5. come up with v., to plan, to invent, to think of
   a. In order for that small business to succeed, it needs to come up with a new strategy.
   b. How was the new employee able to come up with that cost-cutting idea after only one week on the job?

6. commensurate adj., in proportion to, corresponding, equal to
   a. Generally the first year’s salary is commensurate with experience and education level.
   b. As mentioned in your packet, the number of new recruits will be commensurate with the number of vacancies at the company.

7. match n., a fit, a similarity
   a. It is difficult to make a decision when both candidates seem to be a perfect match.
   b. Finding a good match is never easy.

8. profile n., a group of characteristics or traits
   a. The recruiter told him that, unfortunately, he did not fit the job profile.
   b. As jobs change, so does the company’s profile for the job candidate.

9. qualifications n., requirements, qualities, or abilities needed for something
   a. The job seeker had done extensive volunteer work and, therefore, was able to add this experience to his list of qualifications.
   b. The applicant had so many qualifications, the company created a new position for her.

10. recruit v., to attract people to join an organization or a cause
    a. The company’s policy is to recruit new employees once a year.
    b. When the consulting firm recruited her, they offered to pay her relocation expenses.

11. submit v., to present for consideration
    a. Submit your résumé to the human resources department.
    b. The applicant submitted all her paperwork in a professional and timely manner.

12. time-consuming adj., taking up a lot of time, lengthy
    a. Even though it was time-consuming, all of the participants felt that the open house was very worthwhile.
    b. Five interviews later, Ms. Lopez had the job, but it was the most time-consuming process she had ever gone through.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Have you come up with any ideas for finishing your job search?
[W] It has been very time-consuming and draining, but I think it’s coming to an end.
[M] Does that mean that you’ve found a job that’s the perfect match?

[M] I’ve been looking at our company profile, and I don’t know how we can get people interested in working here.
[W] Let’s bring together some people and see if they can stand us.
[M] That’s one way to see if there’s a good match.

[W] As a candidate, maybe I’m asking for too much, but I do have a preference in job location.
[M] Tell me about your preferences and I’ll see what I can do. I’ll submit your request to the human resources department, but I can’t guarantee anything.
[W] I would like to be on the West Coast and have a starting salary that is commensurate with my five years of work experience.

[W] The job recruiter said that we should send in résumés highlighting our accomplishments.
[M] Then the company can see if we match with their list of qualifications.
[W] I’m confident that even if I don’t match, marketing jobs are abundant and I’ll find something soon.

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>qualify</th>
<th>In order to qualify, you must have two years of work experience.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>qualifications</td>
<td>The manager made a list of qualifications for the vacant job position.</td>
</tr>
<tr>
<td>adjective</td>
<td>qualified</td>
<td>He found himself overqualified for the entry-level position.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>recruit</th>
<th>Large accounting firms recruit on college campuses every spring.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>recruitment</td>
<td>The company’s recruitment resulted in ten highly qualified new employees.</td>
</tr>
<tr>
<td>noun</td>
<td>recruiter</td>
<td>As a recruiter, he traveled around the country speaking to recent college graduates.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>accomplish</th>
<th>You can accomplish anything if you put your mind to it.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>accomplishment</td>
<td>The company is proud of our team’s accomplishments.</td>
</tr>
<tr>
<td>adjective</td>
<td>accomplished</td>
<td>The accomplished artist had his paintings in all the major galleries.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>submit</th>
<th>Anyone who is interested in the position should submit a résumé and writing samples.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>submission</td>
<td>I’m very sorry, the submission date was last week. We can’t take any more applications.</td>
</tr>
<tr>
<td>noun</td>
<td>submittal</td>
<td>The submittal of his resignation prompted his colleagues to apply for his job.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Your résumé shows you have _________ a great deal in your last position.
   (A) accomplish
   (B) accomplishment
   (C) accomplished
   (D) accomplishing

2. After _________ all his materials, he had no option but to sit back and wait for some response.
   (A) submitting
   (B) submitted
   (C) submission
   (D) submit

3. The company hired a professional _________ to fill the vacant positions.
   (A) recruited
   (B) recruiting
   (C) recruitment
   (D) recruiter

4. The applicants who _________ will be flown to the corporate office and interviewed there.
   (A) qualification
   (B) qualify
   (C) qualifying
   (D) qualifies

---

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

abundant candidates match recruit
accomplishments coming up with profile submit
bring together commensurate qualifications time-consuming

Recruiting employees is a (5.) _________ and costly process. Therefore, employers want to (6.) _________ the right person with the right job the first time around. There are many ways to (7.) _________ good employees: advertising in newspapers and professional journals, recruiting on college campuses or at conferences, or getting referrals from headhunters.

Recruiting is a time for a company to brag about its (8.) _________ and excite people about its future. Each company is trying to (9.) _________ the best and the brightest, but they are not alone. Their competition is trying to do the same thing. When jobs are (10.) _________ and there is low unemployment, employers may face higher demands from job seekers. Conversely, when the economy is slowing down and jobs are few, employers are in a better position for attracting the best (11.) _________.

Employers look for certain characteristics and (12.) _________ in their employees. (13.) _________ a very specific (14.) _________ that fits the company culture and the specific job requirements is a difficult job. Employers want to see a well-rounded candidate and someone who has related work experience. They are willing to offer a salary that is (15.) _________ with that experience. Employers will make hiring and salary determinations based on the information candidates (16.) _________ throughout the application and interview process.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. When jobs are abundant, recruit are more flexible and often try to match job seekers with minimal qualifications with any job.
   (A) abundant
   (B) recruit
   (C) match
   (D) qualifications

18. Employers recruit candidacies whose academic accomplishments are commensurate with the nature and demands of a job.
   (A) abundant
   (B) recruit
   (C) match
   (D) qualifications

19. The human resources manager came up with such a specific profile for the entry-level job that it was impossible to find qualify candidates.
   (A) abundant
   (B) recruit
   (C) match
   (D) qualifications

20. If we could bring together the skills of these two candidates, we would have a perfect matching and this time-consuming process would come to an end.
   (A) abundant
   (B) recruit
   (C) match
   (D) qualifications
Applying and Interviewing

1. **ability** n., a skill, a competence
   a. The designer’s ability was obvious when she showed the interviewer her portfolio.
   b. The ability to work with others is a key requirement.

2. **apply** v., to look for; to submit an application
   a. The college graduate applied for three jobs and received three offers.
   b. Everyone who is interested should apply in person at any branch office.

3. **background** n., a person’s experience, education, and family history
   a. Your background in the publishing industry is a definite asset for this job.
   b. The employer did a complete background check before offering him the job.

4. **be ready for** v., to be prepared
   a. The applicant had done all of her research and felt that she was ready for the interview with the director of the program.
   b. The employer wasn’t ready for the applicant’s questions.

5. **call in** v., to request
   a. The young woman was so excited when she was called in for an interview that she told everyone she knew.
   b. The human resources manager called in all the qualified applicants for a second interview.

6. **confidence** n., a belief in one’s abilities, self-esteem
   a. Good applicants show confidence during an interview.
   b. He had too much confidence and thought that the job was his.

7. **constantly** adj., on a continual basis, happening all the time
   a. The company is constantly looking for highly trained employees.
   b. When my friend was looking for a job, he constantly checked his messages to see if anyone had called for an interview.

8. **expert** n., a specialist
   a. The department head is an expert in financing and is known around the world.
   b. The candidate demonstrated at the interview that he was an expert in marketing.

9. **follow up** v., to take additional steps, to continue; n., the continuation of a previous action
   a. Always follow up an interview with a thank-you note.
   b. As a follow up, the candidate sent the company a list of references and published works.

10. **hesitate** v., to pause; to be reluctant
    a. Don’t hesitate to call if you have any questions concerning the job.
    b. We shouldn’t hesitate to offer the job to the best-qualified applicant; otherwise she may not be available.

11. **present** v., to introduce; to show; to offer for consideration
    a. The human resources director presents each candidate’s résumé to the department supervisor for review.
    b. The candidate presented her qualifications so well that the employer offered her a job on the spot.

12. **weakness** n., a fault; a quality lacking strength
    a. Interviewers often ask applicants about their strengths and weaknesses to get a sense of their characters.
    b. The candidate’s only weakness seems to be her lack of experience in fund-raising.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Do you remember the first time you applied for a job?
[W] I remember, I had absolutely no confidence in myself.
[M] And look where you are now: an expert in the field of computer networks.

[M] The two top candidates have very different backgrounds.
[W] Yes, but they both demonstrate a great ability to get the job done.
[M] Let's see how well they present themselves in front of the group of directors.

[M] I blew the interview—I hesitated after every question. I'm sure they saw a weakness in my inability to respond quickly.
[W] You should still follow up in a couple of days and ask them if they have made a decision.
[M] No, I think I have to be ready for a rejection.

[M] My job is to constantly look for qualified candidates.
[W] Do you do a background check?
[M] My assistants do that and then all the qualified candidates call in for an interview.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>apply</th>
<th>Your chances are better if you apply for a job in the spring.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>applicant</td>
<td>The manager selected him from all the applicants.</td>
</tr>
<tr>
<td>noun</td>
<td>application</td>
<td>The department can't process your application until all documents have been received.</td>
</tr>
</tbody>
</table>

| verb          | present          | I'd like to present my résumé for your consideration.           |
| noun          | presentation     | The applicant's presentation made a favorable impression.      |
| adjective     | presentable      | The applicant was well dressed and presentable.                |

| noun          | expert           | Don't portray yourself as an expert if you aren't.             |
| noun          | expertise        | The worker gained expertise over the years and was promoted to a higher position. |
| adjective     | expert           | As an expert negotiator, she should have no problems getting what the company wants. |

| noun          | confidence       | It's refreshing to see a manager with so much confidence in her employees. |
| adjective     | confident        | Don't be too confident until you actually have an offer.        |
| adverb        | confidently      | The applicant confidently walked into the interview, sat down, and began to talk about himself. |
Choose the word that best completes the sentence.

1. As the interview continued, the applicant's _______ began to decline.
   (A) confidentiality  (B) confident  (C) confidence  (D) confidential

2. So many well-qualified people _______ for the position that we won't be able to make a decision for several weeks.
   (A) apply  (B) application  (C) applicant  (D) applied

3. During an interview, it is important to _______ your weaknesses in a way that shows you are working to improve them.
   (A) presentation  (B) present  (C) presentable  (D) presenting

4. The applicant's unique _______ enabled her to have almost any job that she wanted.
   (A) expertise  (B) experts  (C) expertly  (D) expert

---

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

abilities  backgrounds  constantly  hesitant
apply  called in  experts  present
are ready for  confidence  follow up  weaknesses

How many times in your life will you search for a new job? The (5.) _______ say probably more times than you think! Some people find the job search time-consuming and hard on their self- (6.) _______. The best job hunters are those who never stop looking and don't dwell on their (7.) _______. They network (8.) ________: at meetings, at social gatherings, and with people they meet on the street. They (9.) ________ periodically with contacts and acquaintances to keep up with new developments.

Good job hunters assess and update their (10.) _______ and their (11.) _______ all the time. Before they even (12.) ________ for a position, they have researched the field and the specific companies they are interested in. They know where they could fit into the company and they tailor their résumés for each position. Therefore, when they are (13.) ________ for an interview, they're prepared. They (14.) ________ anything!

At the interview, these job hunters know that they must (15.) ________ themselves in the best way possible. This is their opportunity to shine. It is also their opportunity to see if this is truly the job that they want. If either party is (16.) ________ at the interview, it may be a sign that it isn't a good fit.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The applicant's hesitation at answering questions about her ability led the employer to believe that she wasn't ready for the position.

18. Even though the applicant is an expertise in the field, he didn't seem to be ready by the interview and wasn't very skilled at presenting his achievements or background.

19. Because the job hunter had evaluated his abilities, he was confidence that he would be called in to present his credentials.

20. My expert advice is, after you have submitted your application, follow up constant to see if there are any openings.
Lesson 13

Hiring and Training

1. **conduct** v., to hold, to take place, to behave; n., one’s behavior
   a. Interviews were conducted over a period of three weeks.
   b. The trainees’ conduct during training was unacceptable; something must be done.

2. **generate** v., to create, to produce
   a. The new training program generated a lot of interest among employees.
   b. The job fair at the college campus should generate interest in our company.

3. **hire** v., to employ, to offer a job or position; n., an employee
   a. She was hired after her third interview.
   b. The new hire has integrated well with his colleagues.

4. **keep up with** v., to stay equal with
   a. The workers were told that they must keep up with the changes or they would find themselves without jobs.
   b. Employees are encouraged to take courses in order to keep up with new developments.

5. **look up to** v., to admire, to think highly of
   a. Staff members looked up to the director because he had earned their respect over the years.
   b. There are few people in this world that I look up to as much as I look up to you.

6. **mentor** n., a person who guides and instructs, a resource
   a. The mentor helped her make some decisions about combining career and family.
   b. One problem with many programs is that the mentors don’t feel invested in the progress of the employees with whom they are working.

7. **on track** adj., on schedule; focused
   a. If we stay on track, the meeting should be finished at 9:30.
   b. You have a lot of work; if you can’t stay on track, let me know immediately.

8. **reject** v., to turn down; to say no, to not accept
   a. Even though Mr. Lukin rejected their offer, they remained in contact.
   b. Ms. Gauchet rejected the offer because they could not offer her the salary that she requested.

9. **set up** v., to establish, to arrange; adj., established, arranged
   a. Set up a time and place for the meeting and then inform everyone who is involved.
   b. Check with your supervisor to make sure that your office is all set up before you begin work.

10. **success** n., an accomplishment; reaching a goal
    a. The director’s success came after years of hiring the right people at the right time.
    b. When the manager won an award, he attributed his success to his colleagues.

11. **training** n., the preparation or education for a specific job
    a. The new hire received such good training that, within a week, she was as productive as the other workers.
    b. The training is designed to prepare all workers, new and old, for the changes that the company will face.

12. **update** v., to make current; n., the latest information
    a. The personnel officer updated the employees on the latest personnel changes.
    b. Our latest update shows that business is down 15 percent.
Short Conversations
Read the following conversations and see how the new words are used.

[M] How has the week of training gone so far?
[W] We have a large group, but we’ve been able to stay on track and get a lot accomplished.
[M] Everyone is commenting on the amount of excitement that your program has generated.

[M] Finally, all the new employees have been hired.
[W] It was difficult to keep up with their demands.
[M] They asked for a lot, but I’m confident that they will be very successful and be an asset to the company.

[M] I’ve been asked to be a mentor to a new hire for the first time. Do you have any advice?
[W] It’s an important responsibility. Make sure you set up some guidelines for you and the employee.
[M] O.K. I don’t want to disappoint him. I know he looks up to me.

[M] Have you updated Ms. Lappat’s files yet?
[W] I’m doing that now. I have to make a note about her conduct yesterday.
[M] It was disappointing and, of course, we’ll have to reject her request for a raise.

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Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>hire</th>
<th>The personnel director needed to hire 15 people within a week.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>hire</td>
<td>The new hire quickly gained a reputation for excellent work.</td>
</tr>
<tr>
<td>gerund</td>
<td>hiring</td>
<td>The hiring took the company much longer than expected.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>reject</th>
<th>The candidate rejected the offer the first time, but the second time she accepted it.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>rejection</td>
<td>Rejections are difficult, but you can learn something from them.</td>
</tr>
<tr>
<td>gerund</td>
<td>rejecting</td>
<td>Rejecting a job offer before you have it is not a smart thing to do.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>succeed</th>
<th>In order to succeed in this business, you must be persistent.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>success</td>
<td>Don’t let success go to your head!</td>
</tr>
<tr>
<td>adjective</td>
<td>successful</td>
<td>The trainers were very successful with this last group of new hires.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>train</th>
<th>Even though you were trained on a Macintosh, you’ll have to learn how to use a PC.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>trainer</td>
<td>The trainer stayed after the meeting to answer any questions.</td>
</tr>
<tr>
<td>noun</td>
<td>trainee</td>
<td>Each new employee spends six weeks as a trainee.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Unfortunately, not all candidates can be offered a job; some have to be _________.
   (A) rejected  (C) rejection
   (B) rejecting  (D) reject

2. The _________ of the program depends on the active participation of everyone.
   (A) successfully  (C) successful
   (B) succeed  (D) success

3. After he was ________, he continued to take classes to upgrade his skills.
   (A) hiring  (C) hired
   (B) hires  (D) hire

4. In all my years of ________, I have never seen such a motivated group of new hires.
   (A) trainee  (C) trains
   (B) training  (D) trainer

---

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

conducted keep up with on track successfully
generate look up to rejected training
hires mentor set up update

After the ads have been placed, and the interviews have been (5.) ________, decisions have to be made. Who should the company bring onboard? Job offers are extended and they are either accepted or (6.) ________. For those who accept the offer, the job search has been completed (7.) ________. But for both the employer and the new hire, the job has just begun.

Companies want new employees to (8.) ________ new business and new ideas as soon as possible. Before they can do that, the new (9.) ________ need some (10.) _________. All companies have unique expectations and methods of operating. Company trainers conduct workshops and seminars for both experienced and new workers. All employees must prepare for the future and continuously (11.) ________ themselves in their field. Nowadays, workers are expected to (12.) ________ the latest trends and information. Otherwise, they fall behind.

Many companies (13.) ________, a mentoring program for new employees. The (14.) ________ is usually an experienced manager or employee and should be someone whom the new employee can (15.) _________. Mentors often review goals and objectives with their mentorees and help them to stay (16.) ________.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The training session will be conduct by someone the participants can look up to and who will generate interest.
   A. conduct  B. look up to  C. generate  D. interest

18. The new hired felt rejected when his mentor didn't respond to his request for training.
   A. hired  B. rejected  C. mentor  D. training

19. In order to stay on track and to keep up with the latest changes, he asked his newly hired secretary to send him updating on the hour.
   A. on track  B. keeping up  C. updating  D. on the hour

20. They set up the program so that the employees could conduct research and generate materials and feel very succeeded when they were finished.
   A. conduct  B. generate  C. succeed  D. succeeded
Salaries and Benefits

1. **basis** n., the main reason for something; a base or foundation
   a. The manager didn’t have any basis for firing the employee.
   b. On the basis of my ten years of loyalty to this company, I feel that I deserve three weeks vacation.

2. **be aware of** v., to be conscious of; to be knowledgeable about
   a. The new staff member wasn’t aware of the company’s position on working a second job.
   b. Are you aware of the new employee’s past work history?

3. **benefits** n., the advantages provided to an employee in addition to salary; v., to take advantage of
   a. Although the analyst earned a better salary at his new job, his benefits were better at his previous job.
   b. We all benefit from the company’s policy of semiannual reviews.

4. **compensate** v., to pay; to make up for
   a. The company compensates employees for overtime by paying more for those extra hours worked.
   b. The company will compensate employees for any travel expenses.

5. **delicate** adj., sensitive; adv., with sensitivity
   a. Contract negotiations are very delicate and should be conducted by senior management.
   b. The manager delicately asked about the health of his client.

6. **eligible** adj., able to participate in something; qualified
   a. Some employees may be eligible for the tuition reimbursement plan.
   b. I don’t understand why I’m not eligible if I have been with the company for over a year.

7. **flexible** adj., not rigid, able to change easily
   a. Sometimes the manager is too flexible and his workers take advantage of him.
   b. Younger workers tend to be more flexible with their work schedules.

8. **negotiate** v., to talk for the purpose of reaching an agreement, especially on prices or contracts
   a. You must know what you want and what you can accept when you negotiate a salary.
   b. The associate looked forward to the day that she would be able to negotiate her own contracts.

9. **raise** n., an increase in salary
   a. The supervisor expected a substantial raise and was disappointed with the 2 percent increase she received.
   b. With his raise, Mr. Drvoshanov was able to afford to buy a new car.

10. **retire** v., to stop working; to withdraw from a business or profession
    a. She retired at the age of 64 but continued to be very active with volunteer work.
    b. Many people would like to win the lottery and retire.

11. **vested** adj., absolute, authorized
    a. The day that Ms. Weng become fully vested in the retirement plan, she gave her two weeks’ notice.
    b. The company has a vested interest in the happiness of its employees.

12. **wage** n., the money paid for work done, usually hourly
    a. Hourly wages have increased by 20 percent over the last two years.
    b. The intern spends more than half of her wages on rent.
Short Conversations

Read the following conversations and see how the new words are used.

[M] I don't quite understand when I will be **eligible** for vacation.
[W] The supervisor is pretty **flexible** about that. You should talk to her.
[M] I thought it was a very strict policy. I wasn’t aware of that **flexibility**!

[M] We can't seem to make ends meet with my hourly **wage**.
[W] Maybe you should ask for a **raise**.
[M] But, I don’t want to ask for too much **compensation**; the company just offered me health coverage.

[M] After two years, am I partially **vested** in the 401(k) plan?
[W] I believe so, but you should speak with the **benefits** manager in the Human Resources Department.
[M] It's hard to imagine that I’ll **retire** five years from now.

[M] How was your workshop on salary **negotiation**?
[W] It became very **delicate** because my boss and I didn’t agree.
[M] On the **basis** of that experience, you should attend workshops by yourself in the future.

### Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>compensate</th>
<th>The company compensates its full-time employees well.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>compensation</td>
<td>Compensation will be based on your work performance over the past six months.</td>
</tr>
<tr>
<td>adjective</td>
<td>compensatory</td>
<td>Compensatory time is given in lieu of overtime pay.</td>
</tr>
<tr>
<td>verb</td>
<td>benefit</td>
<td>In order to benefit from the plan, you must fill out the paperwork and submit it to the personnel office.</td>
</tr>
<tr>
<td>noun</td>
<td>benefits</td>
<td>The new employee's benefits went into effect three months after his start date.</td>
</tr>
<tr>
<td>adjective</td>
<td>beneficial</td>
<td>The service that the insurance has provided has been very beneficial.</td>
</tr>
<tr>
<td>verb</td>
<td>negotiate</td>
<td>The employee prepared a list of her accomplishments to share with her supervisor so that she could negotiate a higher salary.</td>
</tr>
<tr>
<td>noun</td>
<td>negotiation</td>
<td>The director was very pleased that the negotiations brought about the end of the strike.</td>
</tr>
<tr>
<td>noun</td>
<td>negotiator</td>
<td>I should take lessons from Mr. Tarsa; he is such a skilled negotiator.</td>
</tr>
<tr>
<td>verb</td>
<td>retire</td>
<td>Many people don't know what to do with all their time when they retire from work.</td>
</tr>
<tr>
<td>noun</td>
<td>retirement</td>
<td>The administrator added more money to the fund for her retirement.</td>
</tr>
<tr>
<td>adjective</td>
<td>retired</td>
<td>The retired worker came back to the office from time to time to see his friends.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. What is the company’s policy on
   (A) benefited  (C) benefits
   (B) beneficial  (D) benefit

2. When the __________ continued into the evening, we decided to break for dinner.
   (A) negotiator  (C) negotiate
   (B) negotiations  (D) negotiated

3. No one is sure what will happen to the company when the president finally ________.
   (A) retires  (C) retired
   (B) retirement  (D) retiree

4. The tired employee hoped that she would be ________ for all the long hours she kept and weekends she worked.
   (A) compensation  (C) compensated
   (B) compensates  (D) compensate

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

basis  compensated  flexibility  retirement
be aware of  delicate  negotiated  vested
benefits  eligible  raise  wage

An important part of the job search often comes after an offer has been made. Papers should not be signed until you have successfully (5.) ________ your salary and (6.) _________. You want to be adequately (7.) ________ for your skills, work, and time. This is a (8.) ________ and difficult area. You should (9.) ________ what the salary ranges are at the company and in the field.

Some workers are not on a salary; rather they work for an hourly (10.) ________. In some cases, workers who earn an hourly wage have more (11.) ________ with the hours they work. The trade-off is that the worker may not receive any benefits. For those workers on a salary, the base salary that is negotiated is critical, because most subsequent pay raises come in small incremental amounts. Most companies have a review process either on an annual or semiannual (12.) ________. As a result of the review, an employee may receive a (13.) ________.

Each employee has a unique situation. Health insurance coverage and (14.) ________ plans may be essential to some employees, whereas they are not important to others. Many companies will offer benefits in such a way that it is to the employee’s advantage to stay with the company for a longer period of time. Employees may not be (15.) ________ to sign up for a retirement plan until they have been with the company for one year and employees are not fully (16.) ________ in these plans until they have five years of service under their belts. Some bonus plans are paid out over a period of years. Vacation time increases after more years of service.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. He was not aware of the changes to the benefits plan, which placed a limit on the contributions he could make to his retirement account; they had previously been very flexibility.

18. The employees waited until they were fully vested and then delicately made their boss aware of their plans for retirement.

19. Salary negotiation is a delicately matter, but necessary if you want to be compensated well and get the raises you deserve.

20. Only employees who are paid on the basis of an hourly wage are eligibility for the raise.
Promotions, Pensions, and Awards

1. achieve v., to succeed, to reach a goal
   a. I hope to achieve as much as you have in your short time with the company.
   b. The new Board of Directors has achieved all of its goals in the first six months.

2. contribute v., to add to; to donate, to give
   a. Make sure your boss is aware of the work you contributed to the project.
   b. All employees are asked to contribute a few minutes of their spare time to clean up the office.

3. dedication n., a commitment to something
   a. The director's dedication to a high-quality product has motivated many of his employees.
   b. We would never be where we are today if it weren't for many long hours and so much dedication.

4. look forward to v., to anticipate, to be eager for something to happen
   a. The regional director was looking forward to the new, larger offices.
   b. We look forward to seeing you at the next meeting.

5. looked to v., to depend on, to rely on
   a. The workers always looked to him to settle their disagreements.
   b. The staff is looking to their supervisor for guidance and direction.

6. loyal adj., faithful, believing in someone or something
   a. You have been such a loyal advisor for so many years, I'm not sure what I'll do without you.
   b. Even though your assistant is loyal, you have to question his job performance.

7. merit n., excellence, high quality
   a. Employees are evaluated on their merit and not on seniority.
   b. Your work has improved tremendously and is of great merit.

8. obvious adj., easy to see or understand
   a. The marketing coordinator is the obvious choice to replace Ms. Nance.
   b. In many companies, it is very obvious who will be promoted.

9. productive adj., useful, getting a lot done
   a. The researcher wasn't as productive when he first started working here.
   b. The managers had a very productive meeting and were able to solve many of the problems.

10. promote v, to give someone a better job; to support, to make known
    a. Even though the sales associate had a good year, it wasn't possible to promote him.
    b. The Assistant Director promoted the idea that the Director was incompetent.

11. recognition n., credit, praise for doing something well
    a. The president's personal assistant was finally given the recognition that she has deserved for many years.
    b. Recognition of excellent work should be routine for every manager.

12. value n., worth
    a. It is difficult to put a value on the work that an employee does.
    b. Employees value their colleagues' opinions.
Short Conversations

Read the following conversations and see how the new words are used.

[M] I’m looking forward to the awards ceremony tonight!
[W] So am I. I hope Darrell finally gets some recognition for all the work that he has done.
[M] He certainly has been very productive in the last few months.

[M] Sometimes your assistant doesn’t feel as though you value her work.
[W] I judge work by merit, not by the quantity of paper produced.
[M] But it’s obvious that she’s just trying to please you.

[M] Who will they promote next?
[W] That new manager has a lot of dedication and ambition.
[M] No, they won’t promote him. He hasn’t been with the company long enough and hasn’t contributed enough.

[M] Have you achieved the goals you set for yourself last year?
[W] I was looking to you to help me prioritize my goals.
[M] I may be a loyal friend, but I can’t help you do everything!

<table>
<thead>
<tr>
<th>Word Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>verb</td>
</tr>
<tr>
<td>noun</td>
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<tr>
<td>noun</td>
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<tr>
<td>verb</td>
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<td>noun</td>
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<tr>
<td>verb</td>
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<tr>
<td>noun</td>
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<tr>
<td>adjective</td>
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<tr>
<td>verb</td>
</tr>
<tr>
<td>noun</td>
</tr>
<tr>
<td>noun</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Hard work and ________________ will help you move up the corporate ladder.
   (A) dedicated  (C) dedication
   (B) dedicates  (D) dedicated

2. Because you are a valued and dedicated employee, we are ________________ you to director of the department.
   (A) promoting  (C) promotion
   (B) promote  (D) promoter

3. When he thought about his long career, he realized that his biggest ________________ was in developing the new leaders of the company.
   (A) achieve  (C) achievement
   (B) achieved  (D) achieves

4. She has ________________ so much time and energy to the project that her name should appear on the award.
   (A) contributes  (C) contributed
   (B) contribution  (D) contributor

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

achievers  contributions  dedicated
look forward to  looked to  loyalty
merit  obvious  productive
promoted  recognition  value

Everyone enjoys receiving (5.) ________________ for the work that they do. Today, we will honor several employees who have been with the company since we opened our doors. Their (6.) ________________ to the company is an honor for us. No (7.) ________________ can be placed on these employees; they are priceless to us. Since 1965, these individuals have been (8.) ________________ to higher paying positions not for their connections or their degrees, but for what they have done for the company. In other words they have been promoted on their (9.) ________________ . These high (10.) ________________ are a credit to our community.

All of us, over the years, have (11.) ________________ these fine employees for advice and guidance. These (12.) ________________ individuals have acted as valued mentors and leaders. They have made (13.) ________________ in developing more (14.) ________________ ways to serve our customers and opening new markets. They have taken risks. Sometimes, they made mistakes. But they learned along the way and shared that knowledge with others.

It should be (15.) ________________ who I am talking about. I (16.) ________________ working more closely with them in their new positions as Vice Presidents of Marketing and of Operations. Please, join me in congratulating these two fine individuals on their promotion and receipt of the Henry Award for Excellence.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The assistant looked forward to the time when she would finally be recognized for her hard work and dedicated and be promoted to director.
   (A) looked  (B) recognized  (C) dedicated  (D) promoted

18. The worker made value contributions to the project and he looked forward to receiving a promotion.
   (A) made  (B) value  (C) contributed  (D) looking

19. The merit of his work was never recognized by all but the obviously lack of loyalty led to his dismissal.
   (A) merit  (B) recognized  (C) obviously  (D) loyalty

20. It is obvious that we must look to our customers for ideas in order for us to become more production and achieve greater results.
   (A) obvious  (B) looking  (C) production  (D) achieve
Word Review #3  Lessons 11–15 Personnel

Choose the word that best completes the sentence.

1. __________ with a good ad is time-consuming.
   (A) Coming up
   (B) Coming to
   (C) Coming by
   (D) Coming on

2. To __________ the best and the brightest, companies have to be willing to pay well.
   (A) recruit
   (B) recruits
   (C) recruiting
   (D) recruitment

3. A qualified candidate usually exudes __________.
   (A) confident
   (B) confidence
   (C) confidential
   (D) confidentially

4. Any applicant is wise to __________ an interview with a note or a phone call.
   (A) follow after
   (B) follow behind
   (C) follow up
   (D) follow with

5. Workers are promoted on their __________ and merits.
   (A) achieve
   (B) achieved
   (C) achiever
   (D) achievements

6. The benefits package is an important aspect of contract __________.
   (A) negotiate
   (B) negotiable
   (C) negotiations
   (D) negotiated

7. Some employees have to wait years before they are fully __________ in the company pension plan.
   (A) vest
   (B) vested
   (C) vesting
   (D) vests

8. Health __________ are very important for an employee who develops a serious medical problem.
   (A) benefit
   (B) benefits
   (C) beneficial
   (D) beneficiary

9. A __________ and hard-working employee can look forward to rapid promotions.
   (A) dedicate
   (B) dedication
   (C) dedicating
   (D) dedicated

10. A company that recognizes __________ merit will receive employee loyalty in return.
    (A) obvious
    (B) obviously
    (C) oblivious
    (D) obliquely

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. Candidates with backgrounds that match the company’s profile should be success in getting a job.
    (A) A
    (B) B
    (C) C
    (D) D

12. The manager conducts train sessions to help employees to keep up with changes in health benefits.
    (A) A
    (B) B
    (C) C
    (D) D

13. The employees had achieved recognizing for their valued contributions to the project.
    (A) A
    (B) B
    (C) C
    (D) D

14. The manager immediately recruitment the young woman who demonstrated the kind of confidence, background, and ability he had been looking for.
    (A) A
    (B) B
    (C) C
    (D) D

15. The new employee looked forward to rapid promoted through dedication and high productivity.
    (A) A
    (B) B
    (C) C
    (D) D
16. You should be aware that employers don’t always compensate their employees with wages commensurate with their merit.

17. Negotiate for a raise in wages can be a delicate process.

18. Loyal workers should be ready to work overtime without compensation in exchange for flexibility schedules.

19. If you are lucky, you can find an expert in your field who will be your mentor, keeping you on track and helping you to overcome your weaknesses.

20. Consultants were called in to set by new procedures for doing background checks and processing job applications.
Words to learn

1. bargain n., something offered or acquired at a price advantageous to the buyer
   a. We were thrilled with the bargains we found at the clothing sale.
   b. Lois compared the sweaters carefully to determine which was a better bargain.

2. bear v., to have a tolerance for; to endure
   a. Moya doesn’t like crowds so she cannot bear to shop during the holiday rush.
   b. If you can bear with me, I’d like to stop in one more store.

3. behavior n., the manner of one’s actions
   a. Annu is conducting a survey on whether consumer behavior differs between men and women.
   b. Suspicious behavior in a department store will draw the attention of the security guards.

4. checkout n., the act, time, or place of checking out, as at a hotel, library, or supermarket
   a. The line at this checkout is too long, so let’s look for another.
   b. Get in the checkout lane now and I’ll join you with the last items.

5. comfort n., a condition or feeling of pleasurable ease, well-being, and contentment
   a. I like to dress for comfort if I’m spending the day shopping.
   b. Arlo likes to go to the mall where he can shop in comfort, regardless of the weather.

6. expand v., to increase the size, volume, quantity, or scope of; to enlarge
   a. The new manager has significantly expanded the store’s inventory.
   b. The shoe store is out of room and is thinking about expanding into the adjacent vacant building.

7. explore v., to investigate systematically
   a. The collector likes to explore antique shops looking for bargains.
   b. While his mother shopped for clothes, Michael wandered off to explore the toy section.

8. item n., a single article or unit
   a. The grocery store has a special checkout line for people who are purchasing less than ten items.
   b. Do you think I can get all these items into one bag?

9. mandatory adj., required or commanded; obligatory
   a. The jewelry store has a mandatory policy of showing customers only one item at a time.
   b. There is a mandatory limit of nine items for use of this checkout line.

10. merchandise n., items available in stores
    a. I am very impressed with the selection of merchandise at this store.
    b. Helen wanted to make sure that the store had a wide variety of merchandise before she committed to buying a gift certificate.

11. strict adj., precise; exact
    a. The store’s policy states that returns must be made within 30 days of purchase, but the staff is not strict in enforcing it.
    b. There is a strict limit of four items per person that can be taken into the changing room.

12. trend n., the current style; vogue
    a. The clothing store tries to stay on top of all the new trends.
    b. Mioshi followed market trends closely before she bought a clothing franchise.
Short Conversations

Read the following conversations and see how the new words are used.

[M] If we hurry, we can get into the checkout aisle before the clerk takes his break.
[W] There is a mandatory limit of nine items. Do we meet that criterion?
[M] Oh dear, I didn’t count. Do you think they are strict about enforcing that rule?

[M] For my class in consumer behavior, we are secretly watching what people buy.
[W] I’m sure you’ll find that people hunt for bargains to save money.
[M] Actually, shoppers told us they bought brands they knew best and felt most comfortable with, regardless of price.

[M] The selection of merchandise in this store is really wonderful.
[W] They have really expanded the menswear section since the last time we shopped here.
[M] I think they are capitalizing on the “casual Friday” trend at most offices.

[M] I need a new winter coat, but I can’t bear the thought of spending the weekend in the mall.
[W] I’m just the opposite. My hobby is exploring new stores around the city.
[M] You must know every new item of merchandise at every store.

Word Families

<table>
<thead>
<tr>
<th>noun</th>
<th>comfort</th>
<th>This car is designed with plush seats for your comfort and air bags for your safety.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>comfortable</td>
<td>I prefer this sweater because it’s more comfortable.</td>
</tr>
<tr>
<td>adverb</td>
<td>comfortably</td>
<td>I’d suggest buying the larger table, which comfortably seats six.</td>
</tr>
<tr>
<td>verb</td>
<td>expand</td>
<td>The music store expanded its selection by offering more classical music on compact discs.</td>
</tr>
<tr>
<td>noun</td>
<td>expansion</td>
<td>The expansion of our sales territory into a new region will mean more stock will have to be ordered.</td>
</tr>
<tr>
<td>adjective</td>
<td>expanded</td>
<td>The expanded inventory is great, but it’s hard to find room to store it.</td>
</tr>
<tr>
<td>verb</td>
<td>explore</td>
<td>Ms. Marce explored the bins of hardware, looking for the right size nails.</td>
</tr>
<tr>
<td>noun</td>
<td>exploration</td>
<td>The store designer’s exploration of the art of different cultures gave the store an exotic look.</td>
</tr>
<tr>
<td>adjective</td>
<td>exploratory</td>
<td>The oil company’s exploratory drill led to a new supply of petroleum.</td>
</tr>
<tr>
<td>noun</td>
<td>strictness</td>
<td>Ms. Judd was appalled at the strictness of the store’s policy not to renew her gift certificate after it had expired.</td>
</tr>
<tr>
<td>adjective</td>
<td>strict</td>
<td>Our store has a strict policy of no returns.</td>
</tr>
<tr>
<td>adverb</td>
<td>strictly</td>
<td>The no-food-or-drinks rule is strictly enforced in the bookstore.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. It's hard to tell if these shoes will be _____ because the leather is so stiff.
   (A) comfort    (C) comfortable
   (B) comfortably (D) comforting

2. Due to the store's success, the owners began to plan an _____ into a larger location.
   (A) expansion  (C) expanse
   (B) expand     (D) expanded

3. I'd like to _____ this issue with you, but I don't have time today.
   (A) exploratory  (C) explorer
   (B) exploration  (D) explore

4. We _____ adhere to the store's policy of only specially ordering products that have been paid for in advance.
   (A) strictness   (C) strictly
   (B) strict       (D) strictest

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Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

bargains    checkout    exploring    merchandise
bear        comforting  items       strictly
behavior    expand      mandatory  trend

Some people love to shop. Others can't (5.) _________ shopping and only go when their clothes are completely worn-out. No one can get away from shopping—unless you can do without eating! Consumption and consumer (6.) _________ affects everything we do.

Some purchases are absolutely (7.) _________. Everyone needs to eat, wear clothing, and sit on furniture. Other purchases are (8.) _______ for luxury (9.) _________.

The vast majority of what most of us buy is somewhere in between essential items and frivolous items.

Most people shop by visiting stores on the weekend. It's fun to (10.) ________ the number of places you shop in by (11.) ________ new stores—even if you don't make a purchase. It's also (12.) ________ to return to stores you know well, where you know what the (13.) _________ selection is likely to be.

Most shoppers are looking for (14.) _________. Some people even check out all the aisles looking to see if the items they normally use have been marked down. Everyone loves finding that their favorite items are discounted to a lower price. A sale makes going to the (15.) _________ counter a happier event.

A recent (16.) _________ is shopping from the comfort of home. Many people like to shop by catalogs and over the Internet. You can get almost everything, from books to apparel, by mail, without having to leave your home.

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The growing trend toward shopping by mail is based in part on changing patterns of behave, such as the perceived lack of time, expanded activity schedules, and increased desire for comfort.
   B
   D

18. Radica couldn't bearable the thought of wasting money, so she strictly adhered to a budget that allowed her to look only for merchandise available at a bargain.
   B

19. By exploring secondhand shops along the canal, Jorge found a number of trendy fashions that allowed him to expansion his wardrobe at a bargain rate.
   B

20. The sign above the supermarket checkout made it clear that the line was for customers with 15 itemize or fewer; Ivy quickly counted her merchandise to determine if she complied with the mandatory limit.
   B
   D
Lesson 17

Words to learn

diverse 多種多樣的
enterprise 企業，公司
essential 必要的，實質上的
everyday 日常的，平常的
function 職務，功能
maintain 保持
obtain 得到，獲得
prerequisite 事先需要的
quality 質量
smooth 光滑的
source 來源
stationery 文具

Ordering Supplies

1. diverse adj., different; made up of distinct qualities.
   a. The Office Supply Warehouse offers a diverse range of office supplies.
   b. The diversity of staff in this office is amazing.

2. enterprise n., a business; a large project
   a. The new enterprise quickly established an account with the office supply store.
   b. This enterprise has become unmanageable and is beginning to lose money.

3. essential adj., indispensable, necessary
   a. Having Ann on this team is essential if we are to win the contract.
   b. A good record-keeping system is an essential component of inventory control.

4. everyday adj., routine, common, ordinary
   a. Though they are more expensive, these folders will withstand everyday wear and tear.
   b. This everyday routine of having to check inventory is boring.

5. function v., to perform tasks
   a. The daily functioning of this office has been compromised.
   b. She functioned as the director while Mr. Gibbs was away.

6. maintain v., to continue; to support, to sustain
   a. I've been maintaining a list of office supplies that are in greatest demand.
   b. Trying to maintain two different stockrooms is too much work.

7. obtain v., to acquire
   a. I've been trying to obtain a list of supplies from the administrator for three weeks now.
   b. The employee obtained the report from her supervisor.

8. prerequisite n., something that is required or necessary as a prior condition
   a. One of the prerequisites for this job is competence in bookkeeping.
   b. Here are the prerequisites that you need to purchase before coming to class.

9. quality n., a distinguishing characteristic; a degree of excellence
   a. The most important qualities we look for in a supplier are reliability and quick response.
   b. The quality of their clothes has fallen ever since they started using cheaper fabrics to make them.

10. smooth adj., without difficulties; deliberately polite and agreeable in order to win favor
    a. The transition to the new supplier went smoothly and there was no interruption in shipments.
    b. Her smooth manner won her the appreciation of the manager but not her colleagues.

11. source n., the origin
    a. I can't tell you the source of this information.
    b. The source of this rare pottery that we are selling in our shop is a small village in India.

12. stationery n., writing paper and envelopes
    a. We do not have enough stationery, so please order some more.
    b. The new stationery featured the company's logo in blue ink at the top of the page.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Do you know of a wholesale source for glassware?
[W] As a matter of fact, I know of a supplier who sells top-quality wine glasses.
[M] Well, I’m looking for a diverse range of glassware, but I can call to find out more information about how many different types of products they carry.

[W] What is the everyday dress code for your office?
[M] Since you’re going to be maintaining inventory, casual slacks will be fine.
[W] I’m happy to hear that because one of my prerequisites for taking this job is being able to wear casual clothing.
[W] Where do we usually obtain our stationery? I need to place a special order immediately.
[M] There’s a small start-up enterprise across the street that we use and they’re pretty quick.
[W] That’s good; a quick turnaround is essential in this case.

[M] To ensure that the everyday routine for filling orders is followed, we’re going to switch to a computerized system.
[W] If that goes smoothly, this department should start functioning more efficiently.
[M] That’s what we’re hoping for; it’s part of our efforts to improve the quality of our services.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>diversify</th>
<th>We are going to diversify our product line and start selling software as well as computers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>diversity</td>
<td>The diversity of services that your company offers amazes me.</td>
</tr>
<tr>
<td>adjective</td>
<td>diverse</td>
<td>The wholesaler offered a more diverse range of computer accessories than I expected.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>function</th>
<th>He is still functioning as administrator until they find a replacement.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>function</td>
<td>The function was attended by all the leading scientists.</td>
</tr>
<tr>
<td>adjective</td>
<td>functional</td>
<td>This machine is not functional; we need to purchase a new one.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>maintain</th>
<th>Don’t worry, I’ll maintain the good relationships that you’ve established with our clients.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>maintainability</td>
<td>The maintainability of our second office is called into question by next year’s budget cutbacks.</td>
</tr>
<tr>
<td>adjective</td>
<td>maintainable</td>
<td>This level of performance will not be maintainable without increasing salaries.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>smooth out</th>
<th>In order to smooth out the process of ordering supplies, we’re going to use this new software to keep track of purchases and deliveries.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adverb</td>
<td>smoothly</td>
<td>The meeting went smoothly, and the contract was signed without any disagreements.</td>
</tr>
<tr>
<td>adjective</td>
<td>smooth</td>
<td>The vendor was so smooth on the phone that he had no difficulty in obtaining an appointment with the busy executive.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. The _____ of companies that now take orders over their Web sites is remarkable.
   (A) diversify       (C) diversity
   (B) diverse        (D) diversion

2. We need to have a spare copier since the only one that is _____ is on its last leg.
   (A) functioned    (C) functional
   (B) functions     (D) function

3. In order to _____ our lead in the market, we'll have to find a cheaper source of industrial supplies.
   (A) maintainable  (C) maintaining
   (B) maintain      (D) maintainability

4. She _____ changed the topic of conversation, thus preventing a disagreement between her colleagues from turning into an argument.
   (A) smoothly      (C) smooth
   (B) smooth out    (D) smoothed

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

diverse       everyday       obtained       smooth
enterprise     functioning    prerequisites   source
essential     maintaining     quality       stationery

All businesses, large and small, must maintain an inventory of supplies. In most business offices, the types of essential, but common, (5.) _________ items needed, including (6.) _________, pens, staples, and folders, are easily (7.) _________ from office supply stores that provide the most commonly used items under one roof. Some of these stores will even take orders by telephone with free delivery.

However, some businesses require a more (8.) _________ range of supplies. For example, businesses that ship their products usually need cartons, styrofoam peanuts, mailing tape, and shipping labels on hand at all times. Though these items may be available from general office supply stores, there are other specialty stores that only sell packing and shipping supplies.

No matter what the type of business, the office administrator is in charge of ordering supplies and (9.) _________ an inventory. Having the (10.) _________ supplies on hand at all times is a (11.) _________ for the (12.) _________ and efficient (13.) _________ of the (14.) _________. The administrator should try to locate the cheapest (15.) _________ of the supplies required, but also pay attention to the (16.) _________ of the goods.

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Maintain excellent relationships with clients is an essential component of the quality of service for which this enterprise has become renowned.
   A. Maintain  B. Maintainable  C. Essential  D. Quality

18. Our everyday supplier of stationery has gone out of business, so finding another source to replace him is essentially.
   A. Everyday  B. Essential  C. Stationery  D. Essentially

19. A prerequisite for the everyday functioning of this international enterprise is a tolerance for diverse.
   A. Prerequisite  B. Everyday  C. International  D. Diverse

20. In order to ensure that operations continue to run smooth and without interruption while the office administrator is on leave, you will need to obtain a list of suppliers who can provide us with essential items, such as stationery, on short notice.
   A. Smooth  B. Essential  C. Stationery  D. Obtain
Shipping

1. **accurate** adj., exact; errorless
   a. He counted the boxes three times to ensure his that figure was accurate.
   b. The bar code reader not only saved the carrier time but also gave more accurate information than did handwritten documents.

2. **carrier** n., a person or business that transports passengers or goods
   a. Lou, our favorite carrier, takes extra care of our boxes marked fragile.
   b. Mr. Lau switched carriers in order to get a price savings on deliveries out of state.

3. **catalog** n., a list or itemized display; v., to make an itemized list of
   a. The upcoming fall catalog shows a number of items from Laos that Mr. Lau has never before been able to offer.
   b. Ellen cataloged the complaints according to severity.

4. **fulfill** v., to finish completely
   a. The engineers fulfilled a client's request for larger display screens.
   b. Her expectations were so high, we knew they would be hard to fulfill.

5. **integral** adj., necessary for completion
   a. Good customer relations is an integral component of any business.
   b. A dependable stream of inventory is integral to reliable shipping of orders.

6. **inventory** n., goods in stock; an itemized record of these goods
   a. The store closes one day a year so that the staff can take inventory of the stockroom.
   b. Their inventory had not changed much over the years, which made the customers feel bored.

7. **minimize** v., to reduce; to give less importance to
   a. The shipping staff minimized customer complaints by working overtime to deliver the packages quickly.
   b. To keep the customers happy and to minimize the effect of the carrier strike, we shipped packages directly to them.

8. **on hand** adj., available
   a. We had too much stock on hand, so we had a summer sale.
   b. The new employee will be on hand if we need more help with shipping orders.

9. **remember** v., to think of again; to retain in the memory
   a. I remembered the delivery clerk's name as soon as I got off the phone.
   b. I will remember the combination to the safe without writing it down.

10. **ship** v., to transport; to send
    a. Eva shipped the package carefully, since she knew the contents were made of glass.
    b. Very few customers think about how their packages will be shipped, and are seldom home when the packages arrive.

11. **sufficient** adj., as much as is needed
    a. The postage on that box is not sufficient to get it to its destination.
    b. Harriett did not order sufficient packing materials, so there was a delay in getting the boxes in the mail.

12. **supply** v., to make available for use; to provide; n., stock
    a. Gerald supplied the shipping staff with enough labels to last a year.
    b. By making better use of our supplies, we can avoid ordering until next month.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Is the price quoted here accurate?
[W] Yes, it is. The price printed in the catalog is incorrect.
[M] I hope the salesperson remembered to alert the customer about the discrepancy.
[M] We are completely out of packing supplies and cannot prepare any more boxes today.
[W] It's your job to make certain that you have sufficient packing materials.
[M] I thought we had enough boxes on hand, but I was wrong.
[M] Why did we change carriers? I thought the previous company was fine.
[W] Mr. Sato is trying to minimize his costs, and the new company delivers for less money.
[M] I hope it was a good decision, since a dependable carrier is so integral to our customer satisfaction.
[M] How will you fulfill this request for immediate delivery since the delivery men are still on strike?
[W] I'll have to find another way to ship it. Maybe I'll just get in the car and drive the package to its destination.
[M] We can't afford to move all of our inventory that way.

Word Families

<table>
<thead>
<tr>
<th>noun</th>
<th>accuracy</th>
<th>His firm was well known for its accuracy in predicting how long shipping would take.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>accurate</td>
<td>Don't forget to keep accurate records; you will need them when you have your annual inventory.</td>
</tr>
<tr>
<td>adverb</td>
<td>accurately</td>
<td>The in-depth shipping records made it possible for Max to accurately estimate when the mixing bowls would arrive in the store.</td>
</tr>
<tr>
<td>verb</td>
<td>fulfill</td>
<td>We take pride in fulfilling customers' unusual requests,</td>
</tr>
<tr>
<td>gerund</td>
<td>fulfilling</td>
<td>Fulfilling the requirement of the contract will necessitate hiring extra staff.</td>
</tr>
<tr>
<td>noun</td>
<td>fulfillment</td>
<td>Fulfillment of duties can be tedious, but job satisfaction demands attention to detail.</td>
</tr>
<tr>
<td>verb</td>
<td>minimize</td>
<td>To minimize any potential risk of injury, all workers must wear closed-toed shoes in the stockroom.</td>
</tr>
<tr>
<td>adjective</td>
<td>minimal</td>
<td>Luckily, the leak from the roof did only minimal damage to the inventory in the stockroom.</td>
</tr>
<tr>
<td>noun</td>
<td>minimum</td>
<td>The minimum is $50; orders of less will be assessed a shipping charge.</td>
</tr>
<tr>
<td>verb</td>
<td>ship</td>
<td>We ship all orders within 24 hours of your phone call.</td>
</tr>
<tr>
<td>noun</td>
<td>shipper</td>
<td>We can rely on our shipper to pack large, fragile items carefully.</td>
</tr>
<tr>
<td>noun</td>
<td>shipment</td>
<td>The shipment from the supplier was short a number of items, so we complained.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. To assure that your order is _____ filled, it will be checked by a two-person team.
   (A) accurately  (B) accurateness  (C) accurate  (D) accuracy

2. The suppliers _____ the terms of our agreement and are now our supplier of choice.
   (A) fulfilling  (B) fulfillment  (C) fulfilled  (D) fulfill

3. Keeping customer complaints to a _____ is the job of everyone who works in the store.
   (A) minimum  (B) minimal  (C) minimize  (D) minimally

4. To keep distribution costs low, we have selected only two _____ firms for the region.
   (A) ship  (B) shipment  (C) shipping  (D) shipper

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

accurate  fulfill  minimize  shipping
carrier  integral  on hand  sufficient
catalog  inventory  remember  supplies

For Mr. Park's Asian housewares store, shipping is an (5.) ________ part of the business. Many customers need to send their purchases to friends or relatives who live far away. Other customers, who do not live near one of his stores, shop through a (6.) ________ and need their orders sent by mail.

(7.) ________ is, of course, the process of getting goods delivered to a customer, but it is more than just getting a box in the mail. Goods must be packaged carefully to (8.) ________. breakage and ensure that they arrive safely. Staff members must keep (9.) ________ records of the inventory shipped, so Mr. Park knows at all times the answers to these questions: When did a box leave the store? Who was the (10.) ________ who delivered it? When did it arrive at its destination? Customers will have confidence in Mr. Park's business when he can give quick and accurate answers.

The shipping process must be tied to the store's (11.) ______. When orders are taken, the shipping staff must know that there is (12.) ________ inventory of the product on hand to (13.) ________ the request. If a product is on order, the sales staff should advise the customer to expect a delay. When orders are shipped out, they must be deleted from the inventory records so Mr. Park knows exactly how many items are (14.) ________ in his warehouse. It takes a good computer program to keep track of the additions and deletions to the inventory.

Sales staff must (15.) ________ to charge for shipping and appropriate taxes. Mr. Park must keep good records on the cost of the shipping and packing materials and other (16.) ________, the cost of the carriers, and staff time to assess whether he is billing enough to cover his shipping expenses.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Keeping an accurately record of inventory and the names of carriers used for shipping is crucial in business.
   ________

18. The ability to fulfillment customer requests accurately and quickly is integral in running a catalog business.
   ________

19. Keeping a sufficient supply of packing materials on hand can minimal problems in getting products in the ma
   ________

20. Edwin did not remembrance to include a catalog in the package until after the request was fulfilled and the
   ________
Invoices

1. **charge** n., an expense or a cost; v., to demand payment
   a. The extra charge for gift wrapping your purchase will appear on your invoice.
   b. The customer service representative was responsible for telling all existing customers that higher prices would be charged next month.

2. **compile** v., to gather together from several sources
   a. I have compiled a list of the most popular items in our sales catalog.
   b. The clerk is responsible for compiling the orders at the end of the day.

3. **customer** n., one who purchases a commodity or service
   a. Let's make sure all invoices sent to customers are kept in alphabetical order.
   b. As part of our customer satisfaction plan, let's offer a discount to customers who pay their invoices within a week.

4. **discount** n., a reduction in price; v., to reduce in price
   a. We are offering a 10 percent discount to all new customers.
   b. They discounted the price on the merchandise damaged in shipment.

5. **efficient** adj., acting or producing effectively with a minimum of waste or unnecessary effort
   a. The accountant was so efficient in processing the customer receipts that she had the job done before lunch.
   b. Electronic invoicing has helped us to be efficient.

6. **estimate** v., to approximate the amount or value of something; to form an opinion about something; n., an approximation
   a. We estimated our losses this year at about five thousand dollars.
   b. In the owner's estimation, the high level of customer satisfaction was an adequate measure of how well the company was doing.

7. **impose** v., to establish or apply as compulsory; to force upon others
   a. The company will impose a surcharge for any items returned.
   b. We should not impose upon our staff by requiring them to work on weekends.

8. **mistake** n., an error or a fault
   a. I made a mistake in adding up your bill and we overcharged you twenty dollars.
   b. It was a mistake thinking that my boss would be reasonable when I explained my situation to him.

9. **order** n., a request made to purchase something; v., to command or direct
   a. The customer placed an order for ten new chairs.
   b. We were ordered to take inventory immediately, so we could account for the missing items.

10. **prompt** adj., being on time or punctual, carried out without delay; n., a reminder or a cue
    a. I want a prompt reply to my letter of complaint.
    b. The supervisor gave the new sales agent a prompt when she forgot to mention the company's money-back guarantee.

11. **rectify** v., to set right or correct
    a. He rectified the problem by giving the customer credit for the unused items that she returned.
    b. Embarrassed at his behavior, he rectified the situation by writing a letter of apology.

12. **terms** n., conditions
    a. The terms of payment were clearly listed at the bottom of the invoice.
    b. The terms of the agreement required that items be fully paid for before they would be shipped.
Short Conversations

Read the following conversations and see how the new words are used.

[M] I have compiled a list of office supplies we need to order immediately.
[W] Don’t worry, I’ll deal with it promptly.
[M] Please also check the supply room before you send out the order, just to be sure I didn’t make any mistakes.

[W] I had a computer expert estimate the cost of installing new order processing software on our office computers.
[M] What will they charge for doing that?
[W] It’s going to cost us about five hundred dollars, but according to the terms of payment, there’ll be a fifty dollar discount if we pay the full amount up front.

[W] My invoice indicates that you imposed an extra charge for shipping the merchandise I ordered. I thought shipping was free.
[M] It must be a mistake. I don’t know how that happened but I’ll credit the cost of shipping to your account.
[W] Thanks for rectifying this matter so promptly.

[M] Why has this customer incurred extra finance charges on her phone bill?
[W] She made a mistake and thought the price had been discounted.
[W] If you had been more efficient, and reviewed the checks upon receiving them, this would not have happened.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>estimate</th>
<th>We need to estimate the number of work hours spent on this project.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>estimation</td>
<td>Clients prefer itemization to estimation on their invoices.</td>
</tr>
<tr>
<td>gerund</td>
<td>estimating</td>
<td>Estimating an order for office supplies is difficult because of the increased size of the staff.</td>
</tr>
<tr>
<td>verb</td>
<td>impose</td>
<td>The state intends to impose an additional tax on certain office equipment.</td>
</tr>
<tr>
<td>noun</td>
<td>imposition</td>
<td>Clients complained when they discovered the contractor’s imposition of charges that should have been included under the terms of the contract.</td>
</tr>
<tr>
<td>adjective</td>
<td>imposing</td>
<td>The new clients found the company’s reputation imposing.</td>
</tr>
<tr>
<td>verb</td>
<td>mistaken</td>
<td>The receptionist dialed the wrong number because she had mistaken a “7” for a “4” in the phone number she wrote down.</td>
</tr>
<tr>
<td>noun</td>
<td>mistake</td>
<td>The manager called the supplier as soon as he saw the mistake on his invoice.</td>
</tr>
<tr>
<td>adjective</td>
<td>mistaken</td>
<td>The director admitted that he was mistaken about the amount of the discount for payment received in 30 days.</td>
</tr>
<tr>
<td>verb</td>
<td>prompt</td>
<td>The computer cursor prompted the temporary employee about where to insert information on the billing form.</td>
</tr>
<tr>
<td>noun</td>
<td>promptness</td>
<td>Employers appreciate promptness in their employees.</td>
</tr>
<tr>
<td>adjective</td>
<td>prompt</td>
<td>I am happy to receive statements that thank me for prompt payment.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Although _______ expenses works well when applying for a contract, clients appreciate itemization on their invoices.
   (A) estimate (B) estimator (C) estimated (D) estimation

2. The customers usually pay their invoices promptly in order to avoid the _______ of late charges.
   (A) imposed (B) imposingly (C) impose (D) imposition

3. The customer was angry at the _______ on her invoice.
   (A) mistakes (B) mistaken (C) mistakeable (D) mistaking

4. The client would appreciate it if the invoice could be sent _______ so he can pay it before the end of the fiscal year.
   (A) promptly (B) promptness (C) prompted (D) prompt

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

<table>
<thead>
<tr>
<th>charges</th>
<th>discount</th>
<th>imposed</th>
<th>promptly</th>
</tr>
</thead>
<tbody>
<tr>
<td>compiled</td>
<td>efficient</td>
<td>mistake</td>
<td>rectified</td>
</tr>
<tr>
<td>customer</td>
<td>estimated</td>
<td>order</td>
<td>terms</td>
</tr>
</tbody>
</table>

Mail-order companies need to have an (5.) ________ process for invoicing and billing customers. When a customer places an (6.) ________, a list of items must be (7.) ________ and an invoice generated. The invoice will list the items purchased, along with the cost of each item, and the quantity desired. (8.) ________ that will be incurred in shipping the items to the (9.) ________ are also added to the invoice. Sometimes shipping charges are simply (10.) ________ based on the weight or value of the items ordered.

The invoice also shows the (11.) ________ of payment. Payment is usually due within 30 days. Extra charges are often (12.) ________ on overdue accounts. Many companies also offer a small (13.) ________ if invoices are paid promptly.

Sometimes items get damaged or lost in transit, or customers discover that the wrong items have been shipped by (14.) ________. They will usually call the company to have the problem (15.) ________. Such complaints should be dealt with (16.) ________. If an item is missing, a replacement will be sent, usually at no additional charge to the customer.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. I found a ________ in the estimated shipping costs that will have to be ________ before we process this order.
   (A) mistake (B) imposing (C) estimated (D) order

18. We have ________ additional charges on the customer because she did not pay her bill ________ upon receiving her ________.
   (A) imposing (B) charge (C) promptly (D) order

19. The ________ of the agreement we ________ on them gave us a ________ if we paid all ________ within 15 days.
   (A) terms (B) imposed (C) discounting (D) charges

20. The customer service representative was very ________; she ________ dealt with any ________ so as not to upset the company's ________.
   (A) efficiently (B) promptly (C) mistakes (D) customers
<table>
<thead>
<tr>
<th>Words to learn</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>adjust 調節</td>
<td><strong>adjust</strong> v., to change in order to match or fit; to cause to correspond</td>
</tr>
<tr>
<td>automatic 自動的</td>
<td>a. Adil adjusted the quantity of products listed in the computer to match the quantity found in the stockroom.</td>
</tr>
<tr>
<td>crucial 決定性的，重要的</td>
<td>b. The stockroom clerk adjusted the cooking pots on the shelf so they would be easier to count during inventory.</td>
</tr>
<tr>
<td>discrepancy 差異</td>
<td>2. <strong>automatic</strong> adj., operating independently</td>
</tr>
<tr>
<td>disturb 妨礙，打擾</td>
<td>a. The automatic foot massager was so popular, we couldn't keep it in stock.</td>
</tr>
<tr>
<td>liability 責任，義務</td>
<td>b. The lights in the store are on an automatic timer, so they turn off one hour after the store closes.</td>
</tr>
<tr>
<td>reflect 反映</td>
<td>3. <strong>crucial</strong> adj., extremely significant or important</td>
</tr>
<tr>
<td>run 奔跑</td>
<td>a. Knowing how many products we have in stock is crucial to our shipping procedures.</td>
</tr>
<tr>
<td>scan 扫描</td>
<td>b. Inventory is a crucial process and must be taken seriously by all staff.</td>
</tr>
<tr>
<td>subtract 減少</td>
<td>4. <strong>discrepancy</strong> n., a divergence or disagreement</td>
</tr>
<tr>
<td>tedious 累赘</td>
<td>a. The discrepancy between the two counts was easily explained.</td>
</tr>
<tr>
<td>verify 證明</td>
<td>b. Unless you catch the error immediately, the discrepancy gets entered into the computer and becomes very difficult to correct.</td>
</tr>
</tbody>
</table>

5. **disturb** v., to interfere with; to interrupt |
   a. Let's see how many products we can count in advance of inventory so we disturb fewer customers. |
   b. I hope I'm not disturbing you, but I need to ask you to move so I can record the products behind you. |

6. **liability** n., an obligation; a responsibility |
   a. The store's insured liability protects against theft and damaged inventory. |
   b. The slippery steps were a terrible liability for the store. |

7. **reflect** v., to give back a likeness |
   a. It's very important that the quantity on the printout reflects the number of items on the shelf. |
   b. An inaccurate inventory count reflects poorly on the store. |

8. **run** v., to operate |
   a. As long as the computer is running, you can keep adding new data. |
   b. We'll be running inventory next weekend, so don't make any other plans. |

9. **scan** v., to look over quickly |
   a. The computer's optical disk scanned in the price and ordering information. |
   b. Jasmine quickly scanned the list to see if any information was missing. |

10. **subtract** v., to take away; to deduct |
     a. Once you ring up an item, the computer automatically subtracts it from the inventory log. |
     b. Whoever did the inventory forgot to subtract the items that arrived damaged and were never put into the stockroom. |

11. **tedious** adj., tiresome by reason of length, slowness, or dullness; boring |
     a. This may be tedious work but you will be glad the inventory is accurate when you hit the busy holiday sales season. |
     b. Counting merchandise all weekend is the most tedious job I can imagine. |

12. **verify** v., to prove the truth of |
     a. I can't verify the accuracy of these numbers, since I was not present for inventory weekend. |
     b. The inventory process verifies that you have accounted for all the items that are supposed to be in the store. |
Short Conversations

Read the following conversations and see how the new words are used.

[M] This platter is missing its price tag and bar code. I’ll just scan in the price tag of something else that’s the same price.

[W] Don’t do that. Then the inventory won’t reflect this sale accurately and the counts will be off.

[M] I didn’t realize that such accuracy was so crucial.

[M] The computer says we have three of these bed-spreads left. Can you go to the stockroom and verify that, please?

[W] If the computer says we have three, why would there be any discrepancy?

[M] Sometimes there are adjustments to the inventory and I don’t want to tell this lady we have a bed-spread if we are out of stock.

[M] Counting everything in the stockroom by hand is so tedious. I can’t believe we are doing this.

[W] It’s dull and dirty, but very important. The store is liable for every product in here, so the count must be accurate.

[M] Isn’t the computer’s running total accurate enough?

[M] Every time you make a sale, the computer subtracts the product from the inventory.

[W] I’m glad that’s an automatic process.

[M] Twice a year, we close the store to do a physical count. We try not to disturb our customers any more often than that.

Word Families

| verb     | adjust          | After you’ve verified the quantities in the stockroom, I’ll adjust the numbers in the computer.          |
|-----------------------------|--------------------------------------------------------|
| noun                           | adjustment                               | While the adjustments are being made to the computer inventory, the computer will be off-line and unavailable for use. |
| adjective                      | adjustable                               | The height of the shelves is adjustable, which makes it easier to reach and count the merchandise. |
| noun                           | automation                               | Computers have brought a heightened level of automation into the retail industry. |
| adjective                      | automatic                                | The automatic updating of the inventory is convenient, but always a day behind. |
| adverb                         | automatically                             | After every cash register transaction, the computer automatically updates the inventory record. |
| verb                           | disturb                                   | Count as many of the items on the salesroom floor as you can without disturbing the customers. |
| noun                           | disturbance                               | After considering all the options, Ellen decided that closing the store a day to do the annual inventory would cause the least amount of disturbance for customers. |
| adverb                         | disturbingly                              | The computer count and the physical count were disturbingly incongruous, which distressed the store manager. |
| verb                           | reflect                                   | The numbers in the computer log should accurately reflect the actual numbers available on the shelf or in the warehouse. |
| noun                           | reflection                                | Upon reflection, the supply clerk decided that there was an error in the inventory. |
| noun                           | reflector                                 | Reflectors were attached to the corners of the shelves to alert the clerks that the shelf edges were sharp. |
Choose the word that best completes the sentence.

1. The computer’s inventory figures will be considered inaccurate until the store manager enters the data from the physical count and _____ the figures.
   (A) adjustment  (B) adjusts  (C) adjustable  (D) adjusted

2. Although computers are essential, some of the inventory control cannot be performed _____, but must be done by physically counting the merchandise.
   (A) automatically  (B) automatic  (C) automation  (D) automated

3. Do not _____ the staff when they are counting the items; they need to concentrate.
   (A) disturb  (B) disturbance  (C) disturbingly  (D) disturbingly

4. Having an accurate inventory count is a good _____ on a competent store manager.
   (A) reflectively  (B) reflect  (C) reflective  (D) reflection

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

adjusted  discrepancies  reflect  subtracts
automatically  disturbances  running  tedious
crucial  liability  scanning  verifies

In a retail business, inventory has multiple meanings. Inventory means all the goods that a company has on hand or available to it in a warehouse. Inventory also means the process by which the business (5.) ______ the number of goods. An accurate account of the inventory available is (6.) ______. The amount of stock is a (7.) ______ because it is already owned by the business.

Taking an inventory is a physical count of the inventory holdings. Today, almost every business keeps a (8.) ______ inventory count by having its sales records tied by computer to its inventory. When a customer makes a purchase, the computer system tied to the register (9.) ______ the purchase from the inventory records. If a customer makes a return or an exchange, the inventory numbers will be (10.) ______ by the computer (11.) ______. That’s often why (12.) ______ the barcode is so important in stores. If merchandise is broken or damaged in the stockroom or on the sales floor, the manager will ask the sales and stock help to change the stock holdings to (13.) ______ the loss.

As good as the computer records may be, they are just an estimate. At least once a year, most businesses do an actual physical count of the inventory. This process can be (14.) ______ but it is necessary as there are always (15.) ______ between what the computer says you own and what your physical count says. Often stores close for a day, or at least close early, so that staff can perform the inventory without (16.) ______.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. In order to verification our inventory records without disturbing our customers, we will attempt to resolve any known discrepancies in the records and make adjustments while the store is still open.

18. It is crucial to keep an accurate run of items sold or damaged to avoid adjusting for any discrepancies during a physical count.

19. Once you scan the bar code, the computer automatically subtraction the sold product from the inventory, unless, of course, it is a return, in which case the adjustment is an addition.

20. Doing a physical count of the inventory is a tedious job, but it is crucial to make sure the computer records accurately reflection our holdings; this prevents any discrepancies from popping up later.
Choose the word that best completes the sentence.

1. Most merchants are happy to find any way to __________ their customer base.
   (A) expand
   (B) expanding
   (C) expansion
   (D) expanded

2. All fashion __________ have a limited life span.
   (A) trend
   (B) trends
   (C) trendy
   (D) trending

3. It is a poorly run office that does not __________ adequate office supplies.
   (A) maintain
   (B) maintained
   (C) maintaining
   (D) maintenance

4. Sometimes office policy doesn’t allow the company to __________ less expensive supplies when they are available from someone other than a preferred provider.
   (A) obtain
   (B) obtained
   (C) obtaining
   (D) obtainable

5. A supplier who has chronic trouble __________ his obligations to a customer will quickly lose customers.
   (A) fulfill
   (B) fulfills
   (C) fulfilling
   (D) fulfillment

6. To __________ disruption, buyers should order well ahead of need.
   (A) minimum
   (B) minimal
   (C) minimize
   (D) minimally

7. It is wise to begin by __________ an inventory of equipment on hand.
   (A) compile
   (B) compiling
   (C) compiler
   (D) compilation

8. If the provider does not meet his client’s demand, he should __________ the problem as soon as possible.
   (A) rectify
   (B) rectifier
   (C) rectifiable
   (D) rectification

9. If some supplies show a steady rise in consumption, the office manager should make an appropriate __________ in his standard order.
   (A) adjust
   (B) adjuster
   (C) adjusting
   (D) adjustment

10. The office manager should also ascertain whether the inventory of supplies properly __________ the volume of use in the office.
    (A) reflect
    (B) reflects
    (C) reflecting
    (D) reflection

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. A wise __________ customer will efficiency __________ catalog all ordered __________ items as they are received.

12. Some __________ bargaining __________ hunters demonstrate unusual behavior as they __________ explore the range of __________ merchandise.

13. The first priority should be to find a __________ source for essentially __________ everyday __________ supplies such as stationery.

14. Remember to check the __________ accurate __________ of the invoice of __________ supplies provided with each shipment.
15. An **efficient** office will have someone check each invoice for such **mistakes** as whether the appropriate **discounting** has been applied to the **charges**.

16. However **tediously**, a **crucial** factor in maintaining inventory is to keep a **running** total of supplies used and to **verify** that they are being used in the office.

17. One should also **scan** the invoices for **discrepancies**, and be sure that overcharges are **prompt subtracted**.

18. The **diversity** of supplies ordered demands an **efficient** and **functioning** system of **qualities** control.

19. A **mandatory** checking system, **strict** enforced, will ensure that the **inventory on hand** is adequate for efficiently running the office.

20. Other aspects of ordering supplies include estimating whether the use of specific items should **increase or decrease**, or whether furniture is **comfortable** enough not to be a **liability** by **disturb** smooth operation of the office.
Lesson 21

Words to learn

1. accept v., to receive; to respond favorably
   a. The receptionist accepted the package from the courier.
   b. Without hesitating, she accepted the job of teller.

2. balance n., the remainder; v. to compute the difference between credits and debits of an account
   a. His healthy bank balance showed a long habit of savings.
   b. It took him over an hour to balance his checkbook.

3. borrow v., to use temporarily
   a. Do you want to borrow a pen?
   b. The couple borrowed money from the bank to buy a home.

4. cautious adj., careful, wary
   a. Chen's credit history was not favorable, so the bank was cautious about lending him more money.
   b. The bank manager was cautious when giving out information to people she did not know.

5. deduct v., to take away from a total; to subtract
   a. Before computing his taxes, Christophe remembered to deduct allowable home improvement expenses.
   b. By deducting the monthly fee from her checking account, Yi was able to make her account balance.

6. dividend n., a share in a distribution
   a. The stockholders were outraged when their quarterly dividends were so small.
   b. The dividend was calculated and distributed to the group.

7. down payment n., an initial partial payment
   a. By making a large down payment, the couple saved a great deal in mortgage interest.
   b. Karl was disappointed when the real estate agent told him he needed a larger down payment on the house.

8. mortgage n., the amount due on a property; v., to borrow money with your house as collateral
   a. Due to low interest rates, Sheila moved quickly to find a good deal on a mortgage.
   b. Hiram mortgaged his home to get extra money to invest in his business.

9. restriction n., a limitation
   a. There is a strict restriction on the number of free withdrawals a customer can make on his account each month.
   b. All these restrictions are limiting.

10. signature n., the name of a person written by the person
    a. Once we have your signature, the contract will be complete.
    b. The customer's signature was kept on file for identification purposes.

11. take out v., withdraw; remove
    a. My checking account allows me to take out money at any bank branch without a fee.
    b. They took out the chairs in the bank lobby so now there is no place to sit.

12. transaction n., a business deal
    a. Banking transactions will appear on your monthly statement.
    b. The most common transactions can be made from your personal computer.
Short Conversations
Read the following conversations and see how the new words are used.

[M] I need to cash a check. What kinds of identification do you accept?
[W] If you have an account with this bank, a photo ID, like a driver’s license, is enough.
[M] I’ve lost my driver’s license, but my signature is on file. Is that enough?
[M] Here’s the contract for your loan. It’s several pages long.
[W] It says here that the bank can automatically deduct the monthly payment from my checking account.
[M] That’s right; all you’ll need to do is to make certain that you always have enough in your balance to cover the automatic deduction.
[M] Let’s look for a brochure that describes in detail the mortgage application process.
[W] If we save more money toward a down payment, we’ll reduce the amount we need to borrow.
[M] It’s good to be cautious when borrowing money. Often you can borrow money at a better rate when you have a larger down payment.
[M] I’m going to take out some money from my account and put it into a certificate of deposit (CD).
[W] That’s a good idea. The dividend paid by a CD is better than that paid by a savings account.
[M] Yes, but that’s why there are more restrictions on withdrawals and other transactions you can make with a CD.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>accept</th>
<th>The bank will not accept a student ID as a valid form of identification.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>acceptance</td>
<td>The bank's acceptance of checks allows extra time for out-of-state checks to clear before they are credited to your account.</td>
</tr>
<tr>
<td>adjective</td>
<td>acceptable</td>
<td>Shorter banking hours would not be acceptable to many customers, who might close their accounts as a result.</td>
</tr>
<tr>
<td>verb</td>
<td>deduct</td>
<td>Remember to deduct the monthly bank fee from your statement.</td>
</tr>
<tr>
<td>noun</td>
<td>deductible</td>
<td>Taxes and health insurance payments are what we call deductibles because they are deducted from your paycheck.</td>
</tr>
<tr>
<td>noun</td>
<td>deduction</td>
<td>Deductions are made electronically every month and will appear on your statement.</td>
</tr>
<tr>
<td>verb</td>
<td>sign</td>
<td>Once you have signed the mortgage contract, the bank will make a check payable to you.</td>
</tr>
<tr>
<td>noun</td>
<td>sign</td>
<td>The sign in the bank’s lobby announces their rates for savings accounts and for loans.</td>
</tr>
<tr>
<td>noun</td>
<td>signature</td>
<td>Your signature can be electronically recorded to be verified later.</td>
</tr>
<tr>
<td>verb</td>
<td>restrict</td>
<td>The bank’s policies restrict the number of deductions you can make from your account without a penalty.</td>
</tr>
<tr>
<td>noun</td>
<td>restriction</td>
<td>The restrictions on who was eligible for a mortgage made it impossible for many low-income families to borrow money.</td>
</tr>
<tr>
<td>adjective</td>
<td>restricted</td>
<td>Information about your account is confidential and its use without your permission is restricted.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. I'm going to call the bank manager ahead of time to make certain that she will ______ a personal check to start a new account.
   (A) accept  (B) accepted  (C) acceptance  (D) acceptable

3. There is a counter in the bank lobby where customers can ______ their documents.
   (A) signing  (B) signed  (C) sign  (D) signature

2. Every month my automatic car loan payment shows up as a ______ on my monthly statement.
   (A) deduct  (B) deduction  (C) deducting  (D) deducted

4. The number of withdrawals at no charge from your savings account is ______ to three.
   (A) restricting  (B) restricted  (C) restrict  (D) restriction

---

**Short Talk**

Read the following passage and write the appropriate form of the new words in the blanks below.

accept  cautious  down payment  signature
balance  deductions  mortgages  take out
borrow  dividend  restrict  transact

Banks are not only places in which to save money or to (5.) ________ your financial business, but also institutions from which people can (6.) ________ money. Every day, people look to banks for loans, such as (7.) ________ for new homes. A loan is essentially a contract that binds the lender to a schedule of payments, so both parties should be (8.) ________ and not enter into the arrangement without thinking. Banks will look at such factors as how much people have saved towards (9.) ________ in determining whether to make a loan.

Banks have different kinds of accounts. Some pay high quarterly (10.) ________. Some accounts even severely (11.) ________ the number of times, if any, that you can access your account, or the amount of cash you can (12.) ________.

Today, electronic banking can be used to check the (13.) ________ on an account, or to see if automatic (14.) ________ have been made. This can all be done from your home or office computer. When you go to the bank, be sure to bring identification. Usually a bank will only (15.) ________ a photo ID; a (16.) ________ is not a valid ID.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The cautious bank teller reluctantly ________ Charles's company ID card as valid identification, and he was able to ________ half of the balance of his savings account.

18. Certain investment accounts are now earning higher dividends than before with fewer ________ on the length of deposit, number of transactions, or amount of ________ in the account.

19. The mortgage application clearly states that monthly ________ will be directly ________ from the balance of your in-house checking account.

20. The ________ on mortgages available at low interest rates made Chen more ________ about taking out his savings before they grew into a sizable ________.
Accounting

1. **accounting** n., the recording and gathering of financial information for a company
   a. Good accounting is needed in all businesses.
   b. Accounting for expenses is time-consuming.

2. **accumulate** v., to gather; to collect
   a. They have accumulated more than enough information.
   b. The bills started to accumulate after the secretary quit.

3. **asset** n., something of value
   a. The company's assets are worth millions of dollars.
   b. A sophisticated accounting system is an asset to a company.

4. **audit** n., a formal examination of financial records; v., to examine the financial records of a company
   a. No one looks forward to an audit by the government.
   b. The independent accountants audited the company's books.

5. **budget** n., a list of probable expenses and income for a given period
   a. The department head was pleased that she received a 10 percent increase in her budget.
   b. If the development group doesn't cut back expenses, they'll be over the budget.

6. **build up** v., to increase over time
   a. The firm has built up a solid reputation for itself.
   b. Be careful, your inventory of parts is building up.

7. **client** n., a customer
   a. We must provide excellent services for our clients, otherwise we will lose them to our competition.
   b. Maintaining close contact with clients keeps the account managers aware of changing needs.

8. **debt** n., something owed, as in money or goods
   a. The company has been very careful and is slowly digging itself out of debt.
   b. The banks are worried about your increasing debt.

9. **outstanding** adj., still due; not paid or settled
   a. That client still has several outstanding bills.
   b. Clients with outstanding bills will not receive further service until the bills are paid.

10. **profitable** adj., advantageous; beneficial
    a. Our accounting department has helped us to become more profitable.
    b. The new manager was unable to make the company profitable.

11. **reconcile** v., to make consistent
    a. The client uses his bank statements to reconcile his accounts.
    b. The accountant found the error when she reconciled the account.

12. **turnover** n., the number of times a product is sold and replaced or an employee leaves and another employee is hired
    a. We have to add another production shift to keep up with the high turnover rate.
    b. The overseas branch has much lower employee turnover than does domestic operations.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Have you seen our budget for next year?
[W] How do they expect us to stay on track and meet our goals with such a small budget?
[M] We'll have to come up with something to increase our assets, or else we'll be out of a job!

[M] I'm going to see my client today. I'll be back at 4:30.
[W] Is this the client that you are trying to save from all of his debt?
[M] That's the one! How he accumulated so much debt in such a short period of time, I'll never understand.

[M] The auditor needs a list of all the outstanding accounts in order to reconcile the figures.
[W] Those accounts wouldn't be outstanding if we had had the personnel to follow up and collect the monies due.
[M] The turnover in that department is amazing; why don't workers stay longer?

[M] Accounting firms have undergone significant changes in the last decade.
[W] That's true, many have built up substantial consulting practices.
[M] Big salaries, big bonuses: they are more profitable than ever!

---

Word Families

<table>
<thead>
<tr>
<th>noun</th>
<th>accountant</th>
<th>The accountant was precise and hardworking.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>accounting</td>
<td>Accounting is a popular field of study.</td>
</tr>
<tr>
<td>noun</td>
<td>account</td>
<td>The client closed his bank account and withdrew all of his money.</td>
</tr>
<tr>
<td>verb</td>
<td>accumulate</td>
<td>The owner's goal was to accumulate as much wealth as possible.</td>
</tr>
<tr>
<td>noun</td>
<td>accumulation</td>
<td>The accumulation of goods may lead to an inventory problem.</td>
</tr>
<tr>
<td>adjective</td>
<td>accumulated</td>
<td>The sum of all the accumulated resources equals your total assets.</td>
</tr>
<tr>
<td>verb</td>
<td>budget</td>
<td>There was no travel expense budgeted for the editorial department.</td>
</tr>
<tr>
<td>noun</td>
<td>budget</td>
<td>The boss asked for input on next year's budget.</td>
</tr>
<tr>
<td>adjective</td>
<td>budgetary</td>
<td>Due to budgetary constraints, we cannot hire additional staff at this time.</td>
</tr>
<tr>
<td>verb</td>
<td>profit</td>
<td>The engineer will profit from the successful introduction of the new product.</td>
</tr>
<tr>
<td>noun</td>
<td>profit</td>
<td>The profits exceeded all expectations.</td>
</tr>
<tr>
<td>adjective</td>
<td>profitable</td>
<td>Marketing is the most profitable department this year.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. All the employees will benefit if the company's _______ continue to increase.
   (A) profited
   (B) profitable
   (C) profits
   (D) profiting

2. The account manager has _______, a tremendous amount of wealth in a very short time.
   (A) accumulated
   (B) accumulation
   (C) accumulating
   (D) accumulates

3. At the end of next week, all the division heads will meet to present one consolidated _______.
   (A) budgeting
   (B) budget
   (C) budgeted
   (D) budgets

4. The firm’s _______ studied finance and business administration.
   (A) account
   (B) accounting
   (C) accounted
   (D) accountant

---

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

accounting    audited    clients    profitable
accumulated    budget    debt    reconcile
assets    building up    outstanding    turnover

Accounting information is pulled together or (5.) _______ to help someone make decisions. A manager must come up with a (6.) _______ to help control expenses. A retail store owner realizes that her (7.) _______ have (8.) _______ bills. A restaurant owner wants to know if it is (9.) _______ to serve lunch. A nonprofit organization is being (10.) _______ by the government. All of these people and organizations could use the services of an accountant.

Accountants and (11.) _______ systems help a company stay on track. They raise flags when expenses are (12.) _______ and keep an eye on the (13.) _______ of inventory. They (14.) _______ their clients' accounts to ensure that their clients' records are correct. Good accounting systems allow managers to come up with ways to improve their business.

The accountant prepares information for both for internal and external use. Financial statements provide a quick look into the life of a business. They show how much (15.) _______ the company is carrying and how much its (16.) _______ are worth. The outside world uses this information to judge the health of the company.

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Accountants audit and reconciliation their clients' accounts at the end of each quarter.

18. The accumulated of debt may be the result of a build up of outstanding payments.

19. The auditors have analyzed the company's budget and have come up with a list of questions concerning the assets, revenue, and profitable.

20. Because of slow turnover and outstanding payments, the projected budgetary was inaccurate and the profit margin less than expected.
Investments

1. aggressive adj., competitive; assertive  
   a. The director's aggressive position on investing was frowned upon by the Board of Directors.  
   b. Wall Street is a very aggressive atmosphere where only the strong survive.

2. attitude n., a feeling about something or someone  
   a. The new fund manager's attitude changed quickly after the first big downturn in the market.  
   b. Each investor should assess his or her own attitude toward investment.

3. commitment n., a promise  
   a. The stockbroker's commitment to his clients is remarkable.  
   b. The president made a commitment to his employees that they would be given shares of stock if the company was successful.

4. conservative adj., cautious, restrained  
   a. Her conservative strategy paid off over the years.  
   b. Generally, older people should be more conservative in their investing than younger people.

5. fund n., an amount of money for something specific; v., to provide money for  
   a. He will have access to his trust fund when he is 21 years old.  
   b. The company will fund the trip to the conference.

6. invest v., to put money into a business or activity with the hope of making more money; to put effort into something  
   a. The chief financial officer invested in the stock at a very good time.  
   b. Don't invest all of your time in just one project.

7. long-term adj., involving or extending over a long period  
   a. The CEO's long-term goal was to increase the return on investment.  
   b. Over the long term, unemployment is expected to remain steady.

8. portfolio n., a list of investments  
   a. Investors are advised to have diverse portfolios.  
   b. The investor's portfolio consisted of blue chip company stocks and government bonds.

9. pull out v., to withdraw, to stop participating; n., a withdrawal, removal  
   a. His advisor suggested that she pull out her investments in the troubled country.  
   b. The pull out of the bank has left the company without financing.

10. resource n., assets; valuable things  
    a. If you don't invest in petroleum resources now, you will find that the stock prices will get away from you.  
    b. The company's most valuable resource was its staff.

11. return n., the amount of money gained as profit  
    a. The 44 percent return on the new stock was far more than the stockbroker had anticipated.  
    b. Some investors are satisfied with a 15 percent return, while others want to see a much larger return.

12. wise adj., knowledgeable; able to offer advice based on experience  
    a. Are you sure it was a wise decision to pull out all of your investments?  
    b. The president, after 45 years on the job, was known as a wise investor.
Short Conversations

Read the following conversations and see how the new words are used.

[M] In order to minimize risks, investors should maintain a diverse portfolio by putting their money into various industry investments.

[W] You mean, we should invest in natural resources, like oil, and manufacturing industries, like pharmaceuticals, for example?

[M] Perhaps. Unless you are very aggressive, you don’t want to have all your eggs in one basket.

[M] How did you make such wise and profitable investments?

[W] I never invested because I needed the money, so there was always less pressure.

[M] I hope my returns will be as good as yours some day.

[M] The experts seem to be changing their attitude about the stock market every day.

[W] You’re right, one day I think I should pull my money out of foreign markets and the next day I’m not so sure.

[M] You know what they say: over the long term, things tend to equal out and become more balanced.

[M] I’m going to call human resources to change my level of contribution to my pension plan. I committed 5 percent of my salary but want to increase it.

[W] Are you happy with the fund that you are contributing to?

[M] It’s a rather conservative fund, but it’s exceeding all of my expectations!

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>commit</th>
<th>I’m committed to keeping the money in my pension fund until I retire.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>commitment</td>
<td>The employee’s commitment to working hard and saving her money was commendable.</td>
</tr>
<tr>
<td>adjective</td>
<td>noncommittal</td>
<td>I had hoped that the discussion would yield a definite answer from them, but they were noncommittal.</td>
</tr>
<tr>
<td>verb</td>
<td>invest</td>
<td>The company has been successful because it has invested wisely in its resources.</td>
</tr>
<tr>
<td>noun</td>
<td>investment</td>
<td>The CFO is responsible for corporate investment.</td>
</tr>
<tr>
<td>noun</td>
<td>investor</td>
<td>The fall in the stock market shook up the investors.</td>
</tr>
<tr>
<td>verb</td>
<td>return</td>
<td>I wish I could return to the days where investing was simple.</td>
</tr>
<tr>
<td>noun</td>
<td>returns</td>
<td>Our returns on our investments exceeded expectations.</td>
</tr>
<tr>
<td>adjective</td>
<td>returnable</td>
<td>The merchandise is returnable as long as you have your receipt.</td>
</tr>
<tr>
<td>noun</td>
<td>wisdom</td>
<td>Common wisdom is to place your money in a variety of investments.</td>
</tr>
<tr>
<td>adjective</td>
<td>wise</td>
<td>The wise investor does her homework before parting with her money.</td>
</tr>
<tr>
<td>adverb</td>
<td>wisely</td>
<td>She planned her retirement wisely and was able to retire to her summer house.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. A good financial analyst will advise investors on strategies that will generate higher _________.
   (A) returned  (C) returns
   (B) returning  (D) returnable

2. After months of study and research, the ________ decided to put his money into new facilities and materials.
   (A) investor  (C) investing
   (B) investment  (D) invested

3. All employees are encouraged to ________ a percentage of their earnings to the retirement fund.
   (A) committed  (C) commitment
   (B) commit  (D) committing

4. Is it ________ to consider funding a new project when we haven’t even seen the returns from the last one?
   (A) wisdom  (C) wisely
   (B) wisest  (D) wise

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

aggressive commitment long-term resources
attitude fund portfolio return
conservative invest pull out wise

Investment is a common, everyday occurrence. Companies (5.) ________ time and money in finding and training their employees. Employees invest in their own training and education. Financial investment takes place at a corporate level and at an individual level. Whether an individual or a company, a decision must be made on the percentage of (6.) ________ to have invested and the percentage to have in cash.

To avoid making stupid decisions, many people use financial advisors. Financial advisors help individuals and corporations make (7.) ________ investment decisions. What kind of portfolio should be maintained? What should be in this (8.) ________. At what point should an investor pull back or (9.) ________ of the market? What kind of (10.) ________ should the investor realistically expect? How much risk can an investor take (both emotionally and financially)? Investors who are (11.) ________ for the (12.) ________ can more easily weather the ups and downs of a market. As one analyst commented, “If you’re staying awake at night thinking about the stock market, you probably have too much invested.”

Many employees have retirement plans at work. They decide what level of contribution to make to a certain (13.) ________. These decisions and large company decisions depend to a large degree on (14.) ________. Is the decision maker (15.) ________ or (16.) ________? That attitude often depends on the age of the investor or on the stage and the needs of the business.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The business woman decided to invest in markets that had a history of excellent returning in the long term.  
   (A) B C D

18. The investor credited her stockbroker for changing her attitude and renewing her committed to her less than conservative portfolio.  
   (A) B C D

19. The computer company, known for its aggression behavior, took a rather conservative position toward investing in new resources.  
   (A) B C D

20. The wise investor knows when to pulling out and when to increase contributions to a fund.  
   (A) B C D


Taxes

1. **calculate** v., to figure out; to compute
   a. You should calculate how much the party will cost.
   b. Mr. Mead calculated that leasing a car was cheaper than buying one.

2. **deadline** n., a time by which something must be finished
   a. The deadline was too tight and they couldn’t finish the project.
   b. My best work is done with strict deadlines.

3. **file** v., to enter into public record; n., a group of documents or information about a person or an event
   a. After years of unhappiness, she filed for divorce.
   b. The police have a large file on the suspected thief.

4. **fill out** v., to complete
   a. Fill out the form and turn it in at the front desk.
   b. The company had over two hundred people fill out applications for the job.

5. **give up** v., to quit; to stop
   a. I gave up smoking last year.
   b. Ms. Gomez is so optimistic that she never gives up.

6. **joint** adj., together; shared
   a. We opened a joint bank account five years ago.
   b. The couple no longer files joint tax returns.

7. **owe** v., to have a debt; to be obligated to pay
   a. I’m sorry. I owe you an explanation.
   b. As the business grew, the owner paid back loans and owed less money.

8. **penalty** n., a punishment; a consequence
   a. Anyone who pays less than they should in taxes will face a penalty.
   b. Penalties are imposed to discourage underpayment of taxes by adding a percentage to the taxes you already owe.

9. **prepare** v., to make ready
   a. It takes hours to prepare my taxes.
   b. Are you prepared for the challenges of this new job?

10. **refund** n., the amount paid back; v., to give back
    a. With the tax refund, we bought two plane tickets.
    b. The government will refund any money that you overpaid.

11. **spouse** n., a husband or wife
    a. You may invite your spouse to the company party.
    b. His spouse was a classmate of mine in high school.

12. **withhold** v., to keep from; to refrain from
    a. My employer withholds money from each paycheck to apply toward my income taxes.
    b. The promotion was withheld until the allegations could be investigated.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Who files the taxes in your family?
[W] Oh, my spouse always does them, although I would prefer to.
[M] Well don't give up. Maybe one year he will let you do them.

[M] Thanks for the information on the project. When is the deadline?
[W] We need to file the forms by the beginning of next week.
[M] I'll have Jack start to prepare them right away.

[M] Welcome to the company! You need to fill out these tax forms.
[W] How much money should I withhold from my paychecks?
[M] If you want a tax refund at the end of the year, withhold as much as you can!

[M] I'm working on my accuracy this tax season. I want to do my taxes quickly but also want to avoid penalties.
[W] That's smart. Will you file a joint return?
[M] Probably. I'll owe less money if I file jointly.

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>penalize</th>
<th>The government will penalize taxpayers who try to evade paying their fair share of taxes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>penalty</td>
<td>For every dollar you owe in overdue taxes, a 10 percent penalty is imposed.</td>
</tr>
<tr>
<td>adjective</td>
<td>penal</td>
<td>Tax evasion is a penal offense.</td>
</tr>
<tr>
<td>verb</td>
<td>calculate</td>
<td>The young man tries to calculate his expenses every month.</td>
</tr>
<tr>
<td>noun</td>
<td>calculation</td>
<td>The calculation is no more difficult than high school math.</td>
</tr>
<tr>
<td>noun</td>
<td>calculator</td>
<td>In order to avoid making addition and subtraction errors, I suggest you use a calculator.</td>
</tr>
<tr>
<td>verb</td>
<td>owe</td>
<td>I owe you $100. Don't let me forget to pay you back!</td>
</tr>
<tr>
<td>noun</td>
<td>owner</td>
<td>The owner of the firm is also my neighbor.</td>
</tr>
<tr>
<td>gerund</td>
<td>owing</td>
<td>Owing to his financial situation, we do not want to do business with him.</td>
</tr>
<tr>
<td>verb</td>
<td>prepare</td>
<td>Most people wait until the last minute to prepare their tax returns.</td>
</tr>
<tr>
<td>noun</td>
<td>preparation</td>
<td>If you are organized, income tax preparation takes only a few hours.</td>
</tr>
<tr>
<td>adjective</td>
<td>preparatory</td>
<td>The preparatory work for doing my taxes is more time-consuming than filling out the forms.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. We didn’t know we had to claim the interest from our savings account and were _________ for the error.
   (A) penalize      (C) penalty
   (B) penalizing    (D) penalized

2. The _________ of the forms took much less time than we expected.
   (A) preparatory   (C) prepared
   (B) preparation   (D) prepares

3. Many Americans find themselves in debt and _________ more money than they could imagine.
   (A) owe            (C) owner
   (B) owes           (D) owed

4. According to my _________, we owe a lot of money in taxes this year.
   (A) calculations  (C) calculators
   (B) calculated    (D) calculate

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

calculated    fill out    owe    refund
deadline      gave up    penalized  spouse
filed         joint      prepares    withhold

Every year, my wife gathers all of our pay stubs and expense reports and (5.) _________ to fill out our tax forms. She tries to finish them in March, well before the April 15th (6.) _________ . It’s a time-consuming process. There are receipts to find, records to organize, and forms to (7.) _________ . When we first got married, we (8.) _________ separate returns. But now she marks me as her (9.) _________ and files the (10.) _________ return. It saves us money and saves me time!

My wife is very proud of her accuracy. The government has never sent the forms back with corrections. For several years now, we have received a (11.) _________ . But this year, she (12.) _________ the numbers over and over again and found we had not paid enough taxes throughout the year. She didn’t want to (13.) _________ any money. Finally, she (14.) _________ and sent in our check. Actually, it was my fault. I had changed jobs and didn’t ask my employer to (15.) _________ enough money from my paychecks. I’m just glad we found and corrected the mistake before we got (16.) _________ .

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The woman who _________ our taxes took such a long time to _________ our forms that we had to _________ for an extension of the _________ .

18. Money _________ before the _________ to _________ taxes may be _________ .

19. You can be _________ if you do not have enough of your earnings _________ from your salary, or if you leave your _________’s income out of a _________ .

20. Millions of Americans never give up the hope that, years after _________ their tax forms, an error in _________ will be found that results in a large _________ from the government.
1. **desired** adj., wished or longed for
   a. The desired outcome of a projected budget is increased control over the business.
   b. Lee needs his start-up business to match his current salary; a business plan will tell him how much income he needs to generate to meet the desired goal.

2. **detail** v., to report or relate minutely or in particulars
   a. The office manager detailed each step of the inventory process at the staff meeting.
   b. Fabio created a financial statement that detailed every expected expenditure for the next quarter.

3. **forecast** n., a prediction of a future event; v., to estimate or calculate in advance
   a. The financial forecast indicates a deficit in the next quarter.
   b. Analysts forecast a strong economic outlook.

4. **level** n., a relative position or rank on a scale
   a. We have never had an accountant work at such a sophisticated level before.
   b. The meeting was only open to staff at the assistant director level or higher.

5. **overall** adj., regarded as a whole; general
   a. The company's overall expectations were out of proportion.
   b. Overall, our costs are running true to prediction.

6. **perspective** n., a mental view or outlook
   a. The budget statement will give the manager some perspective on where the costs of running the business are to be found.
   b. Joseph's accountant gave him some perspective as well as some data on how much he could expect to earn in his first year in business.

7. **projected** adj., estimated, or predicted based on present data
   a. Based on the data at hand, I think our projected earnings for the next quarter are unrealistic.
   b. The manager was distressed at the projected number of staff hours to be paid on the next payroll cycle.

8. **realistic** adj., tending to or expressing an awareness of things as they really are
   a. Stefano found that an accurate accounting gave him a realistic idea of his business's financial direction.
   b. Realistic expectations are important when you review your financial statements.

9. **target** v., to establish as a goal; n., a goal
   a. We targeted March as the deadline for completing the financial statement.
   b. Most managers target desired income as the primary criterion for success.

10. **translation** n., the act or process of translating
    a. The translation of the statement from Japanese into English was very helpful.
    b. The accountant was able to provide a translation of the economic terms used in the meeting.

11. **typical** adj., conforming to a type
    a. A projected financial statement takes into account a business's typical expenses and a margin for unanticipated expenses.
    b. Part of a category summary is defining the expenses that are typical to the business in question.

12. **yield** n., an amount produced; v., to produce a profit
    a. Henry's budget gave him the desired yield; a better indication of his expected profit.
    b. The company's investment yielded high returns.
Short Conversations
Read the following conversations and see how the new words are used.

[M] I can't believe our sales targets for this month. I don't think I can make that many sales.

[W] I'm surprised at the level of sales activity our manager expects from us over the next quarter.

[M] Especially since we’re a new company, and it requires more sales calls to translate into a sale.

[M] I’m developing a projected financial statement for my business.

[W] That’s great. It will help you forecast periods where you might have financial problems.

[M] I’ll also use it to see what kind of profits we can expect to yield this quarter.

[M] The financial statement will give you a good picture of your overall business health.

[W] I’ll need a perspective on where my financial challenges will be.

[M] The income statement will show you in detail how much money you need to make each day and where your expenses are.

[M] If my desired yearly income for running the business is $50,000, can you show me how much money the business will have to bring in to cover costs?

[W] Certainly. I’ll need to see some data on typical expenses and profits associated with your kind of business.

[M] My business is unique. I don’t know how realistic the chances are of getting good data.

<table>
<thead>
<tr>
<th>Word Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>verb desire</td>
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<tr>
<td>noun desire</td>
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<tr>
<td>adjective desirable</td>
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<tr>
<td>verb project</td>
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<td>noun projection</td>
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<td>verb realize</td>
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<td>noun reality</td>
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<tr>
<td>adjective realistic</td>
</tr>
<tr>
<td>verb translate</td>
</tr>
<tr>
<td>noun translation</td>
</tr>
<tr>
<td>adjective translatable</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Before we begin, I think we should all focus on the ______ outcome of this effort.
   (A) desirability  (C) desired  
   (B) desire  (D) desirability

2. The ______ figures for the next quarter will not be available until a week from tomorrow.
   (A) project  (C) projection  
   (B) projected  (D) projects

3. The projected financial statement demonstrated to Susan that her business had a ______ chance of increasing its profit over the next two quarters.
   (A) realistic  (C) realistically  
   (B) realist  (D) reality

4. To create our financial strategy, our consultant took the experiences of similar businesses and ______ relevant outcomes to our situation.
   (A) translatable  (C) translator  
   (B) translation  (D) translated

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

desired  level  projected  translate

detailed  overall  realistic  typical

forecasts  perspective  target  yield

A business budget focuses on future profits and future capital requirements. A budget can help the business owner determine the amount of profit the business is expected to make, the amount of sales it will take to reach a goal, and what (5.) ______ expenses are attached to those sales. A business establishes a (6.) ______, a goal to work toward. A business (7.) ______ the sales that will be needed to reach this target.

Projecting or planning ahead is part of (8.) ______ business planning. When creating a (9.) ______ income statement, a business owner tries to determine how to reach the (10.) ______ target. The annual profit must be sufficient to (11.) ______ the owner a return for his or her time spent operating the business, plus a return on the investment. The owner's target income is the sum of a reasonable salary for the time spent running the business and a normal return on the amount invested in the firm.

After projecting the income needed, the business owner has to (12.) ______ the target profit into a net sales figure for the forecasted period. The owner has to determine whether this sales volume is (13.) ______. One useful technique is to break down the required annual sales into a daily sales figure to get a better (14.) ______ of the sales required to yield the annual profit.

At this stage in the financial plan, the owner should create a (15.) ______ picture of the firm's expected operating expenses. Many books and business organizations give (16.) ______ operating statistics data, based on a percentage of net sales. The business's accountant can help you assign dollar values to anticipated expenses.

Developing a projected income statement is an important part of any financial plan, as the process forces the business owner to examine the firm's future profitability.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. When the business did not ______ the desiring profit level, the owner raised the daily sales ______.

18. The ______ income statement ______ a detailed ______ pathway for attaining the desired ______.

19. A financial statement offers managers a ______ "snapshot" of what a ______ day's sales must be in order to ______ a reality income ______.

20. By posting the financial statement, the director gave the staff some ______ on how sales ______ translation into desired financial goals.
Word Review #5 Lessons 21–25 Financing and Budgeting

Choose the word that best completes the sentence.

1. The Small Business Administration will help you to arrange to __________ money to start a business.
   (A) borrow
   (B) borrowed
   (C) borrowing
   (D) borrower

2. When we __________ a loan, we found very good terms.
   (A) take out
   (B) took out
   (C) taken out
   (D) taking out

3. Most people get nervous when someone is __________ their books.
   (A) audit
   (B) audits
   (C) audited
   (D) auditing

4. Sometimes it is difficult to __________ of bad investments.
   (A) pull up
   (B) pull out
   (C) pull at
   (D) pull to

5. I prefer __________ in social-conscience funds.
   (A) invest
   (B) investment
   (C) investing
   (D) investor

6. When the Dow is dropping, investors need to be _____________.
   (A) resource
   (B) resources
   (C) resourceful
   (D) resourcefulness

7. Sometimes it is difficult to understand how the government __________ tax liability.
   (A) calculating
   (B) calculations
   (C) calculates
   (D) calculates

8. One decision with tax returns is whether to __________ itemizing in favor of the standard deduction.
   (A) give up
   (B) giving up
   (C) gave up
   (D) given up

9. The company's __________ earnings over the next six months were exciting.
   (A) project
   (B) projects
   (C) projection
   (D) projected

10. Some parts of the tax code are so confusing that they need ___________.
    (A) translate
    (B) translates
    (C) translated
    (D) translation

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. Banks are getting more demanding about minimum down payments they accepting, comparing signatures on checks, and imposing restrictions on withdrawals.

12. When you are aggressively building up a client list, you need to budgeted extra funds for entertaining.

13. A long-term investment portfolio should include some conservatively funds with reinvested dividends.

14. Financial statements should include realistic targets and a detailing forecast.
15. Bank customers should use cautious about maintaining a balance so low that the bank deducts additional penalties.

16. Investing in a conservative fund requires a patient attitude and a commitment to not pulled out your investment.

17. Filing your tax returning after the deadline can cost you more in penalties.

18. To reach your desired goal, check the overall yielding of the fund you are considering.

19. Filing a joint return with your spouse could leave you owe more than filing individually.

20. Filling up a withholding form wisely can cost you less in tax payments or increase the size of your refund.
Property and Departments

1. **adjacent** adj., next to
   a. Take the elevator to the third floor and my office is adjacent to the receptionist area.
   b. The office manager found it very efficient to have the copier adjacent to the mail room.

2. **collaboration** n., the act of working with someone
   a. The manager had never seen such effective collaboration between two groups.
   b. We believe that it was our collaboration that enabled us to achieve such favorable results.

3. **concentrate** v., to focus; to think about
   a. In his quiet, corner office, the manager could finally concentrate and finish his work.
   b. We should concentrate our efforts on the last quarter of the year.

4. **conducive** adj., contributing to; leading to
   a. The new office arrangement is much more conducive to work than the dark, depressing space the company had before.
   b. Arranging chairs so that participants can see each other easily is conducive to open communication.

5. **disrupt** v., to interrupt; to disturb
   a. The conference was disrupted by a power outage.
   b. The strike disrupted the factory's production.

6. **hamper** v., to impede or interfere
   a. When the weight of the freezing rain broke the telephone lines, the telemarketers' jobs were seriously hampered.
   b. The lack of supplies hampered our ability to finish on schedule.

7. **inconsiderate** adj., rude, impolite
   a. Playing loud music in the office is inconsiderate and will not be tolerated.
   b. The directors concluded that the new employee wasn't inconsiderate, but he did exhibit some cultural differences.

8. **lobby** n., an anteroom, foyer, or waiting room
   a. The salesperson waited in the busy lobby for the buyer to see him.
   b. The reception area was moved from the lobby of the building to the third floor.

9. **move up** v., to advance, improve position
   a. As the employee moved up the corporate ladder, she never forgot where she started.
   b. In order to move up in the company, employees had to demonstrate their loyalty.

10. **open to** adj., receptive to; vulnerable
    a. What I valued most in my previous supervisor was that she was always open to ideas and suggestions.
    b. Since the junior executive was still on probation, he was open to much scrutiny and criticism.

11. **opt** v., to choose, to decide on
    a. The operations manager opted for the less expensive office design.
    b. If Mary opts to join that department, you will be working together.

12. **scrutinize** v., to look at carefully and closely
    a. After three months of scrutinizing the employee's work, the managers decided that he had, in fact, improved quite considerably.
    b. Because they were very competitive, the marketing staff scrutinized every presentation made by their colleagues in the sales department.
Short Conversations
Read the following conversations and see how the new words are used.

[M] What do you think about the plans for the new office lobby?
[W] I’ve spent a lot of time scrutinizing them and I’m quite pleased.
[M] I hope they’re more conducive to conversation than is our current lobby.

[M] It was so inconsiderate of the marketing department to have a party in the middle of the afternoon.
[W] Unfortunately, your meeting was the one most hampered by the noise.
[M] I was glad their director told them that they were too disruptive and had to stop.

[M] How is the collaboration between the shipping and production departments progressing?
[W] There were some initial difficulties, but overall both departments have been very open to working more closely together.
[M] They really have concentrated on setting and reaching their goals.

[M] Whoever opts for that office will be responsible for the cleaning crew.
[W] Is that the reward for moving up?
[M] No, but that person will be adjacent to all the supplies and the time clocks.

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Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>collaborate</th>
<th>If we collaborate on this project, you will be sure to receive credit.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>collaboration</td>
<td>Collaboration often brings about results that no one could have predicted.</td>
</tr>
<tr>
<td>adjective</td>
<td>collaborative</td>
<td>The new project is a collaborative effort among several departments.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>disrupt</th>
<th>Try not to disrupt the meeting being held in the sales department.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>disruption</td>
<td>I’m sorry for the disruption, but this phone call is very important.</td>
</tr>
<tr>
<td>adjective</td>
<td>disruptive</td>
<td>Having to temporarily move the offices proved to be very disruptive and sales decreased during that quarter.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>opt</th>
<th>When we moved offices, I opted for the one without a window.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>option</td>
<td>Presented with several options, we chose the one that required the least amount of effort.</td>
</tr>
<tr>
<td>adjective</td>
<td>optimal</td>
<td>For optimal efficiency, department lunch breaks should be staggered.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>scrutinize</th>
<th>The auditor carefully scrutinized the financial records.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>scrutiny</td>
<td>Employees under constant scrutiny tend to perform worse than those employees who have more freedom.</td>
</tr>
<tr>
<td>adjective</td>
<td>inscrutable</td>
<td>You can never tell what she is thinking, since her facial expressions are inscrutable.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. After close ______ of the options, the managers chose an advertising company to do all the publicity for the new campaign.
   (A) scrutinize  (C) scrutiny
   (B) scrutinizing  (D) scrutable

2. The data entry clerk is so accustomed to working by herself that I really doubt if she is capable of ______ on this project.
   (A) collaborated  (C) collaborator
   (B) collaborating  (D) collaborates

3. The constant flow of traffic by the researcher’s desk proved to be very ______.
   (A) disruptive  (C) disruption
   (B) disrupts  (D) disrupted

4. The ______ time for the meeting is tomorrow morning at nine.
   (A) opt  (C) optimal
   (B) option  (D) optimize

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below:

adjacent  conducive  inconsiderate  open to
collaboration  disruptive  lobby  opting
concentrate  hampered  move up  scrutinized

The layout of any office has an important influence on the atmosphere and operations in the company. The shipping department most likely will not be located next to the customer service department. The noise would be too (5.) ______. Likewise, locating a kitchen (6.) ______ to the (7.) ______ would be (8.) ______ for office visitors and clients. The marketing department is often situated close to the sales department due to their necessary (9.) ______.

Employee productivity may be (10.) ______ or improved by the arrangement of workers and departments. Employees vie for corner offices as they (11.) ______ the corporate ladder. They want to be accessible to top management, but not so close that everything that they do is being (12.) ______. At the same time, many companies are (13.) ______ for open work spaces versus traditional offices. Open spaces are more (14.) ______ to team projects, where employees interact freely. However, some employees feel that such an environment makes it difficult to (15.) ______. Employees know under which conditions they work the best. If employers are willing to listen and are (16.) ______ suggestions, they can take advantage of office space and help employees to realize their full potential.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Moving up to another position will remove Ms. Sams from the ______ of her current boss and will allow her to ______ on other options.

18. The new office ______ is more ______ to ______ between the different ______ teams.

19. The manager was ______ to any ideas about how to lessen the ______ from the construction in the ______, which was ______ the staff’s work.

20. After much ______ of the layout designs, the president ______ for an open work space, knowing that some employees might have difficulty ______ and find the decision ______ of their needs.
Board Meetings and Committees

1. **adhere to** v., to follow; to pay attention to
   a. The chairman never adhered to his own rules.
   b. The best committee members are those who adhere to the time limits and speak only when they have something important to add.

2. **agenda** n., a list of topics to be discussed
   a. The board was able to cover fifteen items on the agenda.
   b. The agenda was sent out three weeks ago so that everyone could prepare for the meeting.

3. **bring up** v., to introduce a topic
   a. Just as the meeting was about to finish, the manager brought up a controversial issue.
   b. No one brought up the resignation of the director.

4. **conclude** v., to stop; to come to a decision
   a. The committee members concluded the meeting early so that they could finish their budgets.
   b. After long discussions, the board has concluded that the project has to be canceled.

5. **go ahead** v., to proceed with; n., permission to do something
   a. Five of the six members felt that they should go ahead with the plan.
   b. The manager was just waiting for the go ahead from her boss before mailing the report.

6. **goal** n., objective, purpose
   a. Employees are expected to analyze and evaluate their annual goals.
   b. The director had to report to the committee that his department would not reach its goal of 35 percent growth.

7. **lengthy** adj., long in time, duration, or distance
   a. After lengthy discussions, the chairperson was reelected for another term.
   b. The report was so lengthy that members had to take it home and read it over the weekend.

8. **matter** n., an item, issue, topic of interest
   a. If there are no other matters to discuss, we will conclude the meeting.
   b. This is not the place to bring up personal matters.

9. **periodically** adv., from time to time
   a. The group tried to meet periodically.
   b. Periodically, new members were nominated to the committee.

10. **priority** n., something of importance, something that should be done before other things
    a. Since the remaining issues were not a priority, the group decided to move them to the next week’s agenda.
    b. The manager was ineffective because she was unable to set priorities.

11. **progress** n., a movement forward; v., to move forward on something, especially work or a project
    a. The executive committee asked each group to present a report showing their progress for the year.
    b. Progress is being made on the annual report; we expect to see a finished product by next week.

12. **waste** v., not to use wisely; n., not worthwhile
    a. Without a leader, the group members wasted time and energy trying to organize themselves.
    b. The meeting wasn’t a waste of time, but the members had hoped to accomplish more than they did.
Short Conversations

Read the following conversations and see how the new words are used.

[W] That meeting was such a waste of time.
[M] You're right, it was too lengthy and we didn't accomplish anything.
[W] We didn't even talk about the most important matters.

[W] What is on today's agenda?
[M] Well, the first thing is to cover next year's goals.
[W] I'm glad to hear that that is a priority.

[M] We have made a lot of progress in a very short period of time.
[W] If we continue like this, we should get the go ahead for the big project.
[M] Let's make sure we adhere to the schedule and stay on track.

[M] Our supervisors have concluded that we aren't a very efficient department.
[W] Well, maybe we should meet periodically to try to improve things.
[M] And we could bring up different issues that need to be discussed.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>conclude</th>
<th>To conclude, we must all focus on the year ahead of us and the challenges that we will face.</th>
</tr>
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<tbody>
<tr>
<td>noun</td>
<td>conclusion</td>
<td>Unfortunately, the conclusion of the meeting was that they needed to downsize their workforce.</td>
</tr>
<tr>
<td>adjective</td>
<td>conclusive</td>
<td>There is no conclusive evidence to back up the report.</td>
</tr>
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<table>
<thead>
<tr>
<th>noun</th>
<th>period</th>
<th>The sales reports for the current period are excellent.</th>
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<tbody>
<tr>
<td>adjective</td>
<td>periodic</td>
<td>They received periodic updates from the overseas licensees.</td>
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<tr>
<td>adverb</td>
<td>periodically</td>
<td>The employee checked his messages periodically during the week-long seminar.</td>
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<thead>
<tr>
<th>verb</th>
<th>prioritize</th>
<th>Once the team members learned to prioritize their work, they were much more productive.</th>
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<tbody>
<tr>
<td>noun</td>
<td>priority</td>
<td>The committee member has difficulties setting priorities for herself.</td>
</tr>
<tr>
<td>adjective</td>
<td>prior</td>
<td>The prior meetings had not included the new manager.</td>
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<table>
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<tr>
<th>verb</th>
<th>progress</th>
<th>Everyone was surprised at how quickly the meeting had progressed.</th>
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</thead>
<tbody>
<tr>
<td>noun</td>
<td>progression</td>
<td>The quick progression of events didn't surprise anyone.</td>
</tr>
<tr>
<td>adjective</td>
<td>progressive</td>
<td>The new president is very progressive and is always looking for ways to improve the business.</td>
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</table>
Choose the word that best completes the sentence.

1. The original members of the committee met ________ for lunch or dinner.
   (A) period
   (B) periods
   (C) periodically
   (D) periodic

2. As the chairman stood to give his ________ everyone in the room was listening.
   (A) conclusion
   (B) conclude
   (C) conclusive
   (D) concluding

3. Even as they ________ through the hundreds of pages of supporting material, the committee was still not convinced that the project was justified.
   (A) progression
   (B) progressed
   (C) progresses
   (D) progressive

4. As her first ________, the committee chairwoman wanted to attract new, energetic members to the group.
   (A) prior
   (B) priority
   (C) prioritize
   (D) prioritized

---

Short Talks

Read the following passage and write the appropriate form of the new words in the blanks below.

adhered to    concluded    lengthy    priority
agenda        go ahead    matters    progress
brought up    goals        periodically    waste

Committee meetings are a frequent and necessary event at almost every company. In order for meetings to be productive and not viewed as a (5.) ________ of time, they should be run efficiently. Critical to the success of any meeting is the (6.) ________. Everyone who attends the meeting should be aware of the agenda and be prepared to discuss the (7.) ________ at hand and the (8.) ________ to be accomplished. To avoid (9.) ________ discussions, time frames should be set and (10.) ________.

The meeting is called to order by the chairperson. Attendance is taken and agenda items are (11.) ________ one by one. In general, (12.) ________ topics should be at the beginning of the agenda, to make sure that the attendees are able to discuss them fully and make timely decisions. Once the (13.) ________ is given for a plan or project, a plan of action is developed. The committee must then (14.) ________ check up on the (15.) ________ of that plan. The meeting is (16.) ________ without any outstanding issues and a date for the next meeting is set.

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The chairman was incapable of adhere to the agenda and his meetings were typically lengthy and inconclusive.

18. After they received the go ahead, the team drew up an agenda and met periodically to check on each member’s progression.

19. Even after the matter was given prioritize status, the results proved to be inconclusive and the project a waste of money.

20. The most important new matter were brought up and integrated with the existing priorities and goals.
Quality Control

1. **brand n.**, an identifying mark or label; a trademark
   a. Consumers often buy highly advertised brands of athletic shoes.
   b. All brands of aspirin are the same.

2. **conform v.**, to match specifications or qualities
   a. The quality control manager insisted that every product that left the plant conform to the company’s rigorous standards.
   b. Our safety standards conform to those established by the government.

3. **defect n.**, an imperfection or flaw
   a. Because of a defect in stitching, the entire suit was thrown out.
   b. One way to sell a product with a defect is by labeling it as such and reducing the price.

4. **enhance v.**, to make more attractive or valuable
   a. The reason behind quality control is to enhance the company’s reputation for superior products.
   b. A stylish color enhances the appeal of a car.

5. **garment n.**, an article of clothing
   a. Every garment must be carefully inspected for defects before it is shipped.
   b. The garment workers are accountable for production mistakes.

6. **inspect v.**, to look at closely; to examine carefully or officially
   a. A quality control agent who does not inspect every product carefully can ruin his company’s reputation.
   b. Children’s car seats are thoroughly inspected and tested for safety before being put on the market.

7. **perceive v.**, to notice; to become aware of; to see
   a. In her job in quality control, Marie perceived herself as the protector of her company’s good name.
   b. Every employee who enjoys profit sharing perceives his job as quality control.

8. **repel v.**, to keep away; to fight against
   a. Umbrellas that do not repel water should never be passed through quality control.
   b. Faulty products repel repeat customers.

9. **take back v.**, to return something; to withdraw or retract
   a. Good quality control significantly limits the number of products taken back for a refund.
   b. The quality inspector took the shoddy work back to the assembly line to confront the workers.

10. **throw out v.**, to dispose of
    a. It is cheaper to throw out shoddy products than to lose customers.
    b. The factory decided to throw out hundreds of lightbulbs that might have been damaged, rather than lose customers.

11. **uniform adj.**, consistent in form or appearance.
    a. A successful company will ensure uniform quality of its products.
    b. Standardized products are uniform in appearance and quality.

12. **wrinkle n.**, a crease, ridge, or furrow, especially in skin or fabric
    a. A wrinkle that is ironed into a permanent-press product will annoy the consumer each time the garment is worn.
    b. A wrinkle in the finish can be repaired more economically before a sale than after.
Short Conversations
Read the following conversations and see how the new words are used.

[M] What does the company do with the clothes with defects in them?
[W] Sometimes the company changes the brand name and sells them in discount stores.
[M] Don’t people who buy them take them back for a refund?

[M] In quality control, it is important to ensure uniform quality.
[W] But some of our best products have defects.
[M] That is why we have to inspect them so carefully.

[M] When the designer garments have defects, we sell them for less in outlet stores.
[W] Some people perceive defects where there aren’t any.
[M] That’s true, but it is our job to be certain that every piece conforms exactly to the designer’s specifications.

[M] A designer label enhances the perceived value of the clothes.
[W] I am repelled by wearing a fancy label, but I like to know that my clothes are top quality.
[M] You save money because you can get so much use out of quality clothes before they wear out and you throw them out.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>inspect</th>
<th>We must inspect every product before we sell it.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>inspection</td>
<td>Each employee must conduct a careful inspection.</td>
</tr>
<tr>
<td>noun</td>
<td>inspector</td>
<td>The inspector leaves his identification number on the product to ensure accountability.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>repel</th>
<th>A quality raincoat can repel rain and keep you dry.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>repellent</td>
<td>Testing insect repellent is never a pleasant task.</td>
</tr>
<tr>
<td>adjective</td>
<td>repellent</td>
<td>Testing stain removers can be repellent to workers because of the toxic fumes.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>perceive</th>
<th>The worker perceived that the stitching on the seams could not withstand normal strain.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>perception</td>
<td>Customers’ perception of quality is often based on their experience with a given store or brand.</td>
</tr>
<tr>
<td>adjective</td>
<td>perceptive</td>
<td>Perceptive workers are excellent quality control inspectors.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>defect</th>
<th>Disgusted by the poor quality of products at the factory, the employee defected to a plant that took pride in its work.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>defect</td>
<td>Even a small defect can cause a product to fail.</td>
</tr>
<tr>
<td>adjective</td>
<td>defective</td>
<td>Good quality control employees will notice defective machinery before a serious breakdown occurs.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Rebecca is known as ________ #321 among her quality control co-workers.
   (A) inspect
   (B) inspection
   (C) inspector
   (D) inspecting

2. Agnes was ________ by the odor of the waterproofing.
   (A) repel
   (B) repellent
   (C) repelled
   (D) repelling

3. An employee who ________ his job as important performs better than one who wants only a paycheck.
   (A) perceives
   (B) perceived
   (C) perceptive
   (D) perception

4. ________ equipment on a new car is not only costly, but also dangerous.
   (A) Defect
   (B) Defector
   (C) Defective
   (D) Delection

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

brand enhance perceive throws out
conform garment repel uniform
defects inspect take back wrinkle

Alex is excited about his new job with Parapluie Rain Wear. As quality control manager, his job is to make sure that his company's goods (5.) ________ to standardized quality criteria and are free from (6.) ________. Before any (7.) ________ leaves the factory, Alex must (8.) ________ it. He knows that if he (9.) ________ a damaged garment before a customer sees it, he will (10.) ________ his company's reputation and increase the demand for their products. Alex must ensure that all products meet certain criteria: A customer who buys a raincoat that does not (11.) ________ rain will probably (12.) ________ the raincoat to the store and buy another (13.) ________. The same is true if the seams are not sewn tightly or the color is not (14.) ________. Alex knows that, in addition to keeping out rain, the product must be attractive to look at and to touch. It should not (15.) ________ easily, and it should last a long time. Alex knows that it is important for customers to (16.) ________ his company's goods as quality products so that his company will profit—and he can get a raise.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Ms. Nell inspected every brand of jeans that her company manufactured and threw out any with defective.
   A  B  C  D

18. When the inspect checked the garments, he found a few with wrinkles, which he took back to the presser.
   A  B  C  D

19. The color of the garment enhancing its visual appeal, its water-repellent nature made it practical, and its brand made it fashionable.
   A  B  C  D

20. When one of the inspectors found evidence of a leak in the most expensive brand of duplicating machines, he was repellant by the idea of having to throw out the equipment.
   A  B  C  D
Lesson 29

Words to learn

anxious adj., worried
ascertain v., to discover; to find out for certain
assume v., to take upon oneself; to believe to be true
decade n., a period of ten years
examine v., to interrogate; to scrutinize
experiment v., to try out a new procedure or idea; n., a test or trial
logical adj., formally valid; using orderly reasoning
research n., the act of collecting information about a particular subject
responsibility n., a task
solve v., to find a solution, explanation, or answer
supervisor n., an administrator in charge
systematic adj., methodical in procedure; organized

Product Development

1. anxious adj., worried
   a. The developers were anxious about the sales forecast for the new product.
   b. The graphic designers tried to be calm during their presentation, but you could tell they were anxious it would not be well received.

2. ascertain v., to discover; to find out for certain
   a. A necessary part of product development is to ascertain whether the product is safe.
   b. A customer survey will help to ascertain whether there is a market for the product.

3. assume v., to take upon oneself; to believe to be true
   a. The young man felt ready to assume the new responsibilities of his promotion.
   b. When the manufacturing company bought the research lab, it also assumed its outstanding debts.

4. decade n., a period of ten years
   a. After a decade of trying, the company finally developed a vastly superior product.
   b. Each decade seems to have its own fad products.

5. examine v., to interrogate; to scrutinize
   a. Before marketing a new product, researchers must carefully examine it from every aspect.
   b. Good researchers have to examine every possible option, including some that seem bizarre.

6. experiment v., to try out a new procedure or idea; n., a test or trial
   a. Product developers must conduct hundreds of experiments in their research.
   b. After designing a new product, researchers continue experimenting to determine whether it has other uses.

7. logical adj., formally valid; using orderly reasoning
   a. It is only logical for a research and development team to concentrate on one or two new products at a time.
   b. In addition to logical thinkers, a good research and development team should include a few dreamers.

8. research n., the act of collecting information about a particular subject
   a. Part of the research the team does is to determine whether similar products are already on the market.
   b. For toy manufacturers, research can be pure fun.

9. responsibility n., a task
   a. The product development department has a huge responsibility to be sure that the product is safe, even if used improperly.
   b. Another responsibility of product development is to ensure that there will be a demand for the product.

10. solve v., to find a solution, explanation, or answer
    a. Researchers find that every time they solve one problem, two more result.
    b. One of the biggest problems to solve is why people would want to own the new product.

11. supervisor n., an administrator in charge
    a. The department supervisor has to balance his department’s responsibilities in order to keep the president satisfied with its progress.
    b. A good supervisor gets his team to work with him, not just for him.

12. systematic adj., methodical in procedure; organized
    a. Once the creative development is completed, the department needs to put in place a systematic approach for making the idea a reality.
    b. Any researcher knows that creative thinking is necessary, but systematic analysis is indispensable.
Short Conversations
Read the following conversations and see how the new words are used.

[M] How did your team ascertain that the market needed another stuffed toy?
[W] Product Development started with the assumption that stuffed toys have a successful history.
[M] Just because they have been popular for the last four or five decades doesn’t mean they will last forever.

[M] We need to examine the data for our Binky Doll sales before we decide to modify the original product for a new generation.
[W] Several companies have successfully experimented with modifications, such as bright colors and noise-makers.
[M] Consumers today are anxious about inflation, so our next modification should be to make the doll cheaper.

[W] Don’t you think it’s logical to come out with a drug for every mood?
[M] Logical, perhaps, but not true. Our market research shows people are less likely to take drugs that affect their mood.
[W] No! You mean people are going to take responsibility for their own moods?
[W] Once our researchers solve the problem with the electronic circuit, we’ll be ready to test-market our new VCRs.
[M] If they’d taken a more systematic approach to the problem, the VCRs would be on the market by now.
[W] Don’t tell me. Tell their supervisor.

Word Families

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<tbody>
<tr>
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<td>assumption</td>
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<tr>
<td>adjective</td>
<td>assumed</td>
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</tbody>
</table>
Choose the word that best completes the sentence.

1. The product development team were ________ that the competition would produce a similar product and get it on the market before they did.
   (A) anxious  (B) anxiously  (C) anxiousness  (D) anxiety

2. The new employee accepted ________ for not discovering a trademarked toy exactly like his own company's.
   (A) responsible  (B) responsibility  (C) responsibly  (D) response

3. The ________ model of the new car drew attention wherever it was shown.
   (A) experiment  (B) experimentation  (C) experimental  (D) experimenting

4. The designer made the ________ that people are attracted to boxes in primary colors.
   (A) assumption  (B) assumed  (C) assuming  (D) assume

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

anxious  decade  logical  solve
ascertain  examining  researched  supervisor
assume  experiments  responsible  systematic

Michael was worried about his promotion. He needn't have been (5.) ________ though. He had worked in the Product Development Division for nine and a half years, almost a (6.) ________ . He knew the department inside out. Now, however, he would be the director. As a member of the department, he had only to do what his (7.) ________ told him. As the director, he would be the person (8.) ________ for the success of his department. Fears are not always (9.) ________ ; in fact, they are often illogical.

As his first task, he decided to conduct a (10.) ________ analysis of the steps required to develop new products, and to organize the tasks into a logical order. The first step in developing new products would be to (11.) ________ what kind of products the market needed and what problems existed with the products currently being used.

The second task would be to find out how best to examine these problems and determine what kind of research would be needed to (12.) ________ the problems. It would be better to say, reexamine these problems, since most of these unsolved problems had been thoroughly (13.) ________ over the years.

The third task would be to look at the quality and characteristics of the competition's products. By (14.) ________ the competition's products, he would know where he should improve. And the final task would be to decide how to gather the most substantial information from the fewest number of (15.) ________ . Michael smiled and sat back to read over his list. Confident that he had a good team and a good plan, he felt ready to (16.) ________ his new job

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. For more than a decade the young woman had systematically experimented with ways to generate more power from trash, to solve two problems at once.

18. When the new manager assumed his new responsible, he anxiously called in his employees to help him to solve some problems with safety issues on the recently developed toy line.

19. Research is always based on assumptions, which are examined to ascertaining their validity.

20. To examination whether his supervisor's ideas were on target, one of the team members developed a systematic plan to ascertain whether a hidden defect existed.
Renting and Leasing

1. **apprehensive** adj., anxious about the future
   a. Most new home buyers are apprehensive about their decision.
   b. The mortgage lender was apprehensive about the company’s ability to pay.

2. **circumstance** n., a condition; a situation
   a. Under the current economic circumstances, they will not be able to purchase the property.
   b. If the circumstances change in the near future and we have new properties, we will be sure to call you.

3. **condition** n., the state of something; a requirement
   a. Except for some minor repairs, the building is in very good condition.
   b. There are certain conditions that are unique to leasing a property.

4. **due to** prep., because of
   a. Due to the low interest rates, good office space is difficult to find.
   b. He didn’t believe that the low prices were due only to the neighborhood.

5. **fluctuate** v., to go up and down; to change
   a. No one is very comfortable making a large investment while the currency values fluctuate almost daily.
   b. Prime business areas fluctuate with local economies, crime rates, and cost of living indices.

6. **get out of** v., to escape; to exit
   a. The agent wasn’t sure if the executives could get out of their prior real estate arrangement.
   b. The company wanted to get out of the area before property values declined even further.

7. **indicator** n., a sign, a signal
   a. If the economy is an accurate indicator, rental prices will increase rapidly in the next six months.
   b. The results of the elections were seen as an important indicator of the stability in the area.

8. **lease** n., a contract to pay to use property for an amount of time; v., to make a contract to use property
   a. With the lease expiring next year, they need to start looking for a new location as soon as possible.
   b. They decided to lease the property rather than buy it.

9. **lock into** v., to commit; to be unable to change
   a. The company locked itself into a ten-year lease that they didn’t want.
   b. Before you lock yourself into something, check all your options.

10. **occupancy** n., the state of being or living in a certain place
    a. The occupancy rate in the building has never fallen below 85 percent.
    b. The lawyers signed the papers and the company took occupancy of the new building.

11. **option** n., a choice, an alternative
    a. You could arrange the lease with an option to buy after a certain amount of time.
    b. With the real estate market so tight right now, you don’t have that many options.

12. **subject to** adj., under legal power; dependent
    a. This contract is subject to all the laws and regulations of the state.
    b. The go-ahead to buy is subject to the president’s approval.
Short Conversations
Read the following conversations and see how the new words are used.

[M] I understand that we may be able to get out of our unfortunate situation.
[W] Yes, under certain conditions, a clause in your contract may not be valid.
[M] I just don't want to be subjected to any lawsuit.

[W] According to all the indicators, now is the time to buy.
[M] Are you sure that you want to make such a large commitment now? You seem apprehensive.
[W] If we don't buy now, interest rates may start to fluctuate.

[W] Under the circumstances, the company isn't currently in a position to make a decision.
[M] But if we don't sign this lease now, someone else will take the property.
[W] We simply can't lock ourselves into a lease when the future is so uncertain.

[M] As of the first of the year, we will take occupancy of the first and second floors.
[W] I understand that we also have first option on the third floor.
[M] That was due to great negotiating by our real estate team.

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Word Families

| verb  | apprehend  | The rental agent's lawyer tried to make the lessor apprehend that the contract was too restrictive. |
| noun  | apprehension | The air was thick with apprehension as the landlord met with the tenants. |
| adjective | apprehensive | The tenants were apprehensive about the conditions of their rental agreement. |

| verb  | condition  | The president conditioned her acceptance on two factors that were spelled out in the letter of agreement. |
| noun  | condition  | They decided to rent the space, under the condition that the price would not be raised for the next two years. |
| adjective | conditional | If you give a conditional go-ahead, we will start drawing up the plans. |

| verb  | indicate  | As was indicated in the terms of the lease, any changes to the property must be approved by the owners. |
| noun  | indicator  | The state of local schools is a good indicator of the health of the economy. |
| noun  | indication  | The management team had every indication that the tenants were planning to stay for the near future. |

| verb  | fluctuate  | As interest rates began to fluctuate, many investors became nervous and took their money out of the real estate market. |
| noun  | fluctuation  | Construction is sensitive to any fluctuations in the economy. |
| gerund | fluctuating  | Any additional fluctuating on prices will not be accepted. |
Choose the word that best completes the sentence.

1. The real estate agent couldn't determine how to best work with a company that placed so many _________ on everything that they did.
   (A) conditional   (C) conditioned
   (B) condition     (D) conditions

2. The president was _________ about adding more space to the factory.
   (A) apprehend     (C) apprehension
   (B) apprehensive  (D) apprehended

3. The buyer _________ with a nod of his head that he was placing a bid on the property.
   (A) indicates     (C) indicated
   (B) indication    (D) indicator

4. _________ as it does, I don't understand how anyone can depend on that country's market to provide a safe investment.
   (A) Fluctuated    (C) Fluctuation
   (B) Fluctuating   (D) Fluctuate

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

apprehensive  due to  indicator  occupancy
circumstances  fluctuations  lease  options
condition      get out of  lock into  subject to

Starting a new business is both an exciting and frightening undertaking. Most new business owners are (5.) _________ about their ability to make all the decisions that arise during the course of opening a business. One of the first issues that will arise is whether to buy or (6.) _________ property. In order to evaluate the options, business owners research the current real estate market. (7.) _________ rates are a good (8.) _________ of the overall business climate. Prices per square foot will increase as the occupancy rate increases.

Economic change is part of the business climate. There are often large (9.) _________ in prices within a given city. These fluctuations are (10.) _________ many factors like the (11.) _________ of the building, the surrounding neighborhood, access to public transportation, and business projections for the area.

Because there is so much uncertainty in starting a business, many owners do not want to (12.) _________ themselves _________ a long-term lease. Many negotiate clauses in their contracts to (13.) _________ a lease under certain (14.) _________ . They want to insure the prices and conditions of a property before making a large commitment. Leases often provide more flexibility than buying a property. They like to leave their (15.) _________ open. They don't like to be (16.) _________ the whims of the market place.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Under the conditions of this leased, you have virtually no flexibility and are locked into occupying this space for at least ten years.

   \[\text{A} \quad \text{B} \quad \text{C} \quad \text{D}\]

18. The circumstances under which we committed to the occupancy made us apprehension about the lease.

   \[\text{A} \quad \text{B} \quad \text{C} \quad \text{D}\]

19. We are subjected to price fluctuating that are due to outside conditions.

   \[\text{A} \quad \text{B} \quad \text{C} \quad \text{D}\]

20. Because they had the option to buy in the contract, they were able to get out on an unfavorable leasing arrangement and were not subject to any penalties.

   \[\text{A} \quad \text{C} \quad \text{D}\]
Choose the word that best completes the sentence.

1. The owner of the new company personally ______ every expense.
   (A) scrutiny
   (B) scrutinize
   (C) scrutinized
   (D) scrutinizing

2. Several employees will _______ on designing the office for efficiency.
   (A) collaborate
   (B) collaborated
   (C) collaborating
   (D) collaboration

3. When there is a problem with company policy, it should be _______ before the board of directors.
   (A) bring up
   (B) bring in
   (C) brought up
   (D) brought in

4. The quality control department felt it was making good _______ when the number of defects declined.
   (A) progress
   (B) progressed
   (C) progressing
   (D) progressive

5. _______ goods can ruin the future of a new company.
   (A) Defect
   (B) Defects
   (C) Defective
   (D) Defection

6. The public's _______ of a company depends on how solidly the company stands behind its products.
   (A) perceive
   (B) perceptive
   (C) perceived
   (D) perception

7. The market research matched our _______.
   (A) assumes
   (B) assuming
   (C) assumed
   (D) assumptions

8. Determining the safeness of a particular appliance requires a _______ investigation of the electrical components.
   (A) system
   (B) systems
   (C) systematic
   (D) systematize

9. When _______ office space, it is wise to insist upon an option to renew.
   (A) lease
   (B) leasing
   (C) leased
   (D) lessor

10. _______ a lease might be expensive.
    (A) Getting in
    (B) Getting on
    (C) Getting off of
    (D) Getting out of

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. Those who arrange the office should concentrate on creating a space that is conducive to work, free of disrupting, and unhampere[d] by nonessential foot traffic.
    ____________________________
    (A) concentrate
    (B) disrupting
    (C) unhampere[d]

12. Efficient managers adherence to the agenda, keep goals in focus, and avoid lengthy meetings.
    ____________________________
    (A) adherence
    (B) goals
    (C) lengthy

13. The interior designer tried to enhance the appearance of the lobby by throw out the old furniture that unfortunately belonged to the lessor.
    ____________________________
    (A) enhance
    (B) throw out
    (C) lessor

14. Sometimes circumstantial force a supervisor to become locked into a commitment that is hard to get out of.
    ____________________________
    (A) circumstantial
    (B) locked into
    (C) get out of
15. Product development **responsibilities** include **ascertain** what is needed, examining options, and **researching** the competition.

16. A committee that does not **concentrate** on priorities often **wasting** time wallowing through an **agenda**.

17. Although the board members meet **periodically** and could have finished **matters** at the next meeting, they decided to **go ahead** and not **conclusion** until all issues were addressed.

18. Before taking **occupancy** of a commercial site, check whether poor maintenance **conditions** are due to **faulty** plumbing or electrical wiring that does not **conformation** to code.

19. If you **opt for move up** the corporate ladder, be prepared for some **anxious** moments when you **assume** your new responsibilities.

20. An effective quality control **supervisor** of a reputable **brand** will ensure that products **uniformity conform** to their set standards.
Lesson 31

Selecting a Restaurant

1. appeal adj., to be attractive or interesting
   a. The colorful vegetable made the dish look appealing.
   b. Eating at the new restaurant appealed to everyone in the group.

2. arrive v., to reach a destination
   a. By the time our meal arrived, it was cold.
   b. Frank arrived at the restaurant only minutes after Claudia left.

3. compromise n., a settlement of differences in which each side makes concessions
   a. The couple made a compromise and ordered food for take out.
   b. Will leaving out the green peppers compromise the taste of this dish?

4. daring adj., to have the courage required
   a. Kobi had more daring tastes than the rest of his family.
   b. Ordering the raw squid seemed quite a daring thing to do.

5. familiar adj., often encountered or seen; common
   a. It's nice to see some familiar items on the menu.
   b. The chef blends the familiar tastes with the unusual.

6. guide n., one who leads, directs, or gives advice
   a. The guide led our tour group to a small restaurant only known to the locals.
   b. I don't know where to go, so why don't we consult the guidebook.

7. majority n., the greater number or part
   a. The majority of the group wanted to try the new Chinese restaurant.
   b. Claude was in the majority, so he was very pleased with the decision.

8. mix v., to combine or blend into one mass; n., a combination
   a. The daring chef mixed two uncommon ingredients.
   b. The mix of bright colors on the plate was very pleasing.

9. rely v., to have confidence in; to depend on
   a. I have always relied on the restaurant advice this guidebook gives.
   b. I seldom rely on the restaurant reviews in the paper when choosing a restaurant.

10. secure v., to get possession of; to obtain
    a. Despite the popularity of the restaurant, Max was able to secure reservations for this evening.
    b. The hostess secured us another chair, so we could eat together.

11. subjective adj., particular to a given person; highly personal; not objective
    a. Food preferences are subjective and not everyone agrees on what tastes good.
    b. The reviews in this guidebook are highly subjective, but fun to read.

12. suggest v., to offer for consideration or action
    a. Can I make a suggestion about what to order?
    b. I suggest you think about the specials, since they are very good today.
Short Conversations
Read the following conversations and see how the new words are used.

[W] Did you get any good suggestions for a restaurant for this weekend?
[M] The majority of people in my office enjoyed the new seafood restaurant.
[W] Well, we can always rely on the opinion of the masses.

[W] The woman who writes the weekly restaurant reviews for the newspaper has published a guide to local restaurants.
[M] That won’t be too helpful. I don’t think the same food appeals to her as appeals to me.
[W] I know what you mean. There is a lot of subjectivity in reviewing restaurants.

[M] I’m tired of the same kind of food all the time. Let’s go somewhere with a really daring menu.
[W] I like familiar foods and I’m not as willing as you are to try new dishes.
[M] We’ll go somewhere with a mix of old favorites and exciting specials.

[M] What time do you think we’ll arrive at the restaurant?
[W] I’d like to say by 6 P.M., but I know that’s early for you. Can we compromise and say by 7 P.M.?
[M] Sounds good. I’ll go ahead and secure a reservation for 7 P.M.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>mix</th>
<th>The chef was famous for mixing unfamiliar ingredients.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>mixture</td>
<td>The texture of the vegetable mixture was too lumpy for my taste.</td>
</tr>
<tr>
<td>adjective</td>
<td>mixable</td>
<td>Oil and water are not mixable.</td>
</tr>
<tr>
<td>verb</td>
<td>rely</td>
<td>We will rely on the hostess’s recommendations.</td>
</tr>
<tr>
<td>noun</td>
<td>reliability</td>
<td>The reliability of deliveries became a problem for the manager.</td>
</tr>
<tr>
<td>adjective</td>
<td>reliable</td>
<td>Hiring a reliable staff is the first priority for every restaurant manager.</td>
</tr>
<tr>
<td>verb</td>
<td>guide</td>
<td>The hostess guided us to our table.</td>
</tr>
<tr>
<td>noun</td>
<td>guidance</td>
<td>Li asked the waiter for guidance in selecting the wine.</td>
</tr>
<tr>
<td>adjective</td>
<td>guidable</td>
<td>Finding the patrons to be very guidable, the waiter steered them to the most expensive items on the menu.</td>
</tr>
<tr>
<td>verb</td>
<td>suggest</td>
<td>Can I suggest a good wine to go with the entrée?</td>
</tr>
<tr>
<td>noun</td>
<td>suggestion</td>
<td>Clark asked his boss for a suggestion for a good place to eat.</td>
</tr>
<tr>
<td>adjective</td>
<td>suggestible</td>
<td>The patrons were in a suggestible mood, and were easily convinced to have dessert.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. If you need some ________ on what to order, be sure to consult your server.
   (A) guide    (B) guides    (C) guided    (D) guidance

2. Your father is in the kitchen ________ a batch of his famous chocolate chip cookies.
   (A) mixture    (B) mixed    (C) mix    (D) mixing

3. This guidebook is several years old, so I would question its ________.
   (A) rely    (B) reliance    (C) reliability    (D) relying

4. I have always found Lola's restaurant ________ to be very good, so I continue to seek her guidance.
   (A) suggestions    (B) suggest    (C) suggestive    (D) suggestible

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

appeal  daring  majority  secure
arrive  familiar  mix  subjective
compromise  guidance  relies  suggestion

When Atul is trying to impress business contacts who are potential new clients, he takes them to the best restaurant in town. He hopes this will help (5.) ________ a new contract for his telecommunications business.

It's hard to determine which restaurants are best. Atul (6.) ________ on newspaper and magazine reviews. He also asks his friends and colleagues for (7.) _________. They are happy to make a (8.) _________.

Food tastes are (9.) ________. Although Atul likes to be (10.) ________ and take risks, he knows that the food should (11.) ________ to a variety of palates. He wants the (12.) ________ of his guests to be happy. He usually decides to (13.) ________ on a restaurant that offers a menu with a (14.) ________ of (15.) ________ standards and some exciting specials.

When he calls to book the table, he tells the person taking the reservation what time his party will (16.) ________ and the number of people he needs seating for.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The majority of diners like to order familiar food from the menu, but the waiter will be happy to
   suggestion specials for those with more daring tastes.
   (A)  (B)  (C)  (D)

18. Although different tastes appeal to different palates, it is still a good plan to rely on the guidance of friends
   who have recently eaten out, despite the subjective of their opinions.
   (A)  (B)  (C)  (D)

19. Your guests may feel more secure if you take them to a restaurant with a menu that mixture familiar favorites
    and daring trendy dishes.
    (A)  (B)  (C)  (D)

20. Fabrice didn't like Mimi's suggestion for a restaurant and Mimi didn't like his, so they relied on a restaurant
    guide to come up with a compromised.
    (A)  (B)  (C)  (D)
Lesson 32

Eating Out

1. basic adj., serving as a starting point or basis
   a. The new restaurant offers a very basic menu.
   b. The restaurant manager ordered enough basic supplies to get through the first month.

2. complete adj., having all necessary or normal parts, components, or steps
   a. The new restaurant offers a complete menu of appetizers, entrees, and desserts.
   b. The tasty dessert was the perfect completion to the meal.

3. excite v., to arouse an emotion
   a. Exotic flavors always excite me.
   b. I get excited when I try a new restaurant.

4. flavor n., a distinctive taste
   a. Fusion cooking is distinguished by an interesting mix of flavors.
   b. The cook changed the flavor of the soup with a unique blend of herbs.

5. forget v., to be unable to remember
   a. The waiter forgot to bring the rolls, annoying the customer.
   b. Don't forget to tell your friends what a great meal you had tonight.

6. ingredient n., an element in a mixture
   a. The chef went to the farmer's market to select the freshest ingredients for tonight's menu.
   b. I was unfamiliar with some of the ingredients in the dish.

7. judge v., to form an opinion
   a. Hector was not familiar with Asian cooking, so he was unable to judge if the noodles were cooked correctly.
   b. The restaurant review harshly judged the quality of the service.

8. mix-up n., a confusion; v., (mix up) to confuse
   a. There was a mix-up in the kitchen so your order will be delayed.
   b. The amateur chef mixed up the ingredients and ruined the dish.

9. patron n., a customer, especially a regular customer
   a. Once the word was out about the new chef, patrons lined up to get in to the restaurant.
   b. I used to patronize the restaurant until the management changed.

10. predict v., to state, tell about, or make known in advance
    a. I predicted this restaurant would become popular and I was right.
    b. Kona was unable to predict what time Andy, who is always late, would show up at the restaurant.

11. random adj., having no specific pattern, purpose, or objective
    a. We made random selections from the menu.
    b. We asked the waiter to bring us several appetizers, letting him choose them at random.

12. remind v., to cause to remember
    a. Ms. Smith was annoyed at having to remind the waitress to bring the check.
    b. I left the client a reminder that we are meeting for dinner tomorrow evening.
Short Conversations

Read the following conversations and see how the new words are used.

[M] This restaurant reminds me of one we visited last year on vacation.
[W] I think they use many of the same ingredients in the dishes.
[M] Yes, the flavor of the dishes is similar.

[M] The waiter forgot to offer us water.
[W] He didn’t even complete my order.
[M] Don’t get excited, I predict he’ll come back.

[W] Even though the menu here is basic, the food is highly rated.
[M] The chef uses spices at random, I hear.
[W] It’s hard for me to judge. I just know what I like to eat.

[W] The server mixed up everyone’s orders.
[M] Don’t upset the patrons; that’s the first rule of good service.
[W] I haven’t forgotten the rules. You don’t have to remind me.

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>complete</th>
<th>The meal could not be completed without dessert.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>completion</td>
<td>The coffee was the last item ordered and brought the meal to completion.</td>
</tr>
<tr>
<td>adverb</td>
<td>completely</td>
<td>The chef forgot that the dessert was in the oven and completely ruined it.</td>
</tr>
</tbody>
</table>

| verb     | forget | Don’t forget to bring us the check. |
| adjective | forgetful | The forgetful waitress put a burden on the rest of the staff. |
| adjective | forgettable | The meal was bland and forgettable. |

| verb     | predict | I predict that this restaurant will be a success. |
| noun     | prediction | The manager’s prediction came true, and the chef was named to the “Top 100” list. |
| adverb   | predictably | Predictably, because the waiter neglected to write down the order, he forgot some necessary items. |

| verb     | excite | The chef knows how to excite his patrons. |
| noun     | excitement | You can feel the excitement in the air. |
| adjective | exciting | Being here is really exciting. |
Choose the word that best completes the sentence.

1. Would you like to ________ your meal with an after-dinner drink?
   (A) complete        (C) completely
   (B) completed       (D) completeness

2. I've already ________ what the last table of guests ordered.
   (A) forget          (C) forgotten
   (B) forgetful       (D) forgetfulness

3. No one could have ________ how successful the restaurant would become.
   (A) predictive      (C) predictable
   (B) predictably     (D) predicted

4. I've had enough ________ for the day.
   (A) excite          (C) excitement
   (B) exciting        (D) excites

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

basic       flavor       judged       predict
complete   forget       mix up       random
excite     ingredients   patrons       remind

The key to a happy meal is that everyone should enjoy eating what they ordered. Before the waiter takes your order, you can ask him for a recommendation or you can select at (5.) ________ from the menu.

Good service is part of the overall enjoyment of the meal. The waiter should make the (6.) ________ feel welcome and comfortable. Good waiters can (7.) ________ what you need, like more water, without having to be asked for it. It's easy for a waiter to (8.) ________ something, but you should not have to (9.) ________ a waiter more than once to bring you something. Nor do you want the waiter to (10.) ________ the food orders. You should get what you ordered, and your order should be (11.) ________.

The quality of the food is the primary way restaurants are (12.) _________. The food should taste and look wonderful. Your plate of food should (13.) ________ all your senses and be fragrant and colorful. Even the most (14.) ________ or familiar dishes can taste different from restaurant to restaurant. A chef can bring out a distinct (15.) ________ in a dish, depending on the (16.) ________ he or she uses.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The restaurant patrons ordered at random from the menu, so when the waiter mix up their orders, they had __________ what they ordered.
    (A) A          (B) B          (C) C          (D) D

18. The chef prepared a basic dish with daring ingredients that gave it an exotic flavor none of us could have prediction.
    (A) A    (B) B    (C) C    (D) D

19. Before we completed our entrée, we had to reminder our waiter that we needed bread; we wondered how he could forget such a basic component of the meal.
    (A) A    (B) B    (C) C    (D) D

20. Some of the most exciting and flavor dishes contain only basic ingredients.
    (A) A    (B) B    (C) C    (D) D
Lesson 33

Ordering Lunch

Words to learn

1. burdensome adj., of or like a burden; onerous
   a. The secretary found her tedious assignments burdensome.
   b. The burdensome load made the deliveryman’s back ache.

2. common adj., widespread, frequent, usual
   a. It is common for the office manager to be designated to order lunch for business meetings.
   b. The sandwich choices were quite common—turkey, ham, and beef.

3. delivery n., the act of conveying or delivering
   a. The caterer hired a courier to deliver the package.
   b. The restaurant is reluctant to make deliveries, but makes an exception for our office.

4. elegant adj., exhibiting refined, tasteful beauty
   a. It’s important that the meal be elegant.
   b. The lunch we ordered was not elegant, but it was hearty.

5. fail to v., to become one’s responsibility
   a. The task of preparing the meal fell to the assistant chef when the chief chef was ill.
   b. The menu was in French, so ordering for us fell to Monique, who spoke French.

6. impress v., to affect strongly, often favorably
   a. I was impressed with how quickly they delivered our lunch.
   b. If you want to impress the new staff member, order her a nice lunch.

7. individual adj., by or for one person; special; particular
   a. We had the delivery man mark the contents of each individual order.
   b. The jaunty whistle of the delivery woman marked her individual style.

8. list n., a series of names, words, or other items; v., to make a list
   a. The office manager compiled a list of everyone’s order.
   b. The phone book lists all the restaurants in this area that deliver.

9. multiple adj., having, relating to, or consisting of more than one part
   a. The delivery person was not able to keep track of the multiple order, causing a food mix-up.
   b. It takes multiple steps to get into this building, which frustrates all our employees.

10. narrow v., to limit or restrict; adj., limited
    a. Etseko narrowed the restaurant possibilities down to three.
    b. The restaurant has a narrow range of choice, but can offer fast delivery.

11. pick up v., to take on passengers or freight
    a. The delivery man picks up lunch orders on his motor scooter.
    b. If you ask me nicely, I will pick up the order on my way home.

12. settle v., to make compensation for, to pay; to choose
    a. We settled the bill with the cashier.
    b. After much debate, we finally settled on the bistro on the corner.
Short Conversations
Read the following conversations and see how the new words are used.

[W] Will you please arrange for an elegant lunch during the regional manager's visit?
[M] That's such an annoying burden. Why don't you just go to a restaurant?
[W] I need to show our impressive sales data during lunch and can't show slides at a restaurant.

[W] Here's a list of 12 restaurants in the area.
[M] Let's narrow this list to two or three and then ask the staff to make a final selection.
[W] First, let's double-check that they all offer free delivery to this building.

[M] I'm so annoyed. I've sent multiple E-mail notices to staff asking for their votes for lunch choices.
[W] I think you are trying too hard to pamper people's individual tastes and preferences. Just make a decision.
[M] Why does this job always fall to me?

[M] Do caterers usually charge a fee for picking up the dirty dishes after an event?
[W] It's common to charge extra for that, but I know of one caterer who will pick up for free.
[M] That settles it. As far as I am concerned, we can use the cheaper caterer.

---

Word Families

<table>
<thead>
<tr>
<th>noun</th>
<th>in common</th>
<th>The two secretaries keep a file of restaurant menus in common to facilitate placing an order.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>common</td>
<td>It is a common practice for restaurants to deliver.</td>
</tr>
<tr>
<td>adverb</td>
<td>commonly</td>
<td>It was commonly known that the sandwich shop had slow deliverymen.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>noun</th>
<th>elegance</th>
<th>The elegance of the surroundings was accentuated by the wonderful meal the caterers delivered.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>elegant</td>
<td>Delores set an elegant table that was sure to impress.</td>
</tr>
<tr>
<td>adverb</td>
<td>elegantly</td>
<td>The tasty appetizers were elegantly served from silver platters.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>impress</th>
<th>I am favorably impressed by how quickly the pizza was delivered.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>impression</td>
<td>She gave the impression that the food would be delivered within the hour.</td>
</tr>
<tr>
<td>adjective</td>
<td>impressionable</td>
<td>I have an impressionable child, so I don't like him to see deliverymen running red traffic lights.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>individualize</th>
<th>The take-out shop does not allow you to individualize your order by asking for substitutions.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>individual</td>
<td>The portions are large enough to feed two individuals.</td>
</tr>
<tr>
<td>adverb</td>
<td>individually</td>
<td>The individually marked boxes made it easy for us to claim our orders.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. It is a _____ practice in this building for staff to meet the delivery person in the lobby to pick up their orders.
   (A) commonness  (B) commonly  (C) common  (D) in common

2. Despite being served in disposable containers, the meal had an _____ touch.
   (A) elegant  (B) elegance  (C) elegantly  (D) elegancy

3. Our office manager was so _____ by the speed of the delivery, she decided to order from them again.
   (A) impressive  (B) impressed  (C) impression  (D) impressionable

4. Let’s order _____ so we can all get what we want for lunch.
   (A) individualize  (B) individualist  (C) individually  (D) individual

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

burdensome  _____  _____  _____  _____
common  _____  _____  _____  _____
delivered  _____  _____  _____  _____

As the office manager, it usually (5.) _________ Lucia to order the food for a working lunch or an office party. Lucia insists ordering food for a working lunch to be especially (6.) _________. First, in order to avoid placing (7.) _________ small orders from different food establishments, she must (8.) _________ down the choice to one kind of food. The most (9.) _________ choices are sandwiches and (10.) _________ pizzas.

Once she has (11.) _________ on a good choice, she calls a restaurant or other food service on her approved (12.) _________. Usually she needs the food (13.) _________ so she does not have to leave the office and (14.) _________ the order herself.

In case of a more formal lunch, where her boss is trying to (15.) _________ new clients, for example, Lucia will call a catering service that can provide a more (16.) _________ meal.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. At a lunch to win the new advertising account, we served each potential new client an _________ specialty dessert; this _________ touch _________ those attending and helped _________ any questions about our staff’s level of creativity.

18. The _________ service is unique in that it will _________ various orders from _________ restaurants, making it unnecessary for everyone to _________ their choice to one type of food.

19. Ordering food for work lunches is a _________ that _________ the office manager, so he sends us a _________ of the choices and asks us to vote for our preference and then orders the most _________ response.

20. I think it is easiest to _________ the choices to a small _________ of sandwiches, which will appeal to _________ tastes and can be _________ without becoming cold, like pizza.
Lesson 34

Cooking as a Career

**Words to learn**

<table>
<thead>
<tr>
<th>accustom (to v.)</th>
<th>apprentice</th>
<th>culinary</th>
<th>demanding</th>
<th>draw</th>
<th>incorporate</th>
<th>influx</th>
<th>method</th>
<th>outlet</th>
<th>profession</th>
<th>relinquish</th>
<th>theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>使習慣於</td>
<td>學徒</td>
<td>美食</td>
<td>要求的</td>
<td>吸引·招來</td>
<td>加上·把...合併</td>
<td>汲進</td>
<td>方法</td>
<td>出口</td>
<td>職業</td>
<td>放棄·不採取行動</td>
<td>主題</td>
</tr>
</tbody>
</table>

1. **accustom** to v., to become familiar with, to become used to
   a. Chefs must accustom themselves to working long hours.
   b. Sean was not accustomed to eating spicy foods, but he was developing a taste for them.

2. **apprentice** n., a student worker in a chosen field
   a. Instead of attending cooking school, Raul chose to work as an apprentice with an experienced chef.
   b. The cooking school has an apprentice program that places students in restaurants to gain work experience.

3. **culinary** adj., relating to the kitchen or cooking
   a. The chef was widely known for his culinary artistry.
   b. His interest in culinary arts drew him to a commercial foods program.

4. **demanding** adj., requiring much effort or attention
   a. Theodore was exhausted by his demanding job in the restaurant.
   b. Paolo was able to handle multiple requests from demanding customers without becoming frantic.

5. **draw** v., to cause to come by attracting
   a. We hope the new restaurant will draw other business to the area.
   b. Matthew was drawn to a career in cooking.

6. **incorporate** v., to unite one thing with something else already in existence
   a. Coca incorporated the patron's suggestions into her new menu.
   b. Here are the fresh greens for you to incorporate into a salad.

7. **influx** n., a flowing in
   a. An influx of new chefs is constantly needed to fill open jobs.
   b. Due to the rise in popularity of cooking as a career, cooking schools report an influx of applications.

8. **method** n., a procedure
   a. Gloria perfected a simple method for making croissants.
   b. Many chefs borrow cooking methods from a variety of cultures and incorporate them into their cooking style.

9. **outlet** n., a means of release or gratification, as for energies, drives, or desires
   a. Even before he became a professional baker, Jacob used baking as an outlet for frustration.
   b. Many people find cooking to be a hands-on outlet for their creativity.

10. **profession** n., an occupation requiring considerable training and specialized study
    a. Cooking is considered as much a profession as is law or medicine.
    b. Lulu took up cooking as her profession and is very happy with her decision.

11. **relinquish** v., to let go; to surrender
    a. People find it hard to relinquish their accustomed food preferences and try something new.
    b. After Claude married Kiki, he had to relinquish his exclusive hold on the kitchen and learn to share the joys of cooking.

12. **theme** n., an implicit or recurrent idea; a motif
    a. The caterers prepared food for a party with a tropical island theme.
    b. The restaurant's food and decor demonstrated its southwestern theme.
Short Conversations

Read the following conversations and see how the new words are used.

[M] This soup is delicious. What culinary secret have you discovered?
[W] It's fennel, an herb I've become accustomed to using lately.
[M] I also like how it's incorporated into the squash casserole.

[M] There's been a large influx of new chefs recently.
[W] I've noticed that, too. They're demanding large salaries, too.
[M] Good chefs manage to draw customers into restaurants.

[M] How do young people get started in the cooking profession?
[W] Most chefs serve as apprentices under an experienced chef.
[M] Cooking is a good outlet for a certain kind of creativity.

[M] Let's go to Oriental Taste for lunch; the chef there uses Asian cooking methods.
[W] I bow to your expertise. I relinquish to you my option to choose a restaurant.
[M] You'll enjoy yourself. The restaurant has an Asian theme with Asian music and videos.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>apprentice</th>
<th>Instead of attending cooking school, Michael decided to apprentice to a master chef.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>apprentice</td>
<td>The new group of apprentices will start working any day now.</td>
</tr>
<tr>
<td>noun</td>
<td>apprenticeship</td>
<td>The apprenticeship was a grueling period, but George learned a lot.</td>
</tr>
<tr>
<td>verb</td>
<td>incorporate</td>
<td>Take these items and incorporate them into a stew.</td>
</tr>
<tr>
<td>noun</td>
<td>incorporation</td>
<td>The restaurant was the incorporation of every good idea the chef had thought of in his career.</td>
</tr>
<tr>
<td>gerund</td>
<td>incorporating</td>
<td>Chef Tao was famous for incorporating different cooking styles into one.</td>
</tr>
<tr>
<td>noun</td>
<td>profession</td>
<td>The number of people choosing cooking as a profession has risen over the past decade.</td>
</tr>
<tr>
<td>adjective</td>
<td>professional</td>
<td>She was professional in her approach to dealing with the problem of late deliveries.</td>
</tr>
<tr>
<td>adverb</td>
<td>professionally</td>
<td>Although the customer was rude and loud, the waiter handled the situation very professionally.</td>
</tr>
<tr>
<td>noun</td>
<td>method</td>
<td>The chef discovered a more efficient method of peeling boiled eggs.</td>
</tr>
<tr>
<td>noun</td>
<td>methodology</td>
<td>Even the order of adding ingredients is an unappreciated aspect of cooking methodology.</td>
</tr>
<tr>
<td>adjective</td>
<td>methodical</td>
<td>The head cook was not so artistic as methodical in preparing standard dishes.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. The student accepted a six-month ____ with a famous chef.
   (A) apprentice (B) apprenticed (C) apprenticing (D) apprenticeship

2. I love this chef's cooking style, which ____ so many different tastes.
   (A) incorporation (B) incorporates (C) incorporating (D) incorporator

3. The restaurant is well known for the coolly detached ____ of its staff.
   (A) professionalism (B) professional (C) professionalize (D) professionally

4. The experienced chef was ____ about the way he prepared his award-winning dish.
   (A) method (B) methodical (C) methodically (D) methodology

---

Short Talk

*Read the following passage and write the appropriate form of the new words in the blanks below.*

accustomed    demanding    influx    profession
apprenticeship    drawn    methods    relinquish
culinary    incorporate    outlet    themes

When people start thinking about careers, they may be looking for an (5.) ________ for their creativity. Many people are (6.) ________ to cooking as a career and see it as a (7.) ________, not merely a trade. The restaurant business is (8.) ________ and needs a constant (9.) ________ of new talent.

Chefs (10.) ________ ingredients and (11.) ________ of cooking from around the world into successful menus. Most chefs offer meals that are variations on standard (12.) ________. They will try to stretch their patrons' range of food tastes by taking food that is still recognized as traditional and infuse it with something new, like a rare spice or seasoning. People (13.) ________ to eating certain tastes and textures aren't going to (14.) ________ their preferences immediately.

Chefs attend (15.) ________ school or train in restaurants with experienced chefs, in an (16.) ________. For those of you who like hands-on creativity, being a chef might be a good choice.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Regular patrons recognized the chef's unique culinary style, which incorporated both traditional and unconventional methodological, and were drawn to the innovative menu.
   A culinary    B methodological    C incorporate    D were

18. While he was still a young apprentice, the chef found that the cooking professional was a good outlet for his demand for hands-on creativity.
   A apprentice    B professional    C demand    D were

19. The influx of immigrants into this country over the centuries has meant that diners had to relinquishing menus to which they had grown accustomed to make room for different cooking methods.
   A relinquishing    B menus    C accustomed    D were

20. Chefs draw from cultural themes and cooking methods of many national origins, which they incorporation into meals that expand the tastes that one is accustomed to.
   A themes    B methods    C incorporation    D were
Events

1. **assist** v., to give help or support to
   a. Bonnie hired a secretary to assist her with the many details of the event.
   b. The hotel manager was able to assist us with some last-minute advice.

2. **coordinate** v., to adjust or arrange parts to work together
   a. Benet tried to coordinate all departments to make sure the event ran smoothly.
   b. The colors of the flowers were ordered to coordinate with the colors in the corporate logo.

3. **dimension** n., a measure of width, height, or length
   a. What are the dimensions of the ballroom?
   b. We need the dimensions of the meeting rooms before we can determine how many chairs each will hold.

4. **exact** adj., characterized by accurate measurements or inferences
   a. We will need an exact head count by noon tomorrow.
   b. The exact measurements of the room are unknown, but we can guess.

5. **general** adj., involving only the main features rather than precise details
   a. We have a general idea of how many guests will attend.
   b. In general, about half the guests will bring their spouses.

6. **ideal** adj., imaginary; existing as a perfect model
   a. The ideal location for the concert would have plenty of parking.
   b. Lucy had imagined the ideal setting for her wedding, so no site could live up to her expectations.

7. **lead time** n., the time between the initial stage of a project and the appearance of results
   a. The lead time for reservations is unrealistic.
   b. We will need to give the caterer enough lead time to cut the cake.

8. **plan** n., a scheme for making something happen; v., to formulate a scheme
   a. The plan is to gather tomorrow to discuss the menu.
   b. Planning their wedding was a source of tension for the young couple.

9. **proximity** n., the state, quality, sense, or fact of being near or next to; closeness
   a. The fans were worried by the proximity of the storm clouds.
   b. An important factor in selecting the site was its close proximity to a parking garage.

10. **regulation** n., rules, laws, or controls; v., to control
    a. We followed all the state regulations for food safety.
    b. The site staff closely regulates how many cars can be brought on the grounds.

11. **site** n., a place or setting
    a. Once we saw the site, we knew it would be perfect for the event.
    b. The on-site manager was most helpful.

12. **stage** v., to exhibit or present
    a. The gazebo outside was the perfect location from which to stage the cutting of the cake.
    b. A historic house can be the perfect site to stage a small reception.
Short Conversations
Read the following conversations and see how the new words are used.

[M] I've found the ideal location for our wedding reception.
[W] Will we be able to coordinate all the details?
[M] It's exactly what we wanted, and the manager will help us with the details.

[M] We have very strict regulations about serving food and alcohol at the museum.
[W] I'm sure you do. In fact I'm surprised you'll let us stage a reception here.
[M] We are one of the few sites in town that will allow parties.

[W] The site staff can offer you plenty of assistance in coordinating details.
[M] That's helpful. I'm trying to plan everything in advance.
[W] It's important to start early and have as much lead time as possible.

[M] Do you think the dimensions of the hall are large enough to hold your group?
[W] We're expecting about 5000 attendees. That's generally the number that come.
[M] No, this hall is too small, but there's another in close proximity and together they could accommodate all of you.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>generalize</th>
<th>When we generalize, we must be aware of the many exceptions.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>general</td>
<td>I need a general idea of what you want before I can provide specific answers.</td>
</tr>
<tr>
<td>adverb</td>
<td>generally</td>
<td>Although I cannot speak for every case, generally it is less expensive to buy in quantity.</td>
</tr>
</tbody>
</table>

| verb     | assist     | Let me assist you with planning your next event. |
| noun     | assistance | Dennis's idea of assistance is to call a professional firm for advice. |
| noun     | assistant  | In light of the number of events she had to run this year, Annu asked her boss for an assistant. |

| verb     | idealize   | Rhoda idealized the location until she could no longer see any flaws in it. |
| noun     | ideal      | The ideal of a perfect event within your budget is difficult, but attainable. |
| adverb   | ideally    | Ideally, the site would be within our budget and have an outdoor area. |

| verb     | regulate   | The state will regulate the food-handling precautions. |
| noun     | regulation | Please obey the state regulations regarding serving alcohol to minors. |
| adjective| regulatory | Even though it is private, the country club's kitchen is subject to the rules of regulatory agencies. |
Choose the word that best completes the sentence.

1. Do you need our _______ with any of the evening's details?
   (A) assist  (C) assistance
   (B) assisting  (D) assistant

2. When the event planner saw the hotel ballroom, she knew that the size wasn’t _______ but the price was right.
   (A) ideal  (C) idealize
   (B) ideally  (D) idealist

3. Like restaurants, caterers are subject to _______ concerning safe food handling.
   (A) regulate  (C) regulatory
   (B) regulations  (D) regulating

4. _______ speaking, the event was poorly organized.
   (A) General  (C) Generality
   (B) Generally  (D) Generalizations

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

assist  exact  lead time  regulations
coordinated  general  planning  site
dimensions  ideally  proximity  stage

Planning an event is not simple. There are hundreds of details that have to be (5.) _______, whether it is a wedding or a business conference. Early in the (6.) _______ process, you need to decide on the (7.) _______. If you know where you want to (8.) _______ the event, you should contact the site representative for an (9.) _______ description of the facility. The staff will provide you with information about room (10.) _______; food and beverage arrangements, including whether there are local (11.) _______ or restrictions for serving alcoholic beverages; and required (12.) _______ for reserving the site.

If you decide that the first site is not (13.) _______ suited for your specific requirements, a guidebook will (14.) _______ you in finding an alternative setting. In considering location, you should also think about its (15.) _______ to public transportation.

With a (16.) _______ idea of how many people will attend, and how much money you can spend, you can narrow down the available sites to the ones that best accommodate the needs of your group.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The hotel manager gave Natasha _______ in planning her first reception, especially in coordinating all the details and preparing the site.
   A. assisting  B. assist  C. assisting  D. assist

18. Boris wanted to _______ a fund-raising event, but the _______ locations either did not have the _______ to accommodate the crowd he expected, or they were not in reasonable _______ to downtown.
   A. stage  B. ideally  C. dimensions  D. proximity

19. In choosing a site for the reception, Ms. Benson had special criteria that had to be met, including close _______ to public transportation, so she needed a lot of _______ to meet her _______ needs.
   A. proximity  B. lead time  C. exactly  D. exactly

20. In order to _______ the event, we had to have a _______ idea of how many guests would attend, and plan an _______ menu to satisfy the needs and tastes of everyone who attended.
   A. coordination  B. general  C. ideal  D. ideal
Word Review #7  Lessons 31–35 Restaurants and Events

Choose the word that best completes the sentence.

1. The aroma coming from the restaurant was so ________ that the tourists did not hesitate before entering.
   (A) appeal
   (B) appealed
   (C) appealing
   (D) appeals

2. Because the menu was not in his native language, the visitor asked the waiter for ________.
   (A) guide
   (B) guided
   (C) guiding
   (D) guidance

3. The waiter ________ that the customer would enjoy the duck.
   (A) predict
   (B) predicted
   (C) predicting
   (D) prediction

4. Food critics are also expected to ________ a restaurant's service and atmosphere.
   (A) judge
   (B) judges
   (C) judging
   (D) judgment

5. The host usually ________ the check for his guest.
   (A) picks over
   (B) picks on
   (C) picks off
   (D) picks up

6. Sometimes diners request __________, or "separate," checks.
   (A) individuality
   (B) individually
   (C) individual
   (D) individualize

7. The most ________ customers seem to be the worst tippers.
   (A) demand
   (B) demanded
   (C) demanding
   (D) demandingly

8. Food preparation is not just frying hamburgers; it is a respected ________.
   (A) profess
   (B) professing
   (C) profession
   (D) professional

9. An event planner must ________ the entire affair, not just choose the menu.
   (A) coordinated
   (B) coordinating
   (C) coordinator
   (D) coordinate

10. The planner must also ensure that participants observe all local ________.
    (A) regulated
    (B) regulations
    (C) regulating
    (D) regulate

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. Although most of us settle for a familiar restaurant, a daringly diner will listen to other suggestions.
    ________________

12. A site for a national culinary event should be in close proximity to elegantly restaurants and cooking supply stores.
    ________________

13. Ingredients are not added randomly to a dish; a mixed up in the order during food preparation could change the flavor.
    ________________

14. I enjoy a restaurant that mixes its offerings and relies on flavor and elegance to bring patronize back.
    ________________
15. Although a general concept of the ideal event is all right at the beginning, the outline must be more exacted as planning continues.

16. Accustom to impressing patrons, the chef taught his apprentice how to use culinary tricks to incorporate the best flavors and textures.

17. While even the most demanding chefs draw on traditional methods, new technology has multiplied ways to improve flavor without compromise quality.

18. Securing reservations doesn't guarantee seating on arrived, but it does narrow the chances of a long wait if there is a sudden influx of diners.

19. Some restaurants require a long lead time for staging a large event, but that time will allow you to add anything you had forgetting and settle matters you hadn't thought about.

20. Offering to pay the tip while your host settles the bill is a way to reminder someone who has forgotten that a tip, although subjective, should be at least 15 percent of the bill.
General Travel

1. **agency** n., an establishment engaged in doing business
   a. Once we decided we wanted to go to Costa Rica for vacation, we called the travel agency to see how much flights would cost.
   b. The staff at the travel agency included brochures and sight-seeing information with the ticket.

2. **announcement** n., a public notification
   a. Did you hear an announcement about our new departure time?
   b. I expect an announcement any time now about a snow emergency at the airport.

3. **beverage** n., a drink other than plain water
   a. The flight attendant offered all passengers a cold beverage during the flight.
   b. The restaurant had a range of beverages on the drinks menu, including soft drinks and juices.

4. **blanket** n., a covering for keeping warm, especially during sleep; any full coverage; v., to cover uniformly
   a. It's going to be a cold night so I'll ask housekeeping to send an extra blanket for our bed.
   b. The snow blanketed the windshield, making it difficult to see the roads.

5. **board** v., to enter a boat, plane, or train; to furnish with meals and a place to stay
   a. The inn offers room and board at weekly rates.
   b. We will board the train for New York in ten minutes.

6. **claim** v., to take as rightful; to retrieve
   a. Please proceed directly to the baggage arrival area to claim your luggage.
   b. Lost luggage can be claimed at the airline office.

7. **delay** v., to postpone until a later time; n., the period of time during which one is delayed
   a. The bus was delayed due to inclement weather.
   b. The station was experiencing minor delays, making many people late for work.

8. **depart** v., to go away or leave; to vary from a regular course of action
   a. After the wedding, the married couple departed for their honeymoon in Morocco.
   b. We're going to depart from our usual policy and allow you to leave work early one day a week.

9. **embark** v., to go onboard a flight or ship; to begin
   a. At the gate, the passenger was required to show her passport before she could embark upon the flight.
   b. They were nervous, but also excited, to embark on a long-awaited trip to Africa.

10. **itinerary** n., a proposed route for a journey, showing dates and means of travel
    a. He reviewed the itinerary the travel agent had faxed him before purchasing the ticket.
    b. I had to change my itinerary when I decided to add two more countries to my vacation.

11. **prohibit** v., to forbid by authority or to prevent
    a. We were prohibited from wearing causal clothes in the office.
    b. Airline regulations prohibit the passengers from having beverages open during take off and landing.

12. **valid** adj., having legal efficacy or correctness
    a. I need to make certain that my passport is valid if we plan to go overseas this December.
    b. The officer's argument for increased airport security seemed valid at the time.
Short Conversation

Read the following conversations and see how the new words are used.

[W] The travel agent said that you will need a visa for your trip next week.
[M] Oh dear, I don’t have a valid passport and will need to get that renewed first.
[W] I’m afraid that may force you to delay your trip.

[M] Would you care for another beverage?
[W] Is there time? According to my itinerary, we should be landing soon.
[M] We’ve been delayed. Would you like a blanket so you can take a nap?

[M] Does the flight depart at 7:15 or 7:30?
[W] Your embarkation card should have the flight time on it.
[M] Because use of electronic equipment is prohibited during the flight, I want to be sure I have time to fax some documents before we board.

[W] I hope I don’t have to wait a long time to claim my bags at the baggage area.
[M] The captain announced that the flight was half empty so it shouldn’t take very long.
[W] Good. I was prohibited from bringing more than one bag onboard so I had to check the other one.

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>announce</th>
<th>The captain announced that the flight would be landing in approximately 15 minutes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>announcement</td>
<td>The flight attendant made an announcement reminding the passengers that this was a no-smoking flight.</td>
</tr>
<tr>
<td>noun</td>
<td>announcer</td>
<td>The announcer gave the instructions for boarding, in three languages.</td>
</tr>
<tr>
<td>verb</td>
<td>board</td>
<td>You can’t board the flight without an embarkation card.</td>
</tr>
<tr>
<td>noun</td>
<td>board</td>
<td>The board of directors met to discuss problems with the striking pilots.</td>
</tr>
<tr>
<td>adjective</td>
<td>onboard</td>
<td>The onboard telephone was expensive to use, but a true time-saver.</td>
</tr>
<tr>
<td>verb</td>
<td>delay</td>
<td>Please don’t delay me; I need to get to my gate immediately.</td>
</tr>
<tr>
<td>noun</td>
<td>delay</td>
<td>The delay in takeoff times was caused by a bad storm.</td>
</tr>
<tr>
<td>verb</td>
<td>validate</td>
<td>You can get your parking ticket validated at the concierge desk.</td>
</tr>
<tr>
<td>noun</td>
<td>validation</td>
<td>The restaurant received three stars, which is quite a validation of the chef’s skills.</td>
</tr>
<tr>
<td>adjective</td>
<td>valid</td>
<td>Your ticket is no longer valid because it was issued over a year ago.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. When it’s time to __________ the flight, an announcement will be made.
   (A) boarded  (B) boarding  (C) board  (D) boarder

2. The man had to __________ his travel plans because an emergency came up at work.
   (A) delay  (B) delaying  (C) delayed  (D) delays

3. The airport applied a blanket rule that all passengers must be in possession of _________ tickets in order to enter the waiting area.
   (A) valid  (B) validity  (C) validate  (D) validation

4. The desk clerk _________ the change in gate numbers at least an hour ago.
   (A) announcement  (B) announcing  (C) announcer  (D) announced

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

agency  announcements  beverage
blanket  depart  claim
delayed  prohibited  embarkation
itinerary  valid

When Ms. Tan has to go on business travel, she calls the staff at her favorite travel agency. They remind her to make sure that she takes a (6.) _________ passport on her trip. Once her reservations have been made and confirmed, the travel agent will issue a ticket and an (7.) _________ Before leaving for the airport, she calls the airline to check if the flight is on time and has not been (8.) _________.

At the airport, after checking in her suitcase at the check-in counter, since she is (9.) _________ from taking more than one piece of carry-on luggage onto the plane, Ms. Tan receives her (10.) _________ card. She will present this at the gate when it is time to (11.) _________ her flight. She is told to be at the gate 15 minutes before the flight is to (12.) _________. During the flight, the attendant may offer her a (13.) _________, and she can even request a (14.) _________ if she is cold. The captain will make (15.) _________ during the flight to let the passengers know at what altitude they are flying, and when they may expect to arrive at their destination.

Once the flight has landed, Ms. Tan disembarks and must first go through customs, before proceeding to the baggage claim area to retrieve her suitcase. After this, she will take a cab to the hotel where she is staying, so she can rest and prepare for her meeting the next day. She will also reconfirm her return flight a day or two before she leaves to return home.

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Once we heard that the departing flight would be delaying for several hours, because of the fog that blanketed the coast, we exercised by walking around the baggage claim area.

18. Because he had lost the itinerary that his travel agent had given him, Mr. Peacock looked at the embark card to check the exact time that his flight would depart.

19. The man had to show the gate attendant his validation passport and itinerary, in addition to his embarkation card, before he was allowed to board the flight.

20. The announcement reminded all boarding passengers that carrying on beverages was prohibition on this airline.
Airlines

1. **deal with** v. phrase, to attend to; to manage; to see to
   a. Ticket agents must deal courteously with irate customers.
   b. Sick passengers, frightened children, and rude pilots are just a few of the things cabin attendants have to deal with.

2. **destination** n., the place to which one is going or directed
   a. The Great Barrier Reef is a popular tourist destination this year.
   b. Once you have determined your desired destination, we can work toward getting the best airfare.

3. **distinguish** v., to make noticeable or different
   a. Suki was able to distinguish between the different types of jets on the runway.
   b. My travel agent has distinguished herself as being one of the best in our area.

4. **economic** adj., intended to save money, time, or effort
   a. My travel agent takes an economical approach to my travel, which I appreciate.
   b. There are a number of more economical ways to get to Tokyo from here.

5. **equivalent** adj., equal
   a. Carlos used the Internet to search for hotels of equivalent dollar value to the one recommended.
   b. The food the airline serves in coach class is equivalent to that served in first class.

6. **excursion** n., a pleasure trip; a trip at a reduced fare
   a. With some time between meetings in London, the company president enjoyed an excursion to Stonehenge.
   b. The finance officer was pleased to find an excursion for the entire consulting team.

7. **expensive** adj., marked by high prices
   a. The shops in the airport are convenient, but I think they are expensive.
   b. Mr. Jones chose the more expensive ticket because it got him to his destination sooner.

8. **extend** v., to make longer; to offer
   a. We extended our vacation by a day.
   b. Our wonderful travel agent extended the full services of her firm to us.

9. **prospective** adj., likely to become or be
   a. The airline had a reception to impress travel agents who might be prospective clients.
   b. I narrowed my list of prospective destinations to my three top choices.

10. **situation** n., the combination of circumstances at a given moment
    a. The airline suggested I check with the State Department regarding the political situation in the country I'm flying to.
    b. The vast number of different air fares available makes for a complicated situation.

11. **substantial** adj., considerable in importance, value, degree, amount, or extent
    a. In the consumer satisfaction survey, the airline I work for won by a substantial margin.
    b. There is a substantial difference in the price for the two airfares.

12. **system** n., a functionally related group of elements
    a. The airline system covers the entire world with flights.
    b. We need a better system to keep track of how much money we are spending on this vacation.
Short Conversations

Read the following conversations and see how the new words are used.

[M] if you are willing to be flexible about your excursion, I can get you a lower airfare.
[W] We have to reach our destination by noon on Sunday.
[M] I didn’t realize your situation was so structured.

[M] The airfares to Hong Kong are too expensive.
[W] Let’s look for a more economical fare for you.
[M] I will really need a substantial discount to make my trip possible.

[M] Here are some brochures on the prospective vacations you mentioned on the phone.
[W] I’ve seen so many travel brochures, I can’t distinguish one from another.
[M] You need a travel agent who is used to dealing with holiday excursions.

[M] I’m extending my stay by two days, so I need you to change my plane reservations.
[W] Unfortunately, our system of pricing fares does not allow me to put you on another flight without a surcharge.
[M] I was hoping to get a fare equivalent to the one I’ve already paid for.

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>distinguish</th>
<th>I can’t distinguish any difference in the two airlines, since their fares are the same.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>distinguishable</td>
<td>The airline’s planes were easily distinguishable by the bright logo on the planes’ tails.</td>
</tr>
<tr>
<td>adverb</td>
<td>distinguishably</td>
<td>Even though you have paid a lower fare, we won’t be distinguishably different than the other passengers on the plane.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>economize</th>
<th>We no longer fly first class, since our company is trying to economize.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>economy</td>
<td>When I sit in economy, I often get the middle seat.</td>
</tr>
<tr>
<td>adjective</td>
<td>economical</td>
<td>Without hesitation, we chose the more economical of the two airline tickets.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>noun</th>
<th>expense</th>
<th>To stay within our travel budget, we must keep all our expenses as low as possible.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>expensive</td>
<td>Only the most expensive fares were still available.</td>
</tr>
<tr>
<td>adverb</td>
<td>expensively</td>
<td>The first-class seats are for those who travel expensively but with great style.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>noun</th>
<th>substance</th>
<th>I couldn’t recognize the substance that was on my meal tray and that the airlines called dinner.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>substantial</td>
<td>Ms. Qin found there was a substantial difference in the price quoted for the plane ticket, depending on which day she flew.</td>
</tr>
<tr>
<td>adverb</td>
<td>substantially</td>
<td>There is substantially no difference in the quality of food served in first class and in economy class.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Let me point out the features of our service that our airline from our competitors.
   (A) distinguishably (B) distinguishable (C) distinguishing (D) distinguish

2. I think the proposal for plane tickets is too _______ and want you to renegotiate the costs with the airline.
   (A) expensiveness (B) expensively (C) expensive (D) expenses

3. Let's shop around until we find a more _______ airfare.
   (A) economical (B) economize (C) economy (D) economically

4. Unless you find a _______ difference in the fare, I would book seats on the airline with which you have frequent-flyer miles.
   (A) substance (B) substantial (C) substantially (D) substantiality

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

deal with _______ equivalent extending situation
destination excision indistinguishable substantial
economicl expensive prospective system

If you travel, you most likely will have to _______ flying. Flying is the quickest, most convenient means of travel between countries, and often between different parts of one country. Flying is _______ , but when all costs are taken into account for traveling any _______ distance, air travel is usually less expensive than driving by car. It is also the most _______ way to go in terms of time. You'll miss the scenery en route, but you'll have more time at your vacation _______ with air travel.

Airlines sell seats at a variety of prices under a _______ of requirements and restrictions. Full-fare tickets are the most expensive, but give you the most flexibility in terms of making changes. A _______ traveler can buy a ticket up to takeoff time as long as a seat is available.

Fares change rapidly, and even travel experts find it difficult to keep up. The changing _______ is due to many factors, including increased competition. As a general rule, the less you pay for the ticket, the more restrictions you can expect. If you are trying to save money, look for _______ fares. These are the airline's _______ of a special sale. Most excursion fares are for round-trip travel and have strict regulations and a minimum and maximum length of stay, so don't count on _______ your vacation or staying less time than required. However, once you are on the plane, you are _______ from passengers who paid higher fares.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. For travelers looking for economical fares, you get substantially savings with special excursion rates to your destination.
   (A) D (B) C

18. Due to the expense of flights to our travel destination, our travel agent suggests we extensive our stay to get the most out of the difficult situation.
   (A) D (B) C

19. The airline system is so complex that it is difficult to distinguishable between equivalent fares on different airlines; that is why most people appreciate the expertise of a travel agent used to dealing with the airlines.
   (A) D

20. A prospect traveler may need to compromise to get an economical excursion fare to a vacation destination.
   (A) D
Trains

1. comprehensive adj., covering broadly; inclusive
   a. The conductor has a comprehensive knowledge of rail systems from all over the world.
   b. Our travel agent gave us a comprehensive travel package, including rail passes.

2. deluxe adj., noticeably luxurious
   a. My parents decided to splurge on deluxe accommodations for their trip.
   b. The train station is not near any of the deluxe hotels, so we will have to take a taxi.

3. directory n., a book or collection of information or directions
   a. We consulted the directory to see where the train station was located.
   b. By calling directory assistance, Mr. Scannel was able to get the phone number for the train station.

4. duration n., the time during which something lasts
   a. Mother lent me her spare jacket for the duration of the trip.
   b. Despite our personal differences, my roommate and I agreed to be as pleasant as possible for the duration of the train ride.

5. entitle v., to allow or qualify
   a. During the holiday rush, a train ticket entitled the passenger to a ride, but not necessarily a seat.
   b. Because the train line had made a mess of Pedro's reservations for a sleeping room, he felt entitled to a free upgrade to a better room.

6. fare n., the money paid for transportation
   a. The train fare has increased since I rode last.
   b. Pay your fare at the ticket office and you will get a ticket to board the train.

7. offset v., to counterbalance
   a. The cost of the hotel room offset the time savings we gained by taking the train instead of the plane.
   b. By reducing her transportation costs once in the United States, Mrs. Sato offset the cost of getting to this country.

8. operate v., to perform a function
   a. The train operates on a punctual schedule.
   b. The train only operates in this area at the height of the tourist season.

9. punctual adj., prompt
   a. Please be on time; the train leaves punctually at noon.
   b. The train is usually punctual; I can imagine what is delaying it.

10. relatively adv., somewhat
    a. The train is relatively empty for this time of day.
    b. The train station has been relatively busy for a weekday.

11. remainder n., the remaining part
    a. The Alaskan frontier has train service in the summer, but for the remainder of the year the tracks are impassable.
    b. We will move you to a less expensive room and credit the remainder of what you've already paid to your charge card.

12. remote adj., far removed
    a. I was surprised to find train service to such a remote location.
    b. We took the train out of the city and found a remote hotel in the country for the weekend.
Short Conversations

Read the following conversations and see how the new words are used.

[M] I can't believe this train is so crowded! We'll be standing for the duration of the trip.
[W] I always thought that buying a fare entitled me to a seat.
[M] They should operate more trains on busy holidays like today.

[M] I would like to take the train to visit my parents, but they live in a remote part of the state.
[W] I sympathize. I wish there were a more comprehensive train system in this country.
[M] Taking a plane is an option and the time saved just might offset the cost of the ticket.

[M] We would like to upgrade our accommodations for the remainder of the trip.
[W] I'm afraid that all the sleeping chambers we have available are relatively the same.
[M] That's a shame. We were hoping to secure a deluxe room.

Word Families

<table>
<thead>
<tr>
<th>noun</th>
<th>comprehensiveness</th>
<th>Due to the comprehensiveness of the train system, the complete timetable was a thick document.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>comprehensive</td>
<td>Due to the comprehensive reach of the rail system, the train can take you to every major city and many smaller ones.</td>
</tr>
<tr>
<td>adverb</td>
<td>comprehensively</td>
<td>The surveyors comprehensively studied the terrain before planning the site for the new train tracks.</td>
</tr>
</tbody>
</table>

| verb       | operate           | Trains don't operate in this town after the summer tourism season is over. |
| noun       | operation         | The train system is a massive operation with thousands of large and small stations across the country. |
| adjective  | operational       | As the operational expenses for the train system rose, the managers were forced to either cut services or raise prices. |

| noun       | punctuality       | The Swiss trains are legendary for their punctuality. |
| adjective  | punctual          | For a transportation service to have any credibility, it must be punctual. |
| adverb     | punctually        | The conductor arrived punctually at the train station |

| noun       | remoteness        | The remoteness of the state park was part of its attraction, but since it's not served by a train line, I couldn't get to it. |
| adjective  | remote            | The remote cabin in the woods can only be reached by car; the nearest train station or airport is more than 100 miles away. |
| adverb     | remotely          | I wasn't remotely interested in taking a cross-country trip by train since I can't stand to be confined for a long time. |
Choose the word that best completes the sentence.

1. Do you have a ________ map that shows all the station stops west of the Mississippi?
   (A) comprehension  (C) comprehensive
   (B) comprehensively  (D) comprehensiveness

2. The train has stopped because of a malfunction, but we expect it to be ________ again within minutes.
   (A) operational  (C) operation
   (B) operate  (D) operationally

3. John has a bad habit of not being ________, so I always am anxious when we travel together for fear of missing a train.
   (A) punctualness  (C) punctually
   (B) punctual  (D) punctuality

4. With this traffic, there isn’t even a ________ chance that we will get to the train station on time.
   (A) remotely  (C) remoteness
   (B) remote  (D) remotest

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Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

Trains are among the best ways to see a lot of a country in a (5.) ________ short amount of time. In addition to the consideration of time, traveling by train allows you to really see the country you are passing through. You need only get to the station on time; after that you can relax and watch from the window.

Most trains are on time and run on a (6.) ________ schedule. Routes, schedules, and (7.) ________ are listed in a timetable available at a train station, in many travel (8.) ________, or posted on the World Wide Web. Directories that are (9.) ________ list all the trains, the cities they serve, the stations they depart from, and the class of services available. A few (10.) ________ travel destinations are accessible only during the peak tourist season; the train does not (11.) ________ there the (12.) ________ of the year.

The fare is based on how far you travel and the quality of your accommodations. The basic fare buys you a seat for the (13.) ________ of the trip. To be more precise, an unreserved seat guarantees a passenger transportation only; seats are allocated on a first-come, first-served basis. On busy holidays, it is possible that you could stand for at least some of your trip. For long trips, you will want to reserve a seat.

If you are traveling overnight, the cost of your room accommodation will depend on how (14.) ________ your room is. Although taking the train is less expensive than flying, the savings may be (15.) ________ by the cost of booking a sleeping room.

Travelers coming to the United States can take advantage of special rates not available in the United States. These passes (16.) ________ the bearer to unlimited coach travel on trains for a fixed period of days, usually a month.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. If the train is punctuality to the time schedule listed in the directory, we can offset the previous delay and be back on schedule for the remainder of the trip.

18. The lesser fare does not necessarily entitle you to a seat, so there is a remotely chance you will have to stand when the train operates on a busy holiday.

19. The train has a comprehensively array of sleeping accommodations, ranging from deluxe suites to relatively small rooms, with a range of fares.

20. The transcontinental train ride, which is 12 days in duration, operating through some of the more remote parts of Canada; then the remainder of your trip is in the beautiful city of Vancouver.
Hotels

1. advance n., a move forward
   a. Clarissa booked the bridal suite in advance of the hotel's official opening.
   b. Every advance in technology was evident throughout the hotel's computerized functions.

2. chain n., a group of enterprises under a single control
   a. Budget-priced hotel chains have made a huge impact in the industry.
   b. The hotel being built in Seoul is the newest one in the chain.

3. check in v., to register at a hotel; to report one's presence
   a. Patrons check in at the hotel immediately upon their arrival.
   b. To know that the conference guests have arrived, we ask them to check in at the registration desk.

4. confirm v., to validate
   a. Jorge called the hotel to confirm that he had a room reservation.
   b. We automatically send a postcard to let you know that your travel dates have been confirmed.

5. expect v., to consider probable or reasonable
   a. You can expect a clean room when you check in at a hotel.
   b. Mr. Kim expected that the bed linens would be changed daily.

6. housekeeper n., someone employed to do domestic work
   a. Eloise's first job at the hotel was as a housekeeper and now she is the manager.
   b. The desk clerk is sending the housekeeper to bring more towels to your room.

7. notify v., to report
   a. They notified the hotel that they had been delayed in traffic and would be arriving late.
   b. Lydia notified the hotel in writing that she was canceling her reservation.

8. preclude v., to make impossible; to rule out
   a. The horrible rainstorm precluded us from traveling any further.
   b. The unexpected cost of the room precluded a gourmet dinner for the travelers.

9. quote v., to give exact information on; n., a quotation
   a. We were quoted a price of $89 for the room for one night.
   b. Call ahead and get a price quote for a week-long stay.

10. rate n., the payment or price according to a standard
    a. The rate for the hotel room is too high considering how few services are available on-site.
    b. The sign in the lobby lists the seasonal rates.

11. reserve v., to set aside
    a. I know I reserved a room for tonight, but the hotel staff has no record of the reservation in the system.
    b. The bride and groom reserved a block of rooms at the hotel for guests coming to their wedding from out of town.

12. service n., useful functions
    a. The hotel has a number of luxury services like the on-site gym, sauna, pool, and beauty salon.
    b. Mr. Rockmont called room service to order a late-night snack.
Short Conversations
Read the following conversations and see how the new words are used.

[M] Mrs. Kim called to confirm her stay this weekend.
[W] She made a reservation several weeks ago.
[M] Yes, she took advantage of the special rate we advertised for the winter holidays.

[M] What is our hotel chain's policy on canceling reservations?
[W] If we have been notified of your cancellation at least 24 hours in advance, we will refund any deposit.
[M] That's good news, because the customer expects to have his deposit returned.

[M] The customer in Room 334 says he was quoted a room rate of $89 per night.
[W] Why didn't he say something when he checked in at the registration desk?
[M] Maybe he was too busy asking about the different hotel services available.

[M] We'd like to use our room in advance of the check-in time.
[W] I'm sorry, but that would preclude the staff from cleaning your room and making the bed.
[M] Then, please notify us when the housekeeper is through.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>confirm</th>
<th>It is wise to confirm your reservation before you leave for your trip.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>confirmation</td>
<td>The confirmation code given to Suzanne when she booked her room made it easy for her to resolve her problem.</td>
</tr>
<tr>
<td>adjective</td>
<td>confirmed</td>
<td>The concierge had the confirmed helpful manner that is necessary in her position.</td>
</tr>
<tr>
<td>verb</td>
<td>expect</td>
<td>We expect to reach our destination by dinner.</td>
</tr>
<tr>
<td>noun</td>
<td>expectation</td>
<td>The guest's expectations were not met, so he complained to the manager.</td>
</tr>
<tr>
<td>adjective</td>
<td>expectant</td>
<td>The expectant travelers, loaded with luggage, left the hotel for their scheduled flight.</td>
</tr>
<tr>
<td>verb</td>
<td>quote</td>
<td>When customers ask for the room rate, just quote them the prices listed on this sheet.</td>
</tr>
<tr>
<td>noun</td>
<td>quotation</td>
<td>The quotation given to me didn't make sense, so I called again to verify it.</td>
</tr>
<tr>
<td>adjective</td>
<td>quotable</td>
<td>Our manager instructed us that the current room rates would be quotable only until the end of the month, when a rate increase would go into effect.</td>
</tr>
<tr>
<td>verb</td>
<td>reserve</td>
<td>We reserved a room well in advance.</td>
</tr>
<tr>
<td>noun</td>
<td>reservation</td>
<td>Seeing the crowds on the highway, I decided to pull over and telephone the hotel to make a reservation.</td>
</tr>
<tr>
<td>noun</td>
<td>in reserve</td>
<td>Like many other businesses, a hotel must keep some cash in reserve to pay for emergencies.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Gladys ________ her reservation by calling in advance.
   (A) confirmation    (C) confirming
   (B) confirmed       (D) confirmative

2. The Chamber of Commerce had high ________ for the amount of business the new hotel would bring to the town.
   (A) expectancy      (C) expect
   (B) expected        (D) expectations

3. I expect the rate that I was ________ over the phone and I will not accept any changes.
   (A) quoted          (C) quotable
   (B) quotation       (D) quotes

4. Since we had made our ________ so far in advance, we saved considerably on the room rate.
   (A) reserve         (C) reserved
   (B) reservation     (D) reservable

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

People stay in hotels for business and personal travel. But with room rates being so high, many travelers are staying home. Since high costs can (5.) ________ travel, smart travelers know they can save money and get the best (6.) ________ for a room by making (7.) ________ well in (8.) ________ of the beginning of their trip. When you make a reservation, the hotel staff will ask you to (9.) ________ them as soon as there is any change in your travel plans. To avoid any surprises, it's a good idea to call and (10.) ________ the availability of your room and the rate you were (11.) ________.

In selecting a hotel, first think about the kinds of (12.) ________ you will need or like to have. You naturally (13.) ________ a clean, well-lit room. You naturally expect that a (14.) ________ will clean your room daily even in the smallest hotels. Large hotel (15.) ________ offer the most services, such as a pool, health club, or money exchange. The front desk clerks will tell you about such services when you (16.) ________ at the hotel.

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. By making reserve three months in advance, Cleo was able to take advantage of a special rate that was cheaper than the price quoted in the hotel brochure.

18. With multiple locations in every major city, the dominant hotel chains offer low rates and extensive services that many small hotels are preclusion from offering.

19. Even before you check in at the registration desk, you can expectation that the hotel housekeeper has made your room ready in advance of your arrival.

20. Before departing for his trip, Jacques called the hotel in advance to confirm the rate and to make sure the staff had been notification that he needed a wheelchair-accessible room.
Lesson 40

Car Rentals

Words to learn

<table>
<thead>
<tr>
<th>English</th>
<th>Chinese</th>
</tr>
</thead>
<tbody>
<tr>
<td>busy</td>
<td>忙碌</td>
</tr>
<tr>
<td>coincide</td>
<td>同時發生</td>
</tr>
<tr>
<td>confusion</td>
<td>混亂</td>
</tr>
<tr>
<td>contact</td>
<td>接觸</td>
</tr>
<tr>
<td>disappoint</td>
<td>使失望</td>
</tr>
<tr>
<td>intend</td>
<td>打算</td>
</tr>
<tr>
<td>license</td>
<td>許可證</td>
</tr>
<tr>
<td>nervous</td>
<td>懼懼不安</td>
</tr>
<tr>
<td>optional</td>
<td>隨意的；非必須的</td>
</tr>
<tr>
<td>tempt</td>
<td>引誘；誘惑</td>
</tr>
<tr>
<td>thrill</td>
<td>使興奮；使激動</td>
</tr>
<tr>
<td>tier</td>
<td>級別；等級</td>
</tr>
</tbody>
</table>

1. **busy** adj., engaged in activity
   a. Alfred was busy getting ready for his vacation.
   b. The airport was busy, with people catching planes and heading for car rental companies.

2. **coincide** v., to happen at the same time
   a. My cousin's wedding coincided with a holiday weekend, so it was a perfect time to rent a car and go for a drive.
   b. Sean was hoping that the days for the special discount on car rentals would coincide with his vacation, but they did not.

3. **confusion** n., a lack of clarity, order, or understanding
   a. There was some confusion about which rental discount coupons applied to which car rental agency.
   b. To avoid any confusion about renting the car, Yolanda asked her travel agent to make the arrangements on her behalf.

4. **contact** v., to get in touch with
   a. Manuel contacted at least a dozen car rental agencies to get the best deal.
   b. Last night I was contacted by my travel agent who said he had found a better price on a car rental.

5. **disappoint** v., to fail to satisfy the hope, desire, or expectation of
   a. Lella was disappointed to discover that no rental cars were available the weekend she wished to travel.
   b. I hate to disappoint you, but I can't allow you to rent a car unless you have a major credit card.

6. **intend** v., to have in mind
   a. I never intended to drive to Los Angeles until my brother suggested we do it together.
   b. Do you intend to return the car to this location or to another location?

7. **license** n., the legal permission to do or own a specified thing
   a. First, I'll need to see your driver's license and a major credit card.
   b. You will need a license in order to run this business.

8. **nervous** adj., easily agitated or distressed; uneasy or apprehensive
   a. Lonnie is nervous about driving in the city, so I volunteered to drive that part of the trip.
   b. I looked around nervously the entire time I was in the dark parking garage.

9. **optional** adj., not compulsory or automatic
   a. Check this box if you wish to have this optional insurance.
   b. Having a driver's license is not optional.

10. **tempt** v., to be inviting or attractive to
    a. I am tempted by the idea of driving across the country instead of flying.
    b. Gina is tempted to rent the smaller car to save a few dollars.

11. **thrill** n., the source or cause of excitement or emotion
    a. The thought of renting a sports car gave John a thrill.
    b. Just taking a vacation is thrill enough, even if we are driving instead of flying.

12. **tier** n., a rank or class
    a. The car rental company had a few tiers of cars, each one costing more than the previous tier.
    b. If you are on a budget, I suggest you think about renting a car from our lowest tier.
Short Conversations
Read the following conversations and see how the new words are used.

[M] I’m sorry to disappoint you, but we don’t have any rental cars available.
[W] I didn’t realize that a holiday coincided with our vacation.
[M] This holiday weekend has been especially busy.

[M] Would you like to have collision insurance on the rental car? It’s optional coverage.
[W] I doubt very much that we’ll have an accident, but I’d feel less nervous if we had the coverage.
[M] No one ever intends to have an accident, so it’s probably wise to have the extra insurance coverage.

[M] In addition to the compact cars and sedans, we also have a tier of luxury cars, such as sports cars and convertibles.
[W] Please don’t tempt me with a convertible. I should stick with a budget car.
[M] You know your needs, but I don’t want you to miss the thrill of driving along the ocean with the top down.

[M] The car rental agency won’t rent a car to me until I’ve had my driver’s license for at least six months.
[W] They just want to be sure you are an experienced driver. Did you contact more than one agency?
[M] I’ve called at least six companies, and each has different restrictions and prices. I’m confused by all the information.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>coincide</th>
<th>This year, my vacation coincides with a national holiday, which will make renting a car more expensive.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>coincidence</td>
<td>By coincidence, I ran into an old friend in line waiting to rent a car.</td>
</tr>
<tr>
<td>adverb</td>
<td>coincidentally</td>
<td>Coincidentally, we are offering a special discount if you are over age 65.</td>
</tr>
<tr>
<td>noun</td>
<td>intention</td>
<td>I have every intention of paying by cash even though I reserved the car with my credit card.</td>
</tr>
<tr>
<td>adjective</td>
<td>intent</td>
<td>Intent on avoiding an accident, Zolia drove cautiously through the rush hour traffic.</td>
</tr>
<tr>
<td>adverb</td>
<td>intently</td>
<td>The tourist intently studied the road map.</td>
</tr>
<tr>
<td>noun</td>
<td>nervousness</td>
<td>I hope my nervousness did not show when I was filling out the forms.</td>
</tr>
<tr>
<td>adjective</td>
<td>nervous</td>
<td>This was Jane’s first time renting a car, so she was somewhat nervous.</td>
</tr>
<tr>
<td>adverb</td>
<td>nervously</td>
<td>Mr. Lane nervously parallel parked the rental car between two others in the parking garage.</td>
</tr>
<tr>
<td>verb</td>
<td>tempt</td>
<td>Can I tempt you to rent a larger car with a special discount?</td>
</tr>
<tr>
<td>noun</td>
<td>temptation</td>
<td>The temptation to drive the sports car fast was too great for Karl to resist.</td>
</tr>
<tr>
<td>adjective</td>
<td>tempting</td>
<td>As tempting as it sounds to drive to Florida, I think I’d rather fly.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. I don’t think it is a ________ that the special discount rate for renting a car expires right before the holiday weekend.
   (A) coincidental  (B) coincidentally  (C) coincidence  (D) coincide

2. Due to the detour and the lack of good directional signs, the frustrated driver drove ________ through several city blocks, looking for the new exit.
   (A) confuse  (B) confusedness  (C) confusion  (D) confusedly

3. Tito _____ drove the rental car through the crowded garage following the signs to the car rental return location.
   (A) nerve  (B) nervously  (C) nervous  (D) nervousness

4. The new car rental company ________ me to try them by offering a discount coupon toward my next rental.
   (A) tempted  (B) tempting  (C) temptation  (D) temptress

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

busy contacted license tempted
coincided disappointed nervous thrill
confused intended optional tier

Many travelers taking a driving vacation simply rent a car. Yoko called ahead to rent a car at her vacation destination. Although she was (5.) ________ to book a car once she arrived at her destination, Yoko was (6.) ________ about not having a reservation. Her vacation (7.) ________ with a holiday, so she knew many other people would also be renting cars. Yoko wanted to avoid the (8.) ________ of finding that a car was not available at this (9.) ________ travel time.

There are a lot of car rental firms, so Yoko (10.) ________ several of them to compare rates and requirements. At each company she called, she learned she would need a valid driver's (11.) ________ and a major credit card to rent a car.

Yoko was somewhat (12.) ________ by the many different rates for renting cars. Some companies offered substantial discounts provided that the car was reserved for a certain number of days. One company offered her a great daily rate, but it was based on a three-day rental. Since she only (13.) ________ to rent the car for two days, the discount did not apply to her. Also, the base price did not cover (14.) ________ costs, like collision insurance or gas refills.

Another factor influencing the rate was the type of car. Rentals are based on a (15.) ________ price system. The more luxurious or sporty, or the larger the car, the higher the daily rate. Since Yoko needed only a small reliable car, she found a reasonable rate—although she would have liked the (16.) ________ of driving a convertible!

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Due to the busy weekend, by coincidence both a government and a religious holiday, travelers who had not reserved ahead were ________ when they ________ car rental agencies and found no cars available.
   A busy  B coincidence  C when  D reserved ahead

18. I’m sure the car rental agent did not ________ to ________ me with the various insurance coverage options, but I was ________ weighing my options and became overwhelmed.
   A intend  B to confuse  C nervousness  D didn’t

19. Carlos, ________ by the signs directing him to the rental car drop-off location, ________ drove around the many levels of the parking garage until he finally used his cell phone to ________ a busy agent and get directions.
   A confusion  B nervously  C contacted  D

20. After inspecting the customer’s credit card and driver’s ________, Luisa tried to ________ the customer into renting a more expensive car by promoting the ________ of a sports car ride, but he chose a car from the rental agency’s budget ________.
   A license  B temptation  C thrill  D tier
Choose the word that best completes the sentence.

1. When __________ your luggage, be sure to check the name on the tag.
   (A) claim
   (B) claimed
   (C) claimant
   (D) claiming

2. The plane’s __________ was delayed until the wings were defrosted.
   (A) depart
   (B) departed
   (C) departure
   (D) departing

3. Many airlines __________ courtesy discounts to senior citizens.
   (A) extend
   (B) extending
   (C) extension
   (D) extensive

4. It is easier to __________ making reservations if you are specific about your requirements.
   (A) deal in
   (B) deal from
   (C) deal out
   (D) deal with

5. Trains are generally more __________ than airlines.
   (A) punctuality
   (B) punctually
   (C) punctual
   (D) punctuate

6. Some travel agencies __________ on a very tight budget.
   (A) operating
   (B) operation
   (C) operates
   (D) operate

7. Even if you pay cash, you need a credit card just to __________ to a hotel.
   (A) check in
   (B) checks in
   (C) checking in
   (D) checked in

8. Sometimes when you arrive, there is no room for you, even with a __________ reservation.
   (A) confirm
   (B) confirms
   (C) confirmed
   (D) confirmation

9. Without a reservation, renting a car could be a big __________.
   (A) disappoint
   (B) disappointed
   (C) disappointing
   (D) disappointment

10. No one will allow someone who isn’t a __________ driver to rent a car.
    (A) license
    (B) licensed
    (C) licensing
    (D) licensee

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. Before reservation a hotel room, ask the agent to quote the lowest rate; then make a confirmed reservation.

12. An airline can be economical and still distinguishing itself with more comfortable blankets or a wider choice of beverages.

13. Before boarding, check the valid of your passport, that you have an extra copy of your itinerary, and that you are not carrying any prohibited items.

14. The rental agency was so busy that people caught in the confusion were tempted to contacting another agency.

15. Finding an economically excursion fare does not mean that your trip must be substantially different from a more expensive one.
16. If your hotel accommodations do not meet your expecting, notify the housekeeper, who will immediately service the room.

17. Trains offer comprehensive services at very different fares, from the deluxe to the relatively basic.

18. Travel agencies are notified in advance of bargains and regular announcing about dangerous situations.

19. No matter what the rental rate, when you start selecting options equipment, you should be a little nervous about whether the value is equivalent to the expense.

20. At the point of embarkation, listen for announcements about when you may board or whether there will be a delayed.
1. **attain** v., to achieve  
   a. The movie quickly attained cult status.  
   b. The director attained his goal of an Academy Award.

2. **combine** v., to come together  
   a. The director combined two previously separate visual techniques.  
   b. The new production company combines the talents of three of Hollywood's best known teams.

3. **continue** v., to maintain without interruption  
   a. The film continues the story set out in an earlier film.  
   b. The search for a star will continue until one is found.

4. **description** n., a representation in words or pictures  
   a. The description of the film did not match what we saw on screen.  
   b. The critic's description of the film made it sound very appealing.

5. **disperse** v., to spread widely, to scatter  
   a. The reporters dispersed after the press agent cancelled the interview with the film director.  
   b. The crowd outside the movie premiere would not disperse until they had seen the movie stars.

6. **entertainment** n., a diverting performance or activity  
   a. The movie was provided for our entertainment.  
   b. There was no entertainment for children of guests at the hotel.

7. **influence** v., to alter or affect  
   a. The editor's style influenced a generation of film editors.  
   b. The producer was able to influence the town council to allow her to film in the park.

8. **range** n., the scope  
   a. The range of the director's vision is impressive.  
   b. What is the price range you are willing pay for a ticket to the premiere?

9. **release** v., to make available to the public; to give permission for performance  
   a. The film was finally released to movie theaters after many delays.  
   b. The producers of the film are hoping to release it in time for the holidays.

10. **represent** v., to typify  
    a. The actor represented the ideals of the culture.  
    b. The hungry child in the film represented the world's poverty.

11. **separate** adj., detached; kept apart  
    a. Movie-making combines several separate processes.  
    b. The financial and artistic teams are usually in separate divisions.

12. **successive** adj., following in order  
    a. The script went through successive rewrites.  
    b. Somehow the successive images were interrupted and had to be edited again.
Short Conversations

Read the following conversations and see how the new words are used.

[M] I was amazed at how the film represented good and evil through symbols.
[W] The descriptions were much more graphic on film than in the novel.
[M] The film was certainly able to attain a high degree of suspense.

[M] Did you find the latest movie as entertaining as the previous ones?
[W] Oh, yes. I can see how the actress has been influenced by light situation comedies on television.
[M] She certainly has developed a broader range of styles in the past two years.

[M] This movie is a sequel to an earlier film and continues the themes of the first movie.
[W] I saw them both years ago and on successive nights. Now, I’ve confused both of them.
[M] The movie we’ll see tonight was released in theaters for only a short time and wasn’t as popular.

[M] We need to do more editing on the sound for this film, but the sound engineers dispersed before we could do the final edits.
[W] Will the sound track be on the image track or will it be on a separate track?
[M] They’re usually combined. This film will be subtitled, though, not dubbed.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>attain</th>
<th>The film quickly attained a reputation as a “must-see” movie.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>attainment</td>
<td>The technical attainments in the movie’s special effects were laudable.</td>
</tr>
<tr>
<td>adjective</td>
<td>attainable</td>
<td>The director’s goal of having an unlimited budget was not attainable.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>continue</th>
<th>Continue giving out movie passes until I tell you to stop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>continuation</td>
<td>The continuation of the film will be shown after the intermission.</td>
</tr>
<tr>
<td>adjective</td>
<td>continual</td>
<td>The actors’ continual demands slowed down the pace of production.</td>
</tr>
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<thead>
<tr>
<th>verb</th>
<th>describe</th>
<th>Please describe the new movie theater to me.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>description</td>
<td>The description of Africa in the film was not as I remembered it.</td>
</tr>
<tr>
<td>adjective</td>
<td>descriptive</td>
<td>The writer’s descriptive account of the war is shocking and saddening.</td>
</tr>
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<thead>
<tr>
<th>verb</th>
<th>entertain</th>
<th>The comedian worked hard to entertain the children in the hospital.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>entertainment</td>
<td>Movies are one of the most popular forms of entertainment.</td>
</tr>
<tr>
<td>adjective</td>
<td>entertaining</td>
<td>The light comedy was entertaining, if not memorable.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Do you think this actor will _______ the heights of his famous father?
   (A) attain  (B) attaining  (C) attainable  (D) attainment

2. A sequel is a _______ of a story set in motion by a previous film.
   (A) continuity  (B) continuing  (C) continuation  (D) continues

3. Each director has a uniquely _______ style of storytelling.
   (A) descriptive  (B) describe  (C) description  (D) descriptively

4. _______ is one of the fastest growing sectors of the economy.
   (A) Entertained  (B) Entertainment  (C) Entertain  (D) Entertainingly

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

attain  descriptions  influence  represent
combines  dispersement  range  separate
continues  entertaining  released  successive

The popularity of the movies began early in the 20th century and (5.) ________ today. People of all ages find movies (6.) ________. Movies are a worldwide phenomenon, as the internationalism of movie distribution has affected the rapid (7.) ________ of ideas around the globe. One movie can quickly (8.) ________ other movies. But why are movies so popular?

Movies are a kind of storytelling. They try to describe an idea or record an observation about our culture. These (9.) ________ are recorded using moving visual images. Some movies portray the situation accurately and realistically, whereas other movies find visual symbols to (10.) ________ those situations.

On the most simple level, movies are a succession of moving images. These (11.) ________ images are captured on film. Directors film a wide (12.) ________ of shots—long, medium, and close up—to create a visual composition. The visual images, along with plot, characterization, and sound, produce the desired narrative. The shots are joined together in any number of combinations in a process called editing.

Making a film is a massive, complex, and expensive task that (13.) ________ art and business. Making a movie involves the talents of hundreds, and sometimes thousands, of artists, producers, and business people. It can take months, even years, for a film to be (14.) ________ into a movie theater.

Like a novel, a movie is not just a story, but a story told a certain way. A film director may want to make a movie that tells a meaningful story or one that is primarily entertaining, and will use different filming techniques to (15.) ________ that goal. It is impossible to (16.) ________ what is told in a movie from how it is told. A director's artistic vision can range from improvised to carefully controlled. Think about the complexity of a movie the next time you see one.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Part of the entertainment of seeing a movie is understanding how the director combination a range of different styles to attain an artistic goal.

18. The director's early films, which showed the classic French influential of combining tragedy and comedy in a broad range of story material, were finally released on video.

19. The film described the poverty of the city in a succession of stark images that continuation the director's familiar theme of how good and evil are dispersed throughout society.

20. The award-winning film combined the frequently separate worlds of critical success and popular appeal that other films fail to attain by representation the full range of human emotions.
Theater

1. **action** n., the series of events that form the plot of a story or play
   a. The director decided that the second act needed more action and asked the playwright to review the work.
   b. The action on stage was spellbinding.

2. **approach** v. to go near; to come close to in appearance or quality; n., a way or means of reaching something
   a. The performance approaches perfection.
   b. The director's approach to the play was controversial.

3. **audience** n., the spectators at a performance
   a. The audience cheered the actors as they walked off the stage.
   b. The playwright expanded his audience by writing for film as well as for stage.

4. **create** v., to produce through artistic or imaginative effort
   a. The writer created the characters to represent the seven deadly sins.
   b. The legendary actress created the role of Blanche and no one else dared take on the part.

5. **dialogue** n., a conversation between two or more persons
   a. The actors performed the dialogue without using scripts.
   b. The written dialogue seemed great, but was hard to perform.

6. **element** n., fundamental or essential constituent
   a. The audience is an essential element of live theater.
   b. By putting together all the elements of theater into one play, he overcame the critics.

7. **experience** n., an event or a series of events participated in or lived through
   a. The experience of live theater is very thrilling.
   b. Going to the theater was not part of Claude's experience growing up.

8. **occur** v., to take place; to come about
   a. The murder in the play occurs in the second act.
   b. It never occurred to me that the wife whom the character referred to was imaginary.

9. **perform** v., to act before an audience, to give a public presentation of
   a. The theater group performed a three-act play.
   b. Juan performed the role without forgetting any lines.

10. **rehearse** v., to practice in preparation for a public performance; to direct in rehearsal
    a. The players rehearsed for only three weeks before the show opened.
    b. The director rehearses with the actors ten hours each day.

11. **review** n., a critical estimate of a work or performance; v., writing a criticism of a performance
    a. The critic's influential review of the play was so negative that it sank the entire production.
    b. The newspaper sent a rank amateur to review the play.

12. **sold out** adj., having all tickets or accommodations completely sold, especially ahead of time; v., to sell all the tickets
    a. The Broadway opening was sold out months in advance.
    b. We expect that this play will be a smash and sell out quickly.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Did you read the review of the new musical comedy that ran in yesterday’s paper?
[W] I can’t believe the tickets are already sold out for the entire run.
[M] I hear the charming dialogue among the characters is very funny.

[W] The staging of the play was the most creative I had ever seen.
[M] All the elements of the production—the sets, costumes, and lights—were unusual.
[W] That production was a once-in-a-lifetime occurrence.

[M] I won’t be home for dinner because I have a rehearsal.
[W] How many more weeks until your first performance?
[M] Too few; I’ll feel much better knowing that you’ll be supporting me from the audience.

[W] The meaning of the play can be approached from many different levels.
[M] There was so much action, I think I missed the meaning. I’ll have to think about it for a while.
[W] That’s all part of the theater experience.

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<th>Word Families</th>
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<td><strong>verb</strong></td>
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</table>
Choose the word that best completes the sentence.

1. The director's creativity showed in everything from her ________ to the literary quality of the play to the costumes and sets.
   (A) approaching (B) approach (C) approachable (D) approachability

2. As your director, I call upon you to bring your life ________ into your role.
   (A) experienced (B) experiencing (C) experiential (D) experience

3. I am not ________ enough to work in the theater, but I certainly enjoy attending it.
   (A) create (B) creativeness (C) creative (D) creativity

4. I look forward to the annual ________ of The Nutcracker ballet.
   (A) performance (B) performer (C) perform (D) performable

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**Short Talk**

Read the following passage and write the appropriate form of the new words in the blanks below.

Many people find nothing as exciting as an evening of live theater. The theater combines great works of literature written for the stage, the talents of great actors, and the efforts of hundreds of skilled artisans who work to create a mood. This mood, (5.) ________ by the actors, director, and playwright with the supporting (6.) ________ of sets, lighting, and costumes, is what makes a theatrical (7.) ________ magical. When the curtain goes up, this magic (8.) ________ right before your eyes.

The director of a play will (9.) ________ the work from his or her own artistic perspective. Each director has a different vision and this shapes how he or she directs the movement or (10.) ________ between the characters. Directors use not only their theatrical training, but real-life experiences to create a meaningful, realistic evening. Actors also bring their own artistic and personal (11.) ________ to their work. This is why every staging of a play is unique.

Plays construct another world before your eyes. Ordinary words turn into meaningful (12.) ________. Costumes and sets can be realistic or symbolic. Everything in a play looks easy, but it takes many weeks of (13.) ________ to get everything in place.

Watching a play from the (14.) ________ is great fun. To find out if a play is good, look for (15.) ________ in the newspapers or ask friends. When plays are really popular, the available seats can fill up quickly and the play will be (16.) ________.

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Under a creation hand, common elements come together to make a special experience for the audience.
   A creation B hand C common D elements

18. The reviews of the new play were all very positive, so the performing sold out quickly as audiences spread the good word.
   A reviews B performing C sold D quickly E as F audiences G spread H the I good J word

19. The action of the play was very unconventional, so its meaning could be approached from different levels; when this occurrence, audiences have a lot to talk about.
   A action B play C unconventional D meaning E could F be G approached H from I different J levels K when L occurrence M audiences N have O a lot P talk Q about R

20. Even before the rehearsals were completed, the dialogues between the characters had been heard and seen on television, so the performance was sold out before the reviews ran in the papers.
   A even B rehearsals C were D completed E the F dialogues G between H characters I had J been K heard L and M seen N on O television P so Q the R performance S was T sold U out V before W the X reviews Y ran Z in [papers]
Music

1. **available** adj., ready for use; willing to serve
   a. In order to understand all the words to the opera, Sue Lin kept an Italian dictionary available at all times.
   b. I checked the list of available compact discs before ordering.

2. **broad** adj., covering a wide scope
   a. Dominique had a broad knowledge of opera history.
   b. The history of music covers a broad range of culture and ethnicity.

3. **category** n., a division in a system of classification; a general class of ideas
   a. Jazz is one of many categories of music.
   b. The works of Mozart are in a category by themselves.

4. **disparate** adj., fundamentally distinct or different
   a. In the song, the disparate voices hauntingly join a blended chorus.
   b. Religious songs cut across disparate categories of music.

5. **divide** v., to separate into parts
   a. The music class was evenly divided between those who liked country and western music and those who did not.
   b. The broad topic of music can be divided into manageable parts, such as themes, styles, or centuries.

6. **favorite** adj., preferred
   a. Sam had long considered Mozart his favorite composer and had a wide collection of recordings of his works.
   b. Hearing the jazz trio in such a large hall is not my favorite way to enjoy them.

7. **instinct** n., an inborn pattern that is a powerful motivation
   a. The student's ability to play the cello was so natural, it seemed an instinct.
   b. The music lover followed his instincts and collected only music that he enjoyed.

8. **preference** n., someone or something liked over another or others
   a. His musical preferences were for contemporary popular music.
   b. Ms. Lanet failed to indicate her seating preference when she ordered the opera tickets.

9. **reason** n., the basis or motive for an action; an underlying fact or cause
   a. We'll never understand the reason why some music is popular and some is not.
   b. There is every reason to believe that Beethoven will still be popular in the next century.

10. **relaxation** n., the act of relaxing or the state of being relaxed; refreshment of body or mind
    a. Listening to soothing music before bedtime provides good relaxation.
    b. He played the piano for relaxation and pleasure.

11. **taste** n., the ability to discern what is excellent or appropriate
    a. Ella had the taste required to select a musical program for the visiting dignitaries.
    b. This music does not appeal to my tastes; but I'm old-fashioned.

12. **urge** v., to advocate earnestly; n., a natural desire
    a. His mother urged him to study the piano; the rest is musical history.
    b. I get the urge to play the guitar every time I pass a music store window.
Short Conversations
Read the following conversations and see how the new words are used.

[M] I looked for my favorite CDs at the music store, but they were out of stock. Everything available was pretty dull.
[W] With all the disparate music out there, how could all the CDs be boring?
[M] I guess my tastes don’t match those of the majority of the people buying CDs these days.

[W] Please don’t adjust the preset button on my radio.
[M] I just want to listen to some relaxing music.
[W] I just like to be able to find the music I prefer right away.

[M] You have so many tapes and CDs. How do you categorize them so you know where they are?
[W] I just divide them into the different forms of music, like all operas together, or all gospel music together.
[M] You certainly like a broad range of music.

[W] What’s the reason for the happy expression on that girl’s face?
[M] She has the urge to dance, that’s clear.
[W] Her affinity for following the beat of the music seems instinctive.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>categorize</th>
<th>Some singers have a broad range of styles and are difficult to categorize.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>category</td>
<td>Most of Sam’s compact discs fall into the category of classical music.</td>
</tr>
<tr>
<td>adjective</td>
<td>categorical</td>
<td>The sheet music follows the categorical system used in most libraries.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>adverb</th>
<th>favorably</th>
<th>The concert was favorably reviewed by the music critic.</th>
</tr>
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<tbody>
<tr>
<td>adjective</td>
<td>favorite</td>
<td>The teenager had an extensive collection of music by all her favorite groups.</td>
</tr>
<tr>
<td>adjective</td>
<td>favorable</td>
<td>The favorable reviews of the group’s new album helped to push the album up the sales charts.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>verb</th>
<th>prefer</th>
<th>I would prefer tickets for Saturday’s concert, but will accept Sunday tickets if that is all that is available.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>preference</td>
<td>Jazz is his preference, but he is usually happy to hear anything playing locally.</td>
</tr>
<tr>
<td>adjective</td>
<td>preferential</td>
<td>The stage manager gave the opera diva preferential treatment, fearing her famous temper.</td>
</tr>
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<tr>
<th>verb</th>
<th>relax</th>
<th>After a long concert tour, the singer liked to relax by the pool.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>relaxation</td>
<td>Listening to music is an enduring form of relaxation.</td>
</tr>
<tr>
<td>adjective</td>
<td>relaxed</td>
<td>The conductor made her way to the podium, struck a relaxed pose, then raised her baton.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. I don’t know how to _______ my taste in music.
   (A) categorize  (B) categories  (C) categorical  (D) categorically

2. The symphony members _______ to travel abroad only once a year.
   (A) prefer  (B) preferable  (C) preference  (D) preferential

3. The string quartet received a _______ comparison to the best of the genre.
   (A) favor  (B) favoritism  (C) favorably  (D) favorable

4. After a hard day at work, we like to _______ to soothing music.
   (A) relaxation  (B) relaxes  (C) relaxing  (D) relax

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Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

Everyone loves music, it seems. And there’s little (5.) _______ to wonder why. There is so much music (6.) _______ from which to choose, and there is a (7.) _______ of music to appeal to every (8.) _______. The major groups of music are (9.) _______ broadly into classical, popular, and jazz. Within these (10.) _______ groups are many other subcategories. For example, such (11.) _______ types of music as movie soundtracks, rhythm and blues, rock, and rap all fit within the category of popular music.

The (12.) _______ to make and enjoy music may be (13.) _______. Even small children will (14.) _______ certain kinds of music.

Another reason that music is so popular is the variety of settings in which one can enjoy his or her (15.) _______ kind of music. You can go to a church to hear great religious music, or to a concert hall to hear a well-known classical symphony. On another night, you might go to a small club to listen to an up-and-coming jazz group while you enjoy a drink. A few nights later, you might go with some friends to join thousands of other people in a stadium to hear your favorite rock band play in your city on a world tour. And, back at your house or apartment, you can (16.) _______ while you put in a tape or CD and listen to your favorite artists again and again in your own home.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Although my friends have urged me to change my taste in music, I still favor country-western music, which is always availability on the radio.

18. The basic categories of music can be division into a few broad groups that appeal to many different musical tastes.

19. The reasons for the disparate kinds of music in the world reflect not only personal preferable but also people’s instinctive need to express themselves.

20. Every night, Chester prefers to relaxation and forget the workday by indulging his urge to listen to his favorite music.
Museums

1. **acquire** v., to gain possession of; to get by one's own efforts
   a. The museum acquired a Van Gogh during heavy bidding.
   b. The sculptor acquired metalworking skills after much practice.

2. **admire** v., to regard with pleasure; to have esteem or respect for
   a. Raisa, admiring the famous smile, stood before the Mona Lisa for hours.
   b. The gallery was lucky to be given a collection of works by such an admired artist.

3. **collection** n., a group of objects or works to be seen, studied, or kept together
   a. The museum's collection contained many works donated by famous collectors.
   b. The museum's collection kept two full-time curators busy.

4. **criticism** n., an evaluation, especially of literary or other artistic works
   a. According to the criticism of the Victorian era, the painting was a masterpiece; now it is considered merely a minor work.
   b. The revered artist's criticism of the piece was particularly insightful.

5. **express** v., to give an opinion or depict emotion
   a. The sculptor was able to express his feelings better through the use of clay than words.
   b. The photograph expresses a range of emotions.

6. **fashion** n., the prevailing style or custom
   a. According to the fashion of the day, the languid pose of the sculpture was high art.
   b. The museum's classical architecture has never gone out of fashion.

7. **leisure** n., freedom from time-consuming duties; free time
   a. The woman took up painting in her retirement, when she had more leisure time.
   b. We can go to the permanent collection at our leisure.

8. **respond** v., to make a reply; to react
   a. You should respond to the invitation to attend the museum gala.
   b. The visitors who viewed those poignant photographs responded emotionally.

9. **schedule** n., a list of times of events; v., to enter on a schedule
   a. The museum offers a schedule of guided tours.
   b. The museum is scheduling a collection of works by Japanese masters.

10. **significant** adj., meaningful; having a major effect; important
    a. The use of lambs to symbolize innocence is significant in Western art.
    b. The rash of new acquisitions represented a significant change in the museum's policies.

11. **specialize** v., to concentrate on a particular activity
    a. The art historian specialized in Navajo rugs.
    b. The museum shop specializes in Ming vases.

12. **spectrum** n., a range of related qualities, ideas, or activities
    a. The painting crosses the spectrum from symbolic to realistic representation.
    b. The whole spectrum of artistic expression was represented in the watercolor.
Short Conversations

Read the following conversations and see how the new words are used.

[M] The art historians say that this painting is a **significant** contribution to the field. Do you like it?
[W] I don’t know if I can always tell what abstract art is trying to **express**.
[M] Neither can I, but I **admire** the use of color.

[M] How will the museum staff **respond** to the charges that they have an insufficient number of works by minority artists?
[W] They are certainly embarrassed by the **criticism**.
[M] I think they should **acquire** a more diverse range of works.

[M] We have hired Ms. Jessup to mount an exhibit from our **collection** of Southeast Asian art.
[W] She’s one of the best known **specialists** in Southeast Asian sculpture.
[M] There’s really a broad **spectrum** of sculpture from that region.

[M] I can’t believe how crowded it is in here. When did it become **fashionable** to visit the museum?
[W] Since people have more **leisure** time, I guess they like to spend it looking at art.
[M] I’ll have to **schedule** another time when it is less crowded to come.

---

### Word Families

<table>
<thead>
<tr>
<th><strong>verb</strong></th>
<th><strong>collect</strong></th>
<th>The enthusiast began to collect Shaker furniture in the 1960s.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>noun</strong></td>
<td><strong>collection</strong></td>
<td>My parents’ collection of crystal had outgrown their dining room cupboard.</td>
</tr>
<tr>
<td><strong>noun</strong></td>
<td><strong>collector</strong></td>
<td>The avid collector spent weekends at estate sales looking for rare art objects.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>verb</strong></th>
<th><strong>criticize</strong></th>
<th>The sculptor was criticized for his lack of perspective.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>noun</strong></td>
<td><strong>critic</strong></td>
<td>The art critic gave the show a poor review, which saddened the exhibition team.</td>
</tr>
<tr>
<td><strong>noun</strong></td>
<td><strong>criticism</strong></td>
<td>The writer’s elegant essays on the use of light in Flemish painting were landmarks in art criticism.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>verb</strong></th>
<th><strong>respond</strong></th>
<th>When Mr. Hon did not respond to the invitation to the opening, we assumed he was not able to attend.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>noun</strong></td>
<td><strong>response</strong></td>
<td>The response to the request for assistance was overwhelming.</td>
</tr>
<tr>
<td><strong>adjective</strong></td>
<td><strong>responsive</strong></td>
<td>The director was not responsive to any of the staff’s suggestions, which made them both annoyed and anxious.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>verb</strong></th>
<th><strong>specialize</strong></th>
<th>The art student decided to specialize in French and English paintings of the 1860s.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>noun</strong></td>
<td><strong>specialist</strong></td>
<td>The curator is a specialist in native Caribbean art.</td>
</tr>
<tr>
<td><strong>adjective</strong></td>
<td><strong>specialized</strong></td>
<td>The museum hired specialized personnel to adjust the humidity and light for the display of ancient books.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Once Mimi began _________ pottery, her husband gave her pieces as gifts.
   (A) collection  (B) collectable  (C) collecting  (D) collector

2. The curator’s _________ of the museum’s fund-raising plan seemed shortsighted.
   (A) criticism  (B) critic  (C) critical  (D) criticize

3. We have been asked to _________ to the proposal by the end of the month.
   (A) responsive  (B) response  (C) respond  (D) responding

4. After becoming a _________ in Egyptian tomb painting, the art historian lost her interest in other kinds of art.
   (A) specialize  (B) specialist  (C) specially  (D) special

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

acquire  admire  collected

criticism  expressing  fashion  schedule

leisure  responded  specialize  significant  spectrum

Museums are places to view and (5.) _________ the great works of art. All large cities, and even many small cities, have good art museums in which you will find a wide (6.) _________ of paintings, sculptures, drawings, and prints.

Museums attempt to collect and display a broad range of examples of how, throughout time, men and women have (7.) _________ to what they have seen, thought, and felt by (8.) _________ themselves through materials like stone, clay, and paint, or ink and paper. The artist imposes an order on these materials that is (9.) _________ . Some styles of art or particular objects are in (10.) _________ for only a while, and others earn positive (11.) _________ over time and are seen as enduring classics. Museums collect the best of these works for the public to see.

When you go to a museum, be sure to (12.) _________ plenty of time to see the art without feeling rushed. If you are lucky enough to live near a museum, you can come back again at your (13.) _________ . Some museums show a broad collection of art from different times and cultures, often (14.) _________ and donated by their generous patrons. Other museums (15.) _________ in displaying art from a certain period, say from the ancient world, or by a certain group or nationality of people, like by Native Americans.

The operations of many museums are paid for by the government and these museums are often free to the public; other museums must charge each person upon entry. These fees help the museum operate and (16.) _________ more works.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Delores admire the wonderful collection of nature photographs that seemed to expressive the wide spectrum of design found in nature.

18. The city’s newest museum, which specializes in art by African Americans, has acquisition works that are significant in how they respond to the American experience.

19. Even though the paintings had once been very fashionable, art critics now find them to be insignificant and unworthy of being in a museum collect.

20. The museum has acquired so many new paintings that I will have to schedule a day to admire them at my leisurely.
Media

1. **assignment** n., v., something, such as a task, that is assigned
   a. The reporter was assigned to cover the president.
   b. When the reporter is on assignment, research piles up on her desk.

2. **choose** v., to select one thing over another
   a. Alan chooses to read to *The New York Times* over the *Wall Street Journal*.
   b. I did not choose that candidate to be the editor of our student newspaper.

3. **constant** n., something that is unchanging or invariable
   a. The constant updating of information keeps reporters busy checking their facts.
   b. People constantly look to the news to keep up-to-date on what is going on in the world.

4. **constitute** v., to be the elements or parts of
   a. All the different news sources constitute the media industry.
   b. A talented staff, adequate printing facilities, and sufficient distribution points constitute a successful newspaper.

5. **decisive** adj., characterized by decision and firmness
   a. The court set a decisive precedent when it allowed the newspaper to print the controversial story.
   b. Newspaper editors must be decisive when determining which stories go on the front page.

6. **disseminate** v., to scatter widely; to distribute
   a. The media disseminates news across the world.
   b. The computer virus was disseminated through the newsroom by reporters sharing terminals.

7. **impact** n., a strong, immediate impression
   a. The story of the presidential scandal had a huge impact on the public.
   b. The impact of the news coverage is yet to be known.

8. **in depth** adj., in complete detail; thorough
   a. The newspaper gave in-depth coverage of the tragic bombing.
   b. Ivan worked for months on a story that covered in depth the spread of the disease and its effect on the population.

9. **investigative** adj., specializing in uncovering and reporting hidden information
   a. He is one of the most famous investigative reporters.
   b. The amount of fact-checking needed to run a hard-hitting investigative story is time-consuming.

10. **link** n., an association; a relationship
    a. The computer links will take you to today's headlines.
    b. The father-daughter team of reporters is just one example of many family links at this newspaper.

11. **subscribe** v., to receive a periodical regularly on order
    a. Jill subscribes to a gardening magazine.
    b. Brian bought his friend a magazine subscription for his birthday.

12. **thorough** adj., exhaustively complete
    a. The reporters were thorough in their coverage of the event.
    b. The story was the result of thorough research.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Would you choose to work for television news instead of a newspaper?
[W] No way! Newspapers can cover a story much more thoroughly than television news.
[M] That's certainly a decisive answer.

[M] Does the Internet constitute a legitimate media vehicle?
[W] If an organization disseminates news to the public, it is considered a news outlet.
[M] I think many people find it convenient to link the news right from their computers.

[M] I don't think I can complete my assignment by the deadline.
[W] I'm feeling the pressure of constantly having to perform on deadline. My reporting is starting to suffer.
[M] I doubt that our subscribers know what we go through to put out a paper every day.

[M] Why did you decide to become an investigative reporter?
[W] I was excited about the chance to provide an in-depth look at topics of interest.
[M] Your reports certainly have had an impact on the profession of journalism.

<table>
<thead>
<tr>
<th>Word Families</th>
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<tbody>
<tr>
<td><strong>verb</strong></td>
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<tr>
<td><strong>noun</strong></td>
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<tr>
<td><strong>adjective</strong></td>
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<tr>
<td><strong>adverb</strong></td>
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</table>
Choose the word that best completes the sentence.

1. I don’t want to pressure you, but you need to ______ the reporter who will cover the mayor’s race this year.
   (A) chosen  (B) choosy  (C) choose  (D) choice

2. The reporters followed the official ______ by interviewing all the witnesses to the crime.
   (A) investagate  (B) investigation  (C) investigative  (D) investigational

3. I need to renew my ______ for cable television, but I can’t find the form.
   (A) subscribing  (B) subscription  (C) subscriber  (D) subscribe

4. The editor was impressed with how ______ the reporter was in getting the details from his sources.
   (A) thorough  (B) thoroughness  (C) thoroughly  (D) thoroughbred

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

Chen likes to get his news from the paper, Lemma turns on the television to find out what’s going on in the world. Ever (5.) ______ to more magazines than she can keep track of, whereas Kobi (6.) ______ to listen to radio talk shows that cover issues (7.) ______ to tap into what’s going on in the world. All these people are touched by the media.

What is the media? What (8.) ______ the media? The media consists of all the ways that news and information is (9.) ______ to a mass audience. The media covers everything from hard news, which is (10.) ______ reporting, to stories that are purely entertaining, such as whether your favorite movie star was on the “Best Dressed/Worst Dressed” list. Whether in print or broadcast on TV, the stories are the product of the reporting of many journalists who write the stories, and editors who give out the (11.) ______, assess the quality of the writing and research, and make the (12.) ______ about where and when the stories run.

The news has an immediate (13.) ______. The Internet puts global news onto the personal computer on your desk. Almost all browsers have (14.) ______ to up-to-the-minute news stories from various news services. You can get (15.) ______ news updates from a variety of sources via your personal computer, providing you with the most up-to-date and (16.) ______ coverage.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. The ______ and thorough way the reporter handled every ______ made her a natural candidate for the investigative news desk.

18. The avid reader was so impressed with the ______ information the magazine ______ed about terrorist training camps that he immediately became a ______ in order to ensure he had a ______ supply of news.

19. The media, which is ______ of newspapers, magazine, television and radio news, and Internet news services, ______ and ______ news in an impartial fashion and serves as our ______ to the world.

20. The TV anchor knew the ______ the tragic story would have so he ______ a junior reporter to develop a thorough, ______ story on the tragedy.
Word Review #9  Lessons 41–45 Entertainment

Choose the word that best completes the sentence.

1. Movies are probably the most popular form of ________ in the United States.
   (A) entertain  
   (B) entertained  
   (C) entertaining  
   (D) entertainment  

2. Television has seriously ________ society.
   (A) influence  
   (B) influenced  
   (C) influencing  
   (D) influential  

3. Actors can spend too much time ________ as well as too little.
   (A) rehearse  
   (B) rehearsed  
   (C) rehearsing  
   (D) rehearsal  

4. Even when a show is ________, it is sometimes possible to get in.
   (A) sell out  
   (B) sell on  
   (C) sold off  
   (D) sold out  

5. Orchestra music is wonderfully conducive to ________.
   (A) relaxation  
   (B) relaxed  
   (C) relaxes  
   (D) relax  

6. There is no good or bad music, only that which does or does not appeal to your ________.
   (A) taste  
   (B) tastes  
   (C) tasted  
   (D) tasting  

7. New ________ are one of the most exciting aspects of museum work.
   (A) acquire  
   (B) acquisitions  
   (C) acquires  
   (D) acquisitive  

8. Sometimes I look at a famous painting and wonder why it is considered more ________ than the ones on either side of it.
   (A) signify  
   (B) signified  
   (C) significant  
   (D) significantly  

9. The Internet ________ information faster than any other medium.
   (A) disseminate  
   (B) disseminates  
   (C) dissemination  
   (D) disseminating  

10. In any news medium, the only news is what the editor ________ is news.
    (A) decide  
    (B) decides  
    (C) decision  
    (D) decisions

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. The dialogue between collectors and art specialize ________ the shape of a museum’s collection.

12. The range of ________ of the film reflects the ________ of a diverse ________.

13. Critics’ reviews have a great ________ on the ________ industry.

14. Music is ________ in a ________ range of ________ to suit individual ________.

15. Some writers ________ to specialize in ________ investigated ________.
16. Rave reviewed can create sold-out performances for the run of the show.

17. I prefer to admire art collections at leisurely, especially paintings that have an impact on me.

18. Some critics express criticisms that reflect their instinctive responsive, not analysis.

19. Many newspapers have on-line links to constantly updates or in-depth analysis; some send a news summary to subscribers.

20. Editors face constant decisions about what constituting news, and schedule stories according to their instinct and experience.
Doctor's Office

1. **annual** adj., yearly
   a. I try to schedule my annual physical right after my birthday.
   b. A number of tests are provided annually by my insurance plan.

2. **appointment** n., arrangements for a meeting; a position in a profession
   a. To get the most out of your appointment, keep a log of your symptoms and concerns.
   b. The psychiatrist holds an academic appointment at the university hospital as well as having a private practice.

3. **assess** v., to determine the value or rate of something
   a. The physical therapist assessed the amount of mobility Ms. Crowl had lost after her stroke.
   b. The insurance rate Mr. Victor was assessed went up this year after he admitted that he had started smoking again.

4. **diagnose** v., to recognize a disease; to analyze the nature of something
   a. After considering the patient’s symptoms and looking at his test results, the doctor diagnosed the lump as benign.
   b. She diagnosed the problem as a failure to follow the directions for taking the medication.

5. **effective** adj., producing the desired effect; being in effect
   a. The improved images showed the effectiveness of the new X-ray machine.
   b. The new policies, effective the beginning of the fiscal year, change the amount charged to see the physician.

6. **instrument** n., a tool for precise work; the means whereby something is achieved
   a. The pediatrician tried not to frighten the children with her strange-looking instruments.
   b. The senior physician carried his instruments in a black leather bag.

7. **manage** v., to handle; to deal with; to guide
   a. The head nurse’s ability to manage her staff through a difficult time caught the hospital administrator’s attention.
   b. By carefully managing their limited resources, the couple found the money for the elective surgery.

8. **prevent** v., to keep from happening; to hinder
   a. By encouraging teenagers not to smoke, doctors are hoping to prevent many cases of cancer.
   b. His full caseload prevented the doctor from taking on new patients.

9. **recommend** v., to present as worthy; to endorse
   a. The professor recommended her former student for the job in the medical practice.
   b. The doctor recommended that Edwin take off at last a week to rest and regain his health.

10. **record** v., to set down in writing; n., an official copy of documents
    a. Ms. Han typed a written request for her medical records.
    b. The official records kept in the city archives showed that an unusually high number of babies are born in the summer months.

11. **refer** v., to direct for treatment or information; to mention
    a. I was referred to this specialist by the family practice nurse.
    b. As soon as Agnes referred to the failed treatment, everyone’s mood soured.

12. **serious** adj., weighty
    a. The impact of the serious news could be read on everyone’s face.
    b. For her dissertation, she made a serious study of women’s health care needs in developing nations.
Short Conversations
Read the following conversations and see how the new words are used.

[M] I'm glad to see that you remembered to schedule your annual physical.
[W] I was surprised that it took so long to get an appointment.
[M] Sometimes I can manage to see patients sooner if they really need to be seen.

[M] I'm recommending that you see a specialist at the university hospital for another test.
[W] Heavens, that sounds serious. Am I okay?
[M] I often refer patients with your condition to specialists who have more experience than I do in the latest treatment options.

[M] That instrument you just put in my ear is cold!
[W] Sorry, but it’s the best way to diagnose why you have ringing in your ears.
[M] As big as it is, I would hope it is effective.

[M] Why do you take such detailed records of your patients' histories?
[W] By looking very carefully at their lifetime of health problems, we can better assess what is going wrong with them.
[M] I hope that means we can prevent some diseases by knowing who gets them.

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>assess</th>
<th>He was able to assess her health problems with the help of her detailed medical history.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>assessment</td>
<td>The specialist's assessment of the patient's condition was consistent with the general practitioner's.</td>
</tr>
<tr>
<td>adjective</td>
<td>assessable</td>
<td>That medical condition is not assessable by this laboratory test.</td>
</tr>
<tr>
<td>verb</td>
<td>diagnose</td>
<td>Her symptoms are overlapping, making it difficult to diagnose the exact cause of her chest pain.</td>
</tr>
<tr>
<td>noun</td>
<td>diagnosis</td>
<td>Phil did a much better job of taking care of himself once his father had a diagnosis of lung cancer.</td>
</tr>
<tr>
<td>adjective</td>
<td>diagnostic</td>
<td>The new X-ray suite has all the latest diagnostic equipment.</td>
</tr>
<tr>
<td>verb</td>
<td>prevent</td>
<td>By stopping smoking now, you may be able to prevent lung cancer.</td>
</tr>
<tr>
<td>noun</td>
<td>prevention</td>
<td>He made a career of disease prevention through mass vaccinations.</td>
</tr>
<tr>
<td>adjective</td>
<td>preventive</td>
<td>Eloise took preventive steps against gum disease by more thorough toothbrushing.</td>
</tr>
<tr>
<td>verb</td>
<td>recommend</td>
<td>I recommend that you have this test annually starting at age 40.</td>
</tr>
<tr>
<td>noun</td>
<td>recommendation</td>
<td>Against my doctor's recommendation, I decided to purchase the generic brand of medication.</td>
</tr>
<tr>
<td>adjective</td>
<td>recommendable</td>
<td>There is nothing particularly recommendable about this therapy over the other therapy I mentioned.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. Luckily, the test results show no _______ damage from the accident.
   (A) assess  (C) assessing
   (B) assessment  (D) assessable

2. This is not an easy _______ to make without the benefit of numerous test results.
   (A) diagnosis  (C) diagnostic
   (B) diagnose  (D) diagnosed

3. The most effective way to treat illness is to _______ it from ever occurring.
   (A) prevention  (C) preventing
   (B) preventable  (D) prevent

4. My doctor _______ that I carry a lighter purse to avoid back strain.
   (A) recommendation  (C) recommends
   (B) recommendable  (D) recommending

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

annually  diagnosing  manage  record
appointment  effective  preventing  refer
assessment  instruments  recommend  serious

Sooner or later, everyone needs to go to the doctor's office. In fact, it's in your best interest to see your doctor at least (5) _______. The better he or she knows you and your health, the more (6.) _______ your doctor can be. Most people need help in (7.) _______ routine medical problems they are experiencing, such as symptoms of colds and the flu, allergies, rashes, and ear aches. Other times, people visit a doctor for help in (8.) _______ health problems from ever occurring, through lowering their risk of heart attack or stroke by dieting or exercising.

When you arrive for your (9.) _______, the doctor's office staff will have ready a (10.) _______ of all your visits, so that the doctor has a complete reference of your health. The visit will begin with an (11.) _______ of your general health and a discussion of any problems that are of concern you.

The doctors may use a variety of (12.) _______ to get a closer look at you. The doctor will (13.) _______ your problem and (14.) _______ a treatment plan. The doctor may prescribe medication, (15.) _______ you to a specialist more experienced in treating your condition, or order tests to gain more information. In (16.) _______ cases, he or she may send you to the hospital for care.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Li had visited his doctor annually, and his thorough medical record helped the new doctor assessment Li's overall health and recommend a weight loss strategy.

18. The doctor's instruments, such as scopes and lights for seeing into ears and down throats, help the doctor make an accurate diagnose in the office, without referring patients to a lab for further tests, thus eliminating further appointments.

19. An emergency room is most effectiveness in treating a serious problem, like a heart attack, because it has many technical and staff resources to diagnose and manage a crisis.

20. Working with your doctor, you can prevent or minimize health problems with a plan that recommendation certain screening tests that can diagnose disease early when its is most easily managed.
Lesson 47

Words to learn

<table>
<thead>
<tr>
<th>English</th>
<th>Pinyin</th>
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</thead>
<tbody>
<tr>
<td>aware</td>
<td>一年一次</td>
</tr>
<tr>
<td>catch up</td>
<td>約會</td>
</tr>
<tr>
<td>distraction</td>
<td>對..進行估價</td>
</tr>
<tr>
<td>encouragement</td>
<td>診斷</td>
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<tr>
<td>evident</td>
<td>起作用的</td>
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<tr>
<td>habit</td>
<td>儀器</td>
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<td>illuminate</td>
<td>管理</td>
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<td>預防</td>
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<td>overview</td>
<td>推薦</td>
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<td>position</td>
<td>記錄</td>
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<tr>
<td>regularly</td>
<td>使求助於</td>
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<tr>
<td>restore</td>
<td>廢棄</td>
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Dentist’s Office

1. **aware** adj., having knowledge
   a. I was not aware that flossing my teeth could prevent a buildup of plaque.
   b. My dentist made me aware that I should have an appointment twice a year.

2. **catch up** v., to bring up to date
   a. My dentist likes to take time to catch up before she starts the examination.
   b. The dental assistant caught up on her paperwork in between patients.

3. **distraction** n., the act of being turned away from the focus
   a. To provide a distraction from the noise, Luisa’s dentist offered her a pair of earphones.
   b. My dentist is kind enough to provide distractions like television, which take my mind off the procedure.

4. **encouragement** n., inspiration or support
   a. The perfect checkup was certainly encouragement to keep up my good dental hygiene.
   b. Let me offer you some encouragement about your crooked teeth.

5. **evident** adj., easily seen or understood; obvious
   a. The presence of a wisdom tooth was not evident until the dentist started to examine the patient.
   b. Unfortunately, his poor dental hygiene is evident from a distance.

6. **habit** n., a customary manner or practice
   a. The toddler’s father stressed the importance of toothbrushing in hopes of establishing a good habit.
   b. The patient had a habit of grinding his teeth during his sleep.

7. **illuminate** v., to provide or brighten with light
   a. The dark recesses of the mouth can only be seen clearly when illuminated with a lamp.
   b. Let me turn on more lights to properly illuminate the back teeth.

8. **irritate** v., to chafe or inflame, to bother
   a. The broken tooth rubbed against my tongue, irritating it.
   b. Hannah’s gums are irritated by foods that are very cold or very hot.

9. **overview** n., a summary; a survey; a quick look
   a. I did a quick overview of your teeth and they look in good shape.
   b. An overview of your dental records shows a history of problems.

10. **position** n., the right or appropriate place
    a. Let me tilt your head to a more comfortable position for you.
    b. The position of the chair can be adjusted to a range of heights.

11. **regularly** adv., occurring at fixed intervals
    a. She brushes regularly after every meal.
    b. I have to remind my son regularly to brush his teeth.

12. **restore** v., to bring back to an original condition
    a. The cleaning restored the whiteness of my teeth.
    b. I will talk to my dentist about whether she knows any procedure to restore the parts of my teeth that I have ground away.
Short Conversations
Read the following conversations and see how the new words are used.

[M] One of my teeth has developed a rough edge that is irritating the inside of my cheek.

[W] You need to call your dentist and make him aware of your problem.

[M] I'm having a regular appointment soon, so I'm trying to avoid scheduling an emergency appointment.

[M] A quick overview of your dental records shows there's cause for concern.

[W] I don't care about cavities. I just want you to restore the shine to my teeth.

[M] Your best chance is to kick the habits of smoking and drinking coffee. They both dull the teeth.

[M] Now that we've caught up on your family news, let's see how your teeth are doing.

[W] I need to be encouraged to floss more often.

[M] From the amount of tartar between your teeth, I'd say that problem was very evident.

[M] I'll have to adjust this bright light to better illuminate your back teeth.

[W] Let me change my position. The light is in my eyes.

[M] No. Don't move your head. Shift your eyes by watching the TV screen. Maybe the program will distract you.

---

**Word Families**

<table>
<thead>
<tr>
<th>verb</th>
<th>distract</th>
<th>The child is frightened by the instruments. Try to distract his attention while I get ready.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>distraction</td>
<td>The soothing background music was a pleasant distraction from the drilling sounds at the dentist's office.</td>
</tr>
<tr>
<td>adjective</td>
<td>distracted</td>
<td>The distracted patient left the office without paying her bill.</td>
</tr>
<tr>
<td>noun</td>
<td>evidence</td>
<td>The dentist found evidence of decay on my wisdom tooth.</td>
</tr>
<tr>
<td>adjective</td>
<td>evident</td>
<td>My lack of dental hygiene was evident without a checkup.</td>
</tr>
<tr>
<td>adverb</td>
<td>evidently</td>
<td>Proper flossing evidently worked, since my gums are now in good health.</td>
</tr>
<tr>
<td>noun</td>
<td>habit</td>
<td>I'm trying to start the habit of flossing at least once a day.</td>
</tr>
<tr>
<td>adjective</td>
<td>habitual</td>
<td>His habitual coffee drinking stained his teeth.</td>
</tr>
<tr>
<td>adverb</td>
<td>habitually</td>
<td>Jack is habitually late for his appointments, which forced the receptionist to scold him.</td>
</tr>
<tr>
<td>verb</td>
<td>irritate</td>
<td>My dentist was late for my appointment, which irritated me, especially since he did not apologize.</td>
</tr>
<tr>
<td>noun</td>
<td>irritation</td>
<td>I have an irritation on the inside of my mouth that won't heal.</td>
</tr>
<tr>
<td>adjective</td>
<td>irritable</td>
<td>The baby grew irritable when she was teething.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. I don't want to ______ you, but there is a phone call waiting for you at the front desk.
   (A) distractedly  (B) distractible  (C) distraction  (D) distract

2. Knowing his ______ tidiness, I'm not surprised to learn that David flosses three times a day.
   (A) habit  (B) habitual  (C) habitually  (D) habituallness

3. An ______ at the gum line can be nothing serious or the symptom of a larger problem.
   (A) irritate  (B) irritable  (C) irritation  (D) irritability

4. It was ______ from the X-rays that I needed dental work.
   (A) evident  (B) evidently  (C) evidence  (D) evidential

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

aware  encourage  illuminates  position
catch up  evident  irritates  regularly
distraction  habit  overview  restores

At least twice a year, Toshiro makes an appointment with his dentist. He's (5.) _______ that taking good care of his teeth and seeing a dentist can help prevent the buildup of tartar and plaque that could cause serious problems later.

The dentist starts the appointment by looking over Toshiro's chart, which details all the work that has been done on his teeth, as a way to (6.) _______ on Toshiro's dental health. Toshiro brushes (7.) _______, but is not so regular about daily flossing. His dentist is trying to (8.) _______ a better flossing (9.) _______, by demonstrating some easy-to-use techniques.

When the dentist is ready to look into Toshiro's mouth, she adjusts the height and (10.) _______ of the chair to make sure she can see all of Toshiro's teeth. A bright light (11.) _______ Toshiro's eyes, but (12.) _______ the dark places in the back of his mouth. The dentist does a quick (13.) _______ of Toshiro's mouth, looking for any obvious problems, such as a cavity or a broken tooth. The dentist asks if Toshiro has been having any problems, like tooth pain, bleeding, or soreness.

Sometimes, problems in the mouth are quite (14.) _______ and can be seen by the dentist's trained eye. But other times, the dentist will take X-rays to make certain there are no problems in areas she cannot see, such as under the gum line or inside a tooth.

The dentist then goes to work, repairing any damage. She then (15.) _______ the natural color to his teeth with a thorough cleaning. The noise of the drills and cleaners can upset some patients, so Toshiro's dentist is kind enough to supply earphones to provide a (16.) _______

---

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Most parents are ______ aware that they can prevent dental problems by ______ their children to get in the habit of brushing ______.
   (A) are aware  (B) encouraged  (C) regularly

18. You cannot ______ overnight for months of bad dental ______; the damage to your teeth is already ______ and it will be hard to ______ them to health.
   (A) catch up  (B) habit  (C) evident  (D) restoration

19. The sound of the drill ______ the patient, so her dentist gave her earphones to ______ her, a ______ she ______ him to repeat.
   (A) irritated  (B) distraction  (C) habit  (D) encouraged

20. The dentist settled Marcus into a ______ where the light could ______ his back teeth; although the intensity of the light is ______, it makes problems with the back teeth more ______.
   (A) position  (B) illuminate  (C) irritation  (D) evident
Health Insurance

1. allow v., to let do or happen; to permit
   a. My insurance does not allow me to choose my own hospital.
   b. The health plan made an exception by allowing me to go directly to a dermatologist.

2. alternative n., the choice between two mutually exclusive possibilities
   a. To lower the cost of health insurance, my employer chose an alternative method of insuring us.
   b. I'd like to know the alternative to this treatment before I agree to it.

3. aspect n., a feature element; an appearance
   a. The right to chose their own doctor is an important aspect of health coverage for many people.
   b. The aspect of HMOs that people most dislike is the lack of personal service.

4. concern v., to be of interest or importance to
   a. Whenever I have health concerns, I call my doctor.
   b. Salman is concerned by the rising cost of health care.

5. emphasize v., to stress
   a. The nurse emphasized the importance of eating a balanced diet.
   b. The new plan places more emphasis on wellness by reimbursing for health club memberships.

6. incur v., to acquire or come into
   a. I incurred substantial expenses that my health plan does not cover.
   b. Dominic incurs the cost of a co-payment at each doctor’s visit.

7. personnel n., a group of employees or workers
   a. The office manager insisted that she needed more personnel to finish the project on time.
   b. The employee went to see the director of personnel about taking an extended leave of absence.

8. policy n., a set of rules and regulations
   a. Company policy did not provide for overtime pay.
   b. The company’s insurance policy did not cover cosmetic surgery.

9. portion n., a section or quantity within a larger thing; a part of a whole
   a. A portion of my benefits is my health care coverage.
   b. I am keeping a record of the portion of my income I spend on health care.

10. regardless adv., in spite of
    a. Regardless of the cost, we all need health insurance.
    b. I keep going to the same doctor, regardless of the fact that she does not take my pain seriously.

11. salary n., a fixed compensation paid regularly for work done; one’s pay
    a. The receptionist believed that he worked too hard for such a small salary.
    b. The technician was pleased to have a raise in salary after only six months on the job.

12. suitable adj., appropriate to a purpose or an occasion
    a. The insurance was not suitable for a young family, as it had no well-baby care.
    b. I have finally found a health plan that is suitable for my needs.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Does the health plan allow me to see a specialist immediately, or do I have to see my primary care provider first?
[W] If you go without your primary care provider's referral, you will incur a higher percentage of the total cost.
[M] So, I would pay an increased portion of the bill.

[M] I'm not happy about being forced to switch to an alternative health plan. I like the traditional plan.
[W] Come on, some of the new benefits of the new policy are great. We get a cash payback if we stay with a gym for a year as part of the preventive health program.
[M] I'll have to admit I like that aspect of the plan.

[M] With all these choices, it's hard to pick the most suitable coverage for my family.
[W] Does your salary determine the cost of your insurance premium?
[M] I don't know, but I want the best care, regardless of the cost.

[M] We hope you choose us as your company's health care provider, since we place an emphasis on the patient, not the cost.
[W] Our company needs a policy that will appeal to all of our personnel.
[M] I appreciate your concerns and I'm sure we can satisfy all of your personnel's needs.

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>allow</th>
<th>The insurance policy did not allow multiple prescription refills.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>allowance</td>
<td>The policy is liberal in its allowance for optometry services.</td>
</tr>
<tr>
<td>adjective</td>
<td>allowable</td>
<td>A maximum of two dental visits is allowable under the plan.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>alternate</th>
<th>We alternate turns in taking the kids to the doctor.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>alternative</td>
<td>Our medical insurance was too expensive, so we sought a cheaper alternative.</td>
</tr>
<tr>
<td>adverb</td>
<td>alternatively</td>
<td>Alternatively, we could just stop having health insurance, but that's not my favorite option.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>emphasize</th>
<th>The plan representative emphasized the need for a second medical opinion.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>emphasis</td>
<td>The emphasis of the health plan is on staying well.</td>
</tr>
<tr>
<td>adjective</td>
<td>emphatic</td>
<td>Hassan made an emphatic appeal to the medical insurance director.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verb</th>
<th>suit</th>
<th>I'm dropping my health plan because it does not suit my needs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjective</td>
<td>suitable</td>
<td>Not every kind of health insurance is suitable for every family.</td>
</tr>
<tr>
<td>adverb</td>
<td>suitably</td>
<td>The errors on my insurance statement were caught and suitably fixed.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. You should investigate to see if there are any _________ to costly hospital stays.
   (A) alternate  (C) alternatives
   (B) alternatively  (D) alternating

2. Office policy does not _________ employees to leave the office for medical appointments.
   (A) allow  (C) allowable
   (B) allowing  (D) allowance

3. I’m really pleased that my health plan provider is paying for my gym membership as a way to _________ its concern for my health.
   (A) emphasis  (C) emphatic
   (B) emphasize  (D) emphasizing

4. The employee’s goal is to find her family _________ health coverage.
   (A) suit  (C) suitably
   (B) suitable  (D) suitability

---

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

allow alternatives aspect concerns emphasize personnel policy regard regardless incurs salary portion suit suitable

The cost and availability of health insurance is one of the greatest (5.) _________ of company (6.) _________ A covered employee should be familiar with the terms and conditions of the insurance (7.) _________ Although the insured pays a (8.) _________ of the cost of his or her coverage through (9.) _________ deductions, the employer generally covers most of the cost.

Self-employed persons can arrange for their own insurance or join an association of those performing similar work in order to get lower premiums. Traditionally, the insurance carrier will (10.) _________ most of the charges related to medical care, although the insured might be responsible for a small portion.

Although the company or association negotiates the most (11.) _________ terms they can, most experts (12.) _________ that employees should be on the lookout for (13.) _________ that might better suit their needs.

(14.) _________ of the cost of premiums, the most important (15.) _________ of good health insurance is that it meets the needs of the insured and (16.) _________ the least possible cost for necessary procedures.

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Choose the underlined word or phrase that should be rewritten and rewrite it.

17. One _________ of the health plan that Vivianne likes is the _________ on wellness; this means the plan will pay a large _________ of her annual physical, allowing her to keep more of her _________.

   _________

18. Concerned _________ incurred large costs for health premiums, employers found ways to lower the cost, such as having _________ contribute more to the premium and aligning with _________ providers like HMOs.

   _________

19. The HMOs will not _________ their subscribers to use medical _________ they do not find _________; for example, seeing a specialist without a referral is discouraged, _________ of the cause.

   _________

20. Finding a _________ _________ is difficult, since most place the _________ on cost and are not _________ with the quality of care.

   _________
Hospitals

1. admit v., to permit to enter
   a. The injured patient was admitted to the unit directly from the emergency room.
   b. The staff refused to admit the patient until he had proof of insurance.

2. authorization n., the act of sanctioning
   a. To speed up getting a room, her doctor advised that she bring an extra copy of her insurance company's authorization for services.
   b. The nurse could not submit an authorization over the phone; it had to be done in writing.

3. designate v., to indicate or specify
   a. The labels on the bags of blood designated the type of blood the bags contained.
   b. On her admittance form, Grandmother designated Aunt Tessa as her chief decision-maker.

4. escort n., a person accompanying another to guide or protect
   a. Let's see if there is an escort available to take you to the parking garage.
   b. You cannot leave the unit on your own; you'll have to wait for an escort.

5. identify v., to ascertain the name or belongings of
   a. The tiny bracelet identified each baby in the nursery.
   b. Your medical records are all marked with your patient number to identify them in case of a mix-up.

6. mission n., an inner calling to pursue an activity or perform a service
   a. The hospital chaplain took as his mission to visit every patient admitted each day.
   b. The nurse explained that the mission of everyone in the unit was to make sure the patients got well as soon as possible.

7. permit v., to allow
   a. Smoking is not permitted anywhere inside the hospital.
   b. Would you check with the nurse to see if I am permitted to eat before surgery?

8. pertinent adj., having relevance to the matter at hand
   a. You should mention any pertinent health issues to the staff before you are admitted for surgery.
   b. The patient's health record contained pertinent information, like the dates of all his inoculations.

9. procedure n., a series of steps taken to accomplish an end
   a. The surgical procedure can now be done in half the amount of time it took even five years ago.
   b. Call the hospital to schedule this procedure for tomorrow.

10. result n., an outcome
    a. Your lab results won't be ready for hours.
    b. The scientific results prove that the new procedure is not significantly safer than the traditional one.

11. statement n., an accounting showing an amount due; a bill
    a. The billing statement was filed with the insurance company last month.
    b. Check with your doctor's office for an original statement; we cannot process a faxed copy.

12. usual adj., ordinary, expected
    a. It is not usual for that kind of surgery to be performed on an outpatient basis.
    b. The insurance company refuses to pay for services it does not consider customary or charges that are not usual.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Your mother needs a surgical procedure to treat her condition.
[V] Will she need to be admitted for an overnight hospital stay?
[M] Not at all. We usually perform this type of surgery on an outpatient basis.

[M] I’m not at all happy with the care my wife received here. Is there someone designated to handle our problem?
[V] Our mission is to deliver complete satisfaction. What was your problem?
[M] The hospital identified my wife incorrectly in the computer system. Now all of her records are mixed up.

[M] When you come to the hospital next week, please bring all your pertinent insurance records with you.
[V] I know I need an authorization number from my health plan.
[M] We’ll need that number for all your billing statements.

[M] Your final set of test results looks perfect. You are all set to go home.
[V] Am I permitted to check out now?
[M] Yes. I’ll call an orderly to escort you to your waiting family.

---

Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>admit</th>
<th>The patients lined the hospital corridors waiting to be admitted.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>admittance</td>
<td>Your admittance to the hospital is dependent on your showing proof that you can pay the bills.</td>
</tr>
<tr>
<td>noun</td>
<td>admission</td>
<td>Take these records down to Admissions and have them duplicate the files for you.</td>
</tr>
<tr>
<td>verb</td>
<td>designate</td>
<td>The hospital administrator designated a team to create an emergency preparedness plan.</td>
</tr>
<tr>
<td>noun</td>
<td>designation</td>
<td>The designation of the hospital as one of the best in the region certainly helped its marketing efforts.</td>
</tr>
<tr>
<td>noun</td>
<td>designator</td>
<td>The national health service is the sole designator of which hospitals will get the grants.</td>
</tr>
<tr>
<td>verb</td>
<td>identify</td>
<td>If you will identify your valuables, the nurse will give them back to you.</td>
</tr>
<tr>
<td>adjective</td>
<td>identifiable</td>
<td>The red cross on the hospital's helicopter landing pad was identifiable from the air.</td>
</tr>
<tr>
<td>noun</td>
<td>identification</td>
<td>Please remember to bring some form of identification with you when you check in at the hospital.</td>
</tr>
<tr>
<td>verb</td>
<td>permit</td>
<td>I can’t permit more than one visitor at a time in the intensive care unit.</td>
</tr>
<tr>
<td>adjective</td>
<td>permissible</td>
<td>It is not permissible to smoke inside the hospital.</td>
</tr>
<tr>
<td>noun</td>
<td>permission</td>
<td>Mohammed got his insurance company's permission to stay another day in the hospital.</td>
</tr>
</tbody>
</table>
Choose the word that best completes the sentence.

1. As a precaution, it's wise to ________ someone in your family to make health care decisions for you in case there is a time that you cannot.
   (A) designation  (C) designator
   (B) designate  (D) designated

2. Your X-rays will have your name and social security number printed on them, so we can easily ________ them as yours.
   (A) identifiable  (C) identifiable
   (B) identification  (D) identify

3. Before we can begin the surgery, we will need your signed ________ authorizing us to perform the procedure.
   (A) permit  (C) permission
   (B) permissive  (D) permissible

4. Before my father was ________ to the hospital, he had to undergo a series of tests.
   (A) admit  (C) admittance
   (B) admitted  (D) admissions

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

admitting  escort  permitted  results
authorization  identification  pertinent  statement
designated  mission  procedures  usually

Hospitals have a (5.) ________ to provide patients with high-quality medical care. Everyone on staff will make sure that you get the best possible treatment for your condition.

When you arrive at the hospital, you should have with you all the (6.) ________ information needed to be admitted, like your insurance information and copies of X-rays and other test (7.) ________, even if they were taken at another facility. Bring your insurance card and any referral or (8.) ________ form from your doctor. You should also have some form of (9.) ________ with a photo. You will also need to sign an agreement regarding treatment consent. Once you arrive, there is usually a concierge who will assist you with the (10.) ________ process.

Many elective surgeries and other (11.) ________ are (12.) ________ done on the same day. Usually a hospital staff member will (13.) ________ you to the exit and make sure you get into the car safely. After you leave the hospital, you will receive a (14.) ________ from the hospital for the charges your insurer does not cover. Your insurance policy will outline any amount for which you may be responsible.

You will find that smoking is not (15.) ________ in any hospital building. Often, hospitals have (16.) ________ smoking areas outside for patients, families, and staff who wish to smoke.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. Jose's authorization for the surgical procedure had expired, so the hospital would not admission him until they had permission to do so from his health plan.

18. When delayed test results became a usually occurrence, the hospital administrator identified it as a problem that could damage the mission of the hospital.

19. In an official statement, the hospital authorized all nursing units to designation a staff member to escort patients to their cars.

20. The admissions office asked Ruby for all her pertinent personal data, such as identification and health plan authorized, before she could check into her hospital room.
1. consult v., to seek advice or information of
   a. The doctor consulted with a specialist before writing a new prescription.
   b. May I consult with you about a drug interaction case I have?

2. control v., to exercise authoritative or dominating influence over
   a. To control the cost of this medication, you may get the generic version.
   b. Please take your medication every day to control your high blood pressure.

3. convenient adj., suited or favorable to one's purpose; easy to reach
   a. Is this a convenient location for you to pick up your prescription?
   b. The convenience of a pharmacy in the same building as my doctor is hard to beat.

4. detect v., to discover or ascertain
   a. My doctor put me through some simple tests to detect if I have asthma.
   b. I have to keep track of my sleep patterns to detect how many times I get up in the night.

5. factor n., a contribution to an accomplishment, a result, or a process
   a. Taking medications as directed is an important factor in getting well.
   b. Could my cat be a factor contributing to my asthma?

6. interaction n., an influence; a mutual activity
   a. My pharmacist was concerned about the interaction of the two medications I was prescribed.
   b. The interaction between the patient and the doctor showed a high level of trust.

7. limit n., the point beyond which something cannot proceed
   a. My prescription has a limit of three refills.
   b. My health plan authorization sets a limit on which health care providers I can see without their permission.

8. monitor v., to keep track of
   a. The nurse practitioner carefully monitors the number of medications her patients are taking.
   b. The patient had weekly appointments so that the doctor could monitor her progress.

9. potential adj., capable of being but not yet in existence; possible
   a. To avoid any potential side effects from the medication, be sure to tell your doctor all the drugs you are currently taking.
   b. Given the potential delay in getting reimbursed by the health plan, why don’t we just fill one prescription today?

10. sample n., a portion, piece, or segment that is representative of a whole
    a. The pharmacist gave Myra a few free samples of the allergy medication.
    b. A sample of the population taking the new medicine was surveyed to determine whether it caused side effects.

11. sense n., a judgment; an intellectual interpretation
    a. The doctor had a good sense about what the problem was but wanted to get a second opinion.
    b. I got the sense it would be better to get my prescription filled right away.

12. volunteer n., one who performs a service without pay; v., to perform as a volunteer
    a. My doctor volunteered to call the drugstore, so my medication would be waiting for me.
    b. The volunteers would bring the filled prescriptions from the pharmacy to the homes of the shut-ins.
Short Conversations

Read the following conversations and see how the new words are used.

[M] Will this pill control my runny nose?
[W] You should be able to detect a change within two days.
[M] I'll try the samples and, if they work, I'll fill the prescription you wrote.

[M] The doctor has volunteered to call in a prescription for you. What pharmacy do you use?
[W] The one near my house is convenient, but my husband will be picking up the prescription for me. Can I ask him which he'd prefer?
[M] Sure. Why don't you consult with him and let me know.

[M] This prescription has the potential to lower your blood pressure, but only in conjunction with the other things we talked about earlier.
[W] I know I need to limit my salt intake and get more exercise.
[M] That's right. Drugs are only one factor in your recovery.

[M] I get the sense that you are concerned about the number of medications I am taking.
[W] I'm concerned about the amount and the potential for harmful drug interactions.
[M] I really appreciate a pharmacist taking the time to monitor my medications.

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Word Families

<table>
<thead>
<tr>
<th>verb</th>
<th>consult</th>
<th>Beatrice consulted her pharmacist about the number of different medications she is taking.</th>
</tr>
</thead>
<tbody>
<tr>
<td>noun</td>
<td>consultation</td>
<td>Let me arrange a consultation with a specialist to discuss your heart problem and some possible medications.</td>
</tr>
<tr>
<td>adjective</td>
<td>consultative</td>
<td>This is a consultative process and you probably won't have a definitive answer immediately.</td>
</tr>
</tbody>
</table>

| noun     | convenience | The convenience of a 24-hour neighborhood pharmacy is not to be underestimated. |
| adjective| convenient  | Many people shop there because of its convenient location. |
| adverb   | conveniently | The pharmacy is conveniently located on my way home from work. |

| verb     | detect | The laboratory test detected the presence of medication in his blood. |
| noun     | detection | Early detection of diseases usually means that medications can be more effective. |
| adjective| detectable | After he took his medication faithfully for a few months and exercised more, Jack's disease was no longer detectable. |

| verb     | volunteer | The pharmacist volunteers his services monthly at the free clinic for homeless people. |
| noun     | volunteerism | In the spirit of volunteerism, the doctors are donating free samples of medication to the relief project. |
| adjective| voluntary | Your compliance with this new policy is completely voluntary, but we think it is in the public interest that you do so. |
Choose the word that best completes the sentence.

1. Would you please schedule the patient for a medical ________ tomorrow afternoon?
   (A) consult                (C) consulting
   (B) consultation           (D) consultative

3. The procedure ________ a slight problem, but the doctor assured us not to be alarmed.
   (A) detected               (C) detection
   (B) detect                 (D) detectable

2. Your prescription will be ready in an hour, if that’s ________ with you.
   (A) conveniences          (C) convenience
   (B) conveniently           (D) convenient

4. We desperately need ________ to help at the free clinic next month.
   (A) voluntary              (C) volunteers
   (B) volunteer               (D) volunteerism

Short Talk

Read the following passage and write the appropriate form of the new words in the blanks below.

consulting  detection  limit  samples
control     factors    monitor  sense
convenient  interactions potential volunteers

Yoko is having trouble with seasonal allergies this fall. After (5.) ________ with her doctor, they decide she should take medication on a regular basis to (6.) ________ her symptoms. Her doctor recommends the medication he thinks will work best and offers her a handful of (7.) ________ at no charge. For her long-term needs, Yoko will need to have a prescription filled. Her doctor (8.) ________ to call the pharmacy Yoko uses to order a supply, which will (9.) ________ the time she spends waiting for the prescription to be filled.

Yoko is new in town and does not know which pharmacy she wants to use. She knows that there is a drugstore near her apartment and one near where she works, but does not remember the operating hours for either. Yoko knows that (10.) ________ hours and location are important (11.) ________ in selecting a pharmacy. Although she can fill different prescriptions at different drugstores, it makes more (12.) ________ to Yoko to fill all of her medications at one location.

Occasionally, some drugs will have harmful (13.) _________. Usually, your doctor will prevent a drug interaction problem before it starts. But, if you see more than one doctor, it is hard to (14.) ________ the various medications you are taking. Having all your prescriptions filled at one location increases the chances that the pharmacist will detect a (15.) ________ drug interaction problem. This timely (16.) ________ can save your life.

Choose the underlined word or phrase that should be rewritten and rewrite it.

17. By consultative with her pharmacist, Lydia was able to establish a computer record that monitored the kinds of drugs she took to prevent the potential for harmful interactions.

18. The limited pharmacy hours were not convenient for me, so I was grateful when my doctor voluntary to give me free drug samples.

19. Gladys's symptoms grew increasingly difficult to control, so her doctor wrote a prescription for a convenience strap-on heart monitor that would immediately detect an irregular heartbeat.

20. It made sense to Sanjay that the pharmacist should monitor drug interactive and other factors that could be harmful.
Choose the word that best completes the sentence.

1. Your doctor's ________ are as important as his prescriptions.
   (A) recommend
   (B) recommended
   (C) recommending
   (D) recommendations

2. Dentists are as concerned with your dental ________ as the current condition of your teeth.
   (A) habits
   (B) habitual
   (C) habitually
   (D) habituated

3. To avoid ________ any additional charges, you should ask to be discharged from the hospital.
   (A) incur
   (B) incurs
   (C) incurred
   (D) incurring

4. It is as fast and efficient to ________ with your pharmacist as with your physician.
   (A) consult
   (B) consulting
   (C) consulted
   (D) consultation

5. Although an annual checkup is important, you should also make an ________ whenever you have a health concern.
   (A) appoint
   (B) appointed
   (C) appointment
   (D) appointments

6. A dentist can perform dental ________ as well as routine maintenance.
   (A) restore
   (B) restored
   (C) restoring
   (D) restoration

7. A good medical insurance will ________ preventive health programs as well as treatment.
   (A) emphasize
   (B) emphasis
   (C) emphasizing
   (D) emphasized

8. The most difficult part of hospitalization is being ________.
   (A) admit
   (B) admitted
   (C) admissions
   (D) admitting

9. A pharmacist will ________ whether a new prescription has the potential to interact with another.
   (A) monitor
   (B) monitors
   (C) monitoring
   (D) monitored

10. I don't understand most of what I read in a hospital's billing ________.
    (A) state
    (B) stated
    (C) stating
    (D) statement

Choose the underlined word or phrase that should be rewritten and rewrite it.

11. Your pharmacist is a ________ factor in monitoring your prescription record.
    (A) conveniently
    (B) monitoring
    (C) record

12. At your ________ appointment, your doctor can most ________ diagnosis you if you tell her everything.
    (A) annual
    (B) diagnose
    (C)

13. Any doctor can help you to ________ your medical health: to ________ risky behavior, eliminate bad ________.
    (A) management
    (B) prevent
    (C) habits

14. Before being ________ to a hospital, you need to have all ________ documents as ________ of insurance authorization.
    (A) admission
    (B) pertinent
    (C) evidence
15. Regardless of how minor, any procedure can resulting in serious complications.

16. Once a doctor assesses your condition, his alternatives include referral you to another physician or recommending special exercise or diet.

17. Even when a dental problem is not evident, a dentist's powerful illumination and specialized instruments can make him awareness of a potential problem.

18. Some insurance policies do not allowed for certain procedures designated cosmetic instead of restorative.

19. Some physicians voluntarily information about generic drugs or give samples, always alert to potential interactions.

20. Distracting by multiple policy regulations, insurance personnel do not always respond accurately to a patient's concerns.
Lessons 16–20 Purchasing


Lessons 36–40 Travel


Lessons 41–45 Entertainment


Lessons 46–50 Health


6. control 7. samples 8. volunteers 9. limit 10. convenient
11. factors 12. sense 13. interactions 14. monitor

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Emphasizing English vocabulary as it is used within the context of business, industry, and communications, this book is designed especially for TOEIC test-takers. In fact, it can be used in virtually any ESL course. Each of 50 lessons focuses on a specific TOEIC subject—for instance, transportation, business contracts, marketing, banking, office equipment, and personnel, to name just a few. Additional lessons concentrate on helping you expand your English vocabulary in relation to cultural events and activities—movies, theater, museums, music, art, and the like. Each short lesson presents 12 target words with definitions. Word presentation is followed by exercises in a TOEIC format, presenting the new vocabulary in several different contexts. A quiz follows every five lessons to test your skill in understanding and using the new words.