
Contents

Preface	i
Using the Text	ii
To the Instructor	xiii
To the Student	xv
1 Basic Factors in Business	1

1	Introduction	1
2	Reading: The Nature of Business	3
3	Vocabulary Building Introduction	5
	<i>Exercise A: vocabulary in context</i>	
	<i>Exercise B: matching</i>	
	<i>Exercise C: completion</i>	
4	Listening and Note-Taking Skills	8
	<i>Exercise D: noting details</i>	
	<i>Exercise E: outlining</i>	
5	Reading Comprehension	10
	<i>Exercise F: comprehension questions</i>	
	<i>Exercise G: anticipating information</i>	
6	Vocabulary Review: Rephrasing	11
	<i>Exercise H: rephrasing expressions</i>	
7	Writing	12
	<i>Exercise I: writing a paragraph</i>	
8	Debate	12
9	Glossary	12

2 Legal Forms of Organization

17

-
- 1 Introduction 17
 - 2 Reading: How a Business is Organized 19
 - 3 Vocabulary Building Introduction 22
 - Exercise A: word analysis*
 - Exercise B: vocabulary fill-ins*
 - Exercise C: vocabulary in context*
 - Exercise D: matching*
 - Exercise E: multiple choice*
 - 4 Listening and Note-Taking Skills 26
 - Exercise F: outlining*
 - Exercise G: organizing information into categories*
 - Exercise H: analyzing a paragraph*
 - Exercise I: outlining by noticing parallelism*
 - 5 Reading Comprehension 27
 - Exercise J: comprehension questions*
 - 6 Vocabulary Review: Rephrasing 27
 - Exercise K: rephrasing words*
 - 7 Writing 28
 - Exercise L: writing and organizing a paragraph*
 - 8 Debate 28
 - 9 Glossary 28

3 Production

33

-
- 1 Introduction 33
 - 2 Reading: The Two Basic Methods of Production 35
 - 3 Vocabulary Building Introduction 37
 - Exercise A: parts of speech*
 - Exercise B: vocabulary in context*
 - 4 Listening and Note-Taking Skills 40
 - Exercise C: topic sentences*
 - Exercise D: outlining*
 - 5 Reading Comprehension 40
 - Exercise E: organizing information into categories*
 - Exercise F: multiple choice*
 - 6 Writing 41
 - Exercise G: writing a paragraph of contrast*

- 7 Vocabulary Review: Rephrasing 41
Exercise H: rephrasing words
- 8 Debate 42
- 9 Glossary 42

4 Factory Layout

47

-
- 1 Introduction 47
- 2 Reading: The Two Basic Types of Factory Layout 49
- 3 Vocabulary Building Introduction 52
Exercise A: vocabulary in context
Exercise B: matching
Exercise C: completion
- 4 Listening and Note-Taking Skills 56
Exercise D: outlining
- 5 Reading Comprehension 56
Exercise E: comprehension questions
Exercise F: multiple choice
Exercise G: main idea and details
Exercise H: topic and development
Exercise I: outlining
- 6 Writing 58
Exercise J: writing a paragraph
Exercise K: writing an organized composition
- 7 Vocabulary Review 59
Exercise L: rephrasing words and expressions
- 8 Debate 60
- 9 Glossary 60

5 Personnel

65

-
- 1 Introduction 65
- 2 Reading: The Importance and Role of the Personnel Department 67
- 3 Vocabulary Building Introduction 76
Exercise A: vocabulary in context
Exercise B: matching
Exercise C: parts of speech
- 4 Listening and Note-Taking Skills 78
Exercise D: outlining
Exercise E: listing specific information from a narrative

- 5 Reading Comprehension 79
Exercise F: completion
Exercise G: comprehension questions
- 6 Writing 80
Exercise H: writing general and specific paragraphs
- 7 Vocabulary Review: Rephrasing 80
Exercise I: rephrasing words
- 8 Job Interview 81
- 9 Glossary 82

6 Marketing

85

-
- 1 Introduction 85
 - 2 Reading: The Changing Concept of Marketing 87
 - 3 Vocabulary Building Introduction 89
Exercise A: rephrasing ideas
Exercise B: matching
 - 4 Listening and Note-Taking Skills 90
Exercise C: form and content clues
Exercise D: comprehension questions
Exercise E: outlining
Exercise F: analytic questions
 - 5 Reading Comprehension 92
Exercise G: multiple choice
 - 6 Writing 94
Exercise H: writing a paragraph
 - 7 Vocabulary Review: Rephrasing 94
Exercise I: rephrasing words and expressions
 - 8 Debate 95
 - 9 Glossary 95

7 Distribution

99

-
- 1 Introduction 99
 - 2 Reading: Methods and Routes of Distribution 101
 - 3 Vocabulary Building Introduction 104
Exercise A: rephrasing ideas
Exercise B: matching
Exercise C: completion

- 4 Listening and Note-Taking Skills 107
Exercise D: vocabulary in context
Exercise E: comprehension questions
Exercise F: outlining
- 5 Reading Comprehension 108
Exercise G: comprehension questions
- 6 Writing 110
Exercise H: writing a paragraph
- 7 Vocabulary Review: Rephrasing 110
Exercise I: rephrasing words and expressions
- 8 Debate 111
- 9 Glossary 111

8 Promotion

117

-
- 1 Introduction 117
 - 2 Reading: The Role and Activities of Promotion 119
 - 3 Vocabulary Building Introduction 123
Exercise A: vocabulary in context
Exercise B: matching
Exercise C: multiple choice
 - 4 Listening and Note-Taking Skills 128
Exercise D: vocabulary in context
Exercise E: comprehension questions
Exercise F: outlining
 - 5 Reading Comprehension 129
Exercise G: comprehension questions
 - 6 Writing 130
Exercise H: writing a planned paragraph
 - 7 Vocabulary Review: Rephrasing 130
Exercise I: rephrasing expressions
 - 8 Debate 132
 - 9 Glossary 132

9 Financial Statements

137

-
- 1 Introduction 137
 - 2 Reading: The Types and Purposes of Financial Records 139

Contents

- 3 Vocabulary Building Introduction 144
Exercise A: vocabulary in context
Exercise B: matching
Exercise C: multiple choice
- 4 Listening and Note-Taking Skills 148
Exercise D: comprehension questions
Exercise E: outlining
Exercise F: completing an outline
- 5 Reading Comprehension 150
Exercise G: comprehension questions
- 6 Writing 151
Exercise H: writing a paragraph
- 7 Vocabulary Review: Rephrasing 151
Exercise I: rephrasing words and expressions
- 8 Debate 152
- 9 Glossary 153

10 International Business

159

-
- 1 Introduction 159
- 2 Reading: Basic Factors and Ideas in International Business 161
- 3 Vocabulary Building Introduction 164
Exercise A: vocabulary in context
Exercise B: matching
Exercise C: rephrasing ideas
- 4 Listening and Note-Taking Skills 169
Exercise D: comprehension questions
Exercise E: completing an outline
- 5 Reading Comprehension 170
Exercise F: comprehension questions
- 6 Writing 171
Exercise G: writing a business scenario
- 7 Vocabulary Review: Rephrasing 172
Exercise H: rephrasing words and expressions
- 8 Debate 173
- 9 Glossary 175

11 Computers

177

-
- 1 Introduction 177
 - 2 Reading: Computers in Business 179
 - 3 Vocabulary Building Introduction 182
 - Exercise A: vocabulary in context*
 - Exercise B: matching*
 - Exercise C: matching*
 - Exercise D: multiple choice*
 - 4 Listening and Note-Taking Skills 187
 - Exercise E: comprehension questions*
 - Exercise F: outlining*
 - 5 Reading Comprehension 187
 - Exercise G: working with generalizations and examples*
 - 6 Writing 188
 - Exercise H: explaining through analogy*
 - 7 Vocabulary Review: Rephrasing 189
 - Exercise I: rephrasing words and expressions*
 - 8 Debate 189
 - 9 Glossary 190

Answers

195

Skills Index

222