

一字擴增學習精煉,

洞悉領域推升得分!



狂學10000字

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# 歸納「一次商務情境

對應 CEFR B1<sup>+</sup> 等級,擴充核心搭配詞, 涵括職場用途,強化 Part 5&6 解題語感。









100 Essential Business Nouns for TOEIC



# advertisement [.ædvə`taɪzmənt]

#### 可數名詞 廣告

#### 行銷

搭配在 前面的動詞	搭配的	形容詞	核心字	搭配在 後面的動詞
place put take out  run show  make produce	full-page half-page good new misleading a series of + ★	TV television radio newspaper magazine print Internet viral	advertisement /ad/advert (for sth.)	go out run show n.p. feature n.p.

★為核心字,此句型須接複數形名詞。

小叮嚀 英式英語常會將 advertisement 縮簡爲 advert; ad 也是常見之略稱。

# 🥸 好搭例句



- We'll place full-page ads in all the major newspapers.
   我們將在各大報上刊登全版廣告。
- The client wants to <u>put</u> an **advert** in the newspaper.
   客戶想在報紙上刊登廣告。
- Let's take out an **ad** in all the national newspapers. 我們在所有的全國報紙上買廣告吧。
- We <u>ran</u> the **advert** for three weeks on national television.
   我們在全國電視上播了三週廣告。
- They <u>showed</u> a <u>misleading</u> ad and were told to remove it.
   他們播了一則誤導廣告,並被下令停播。

- They're really good at <u>making funny radio</u> adverts.
   他們十分擅長做搞笑的電台廣告。
- We're <u>producing</u> a <u>new series of TV</u> ads.
   我們在製作一系列新的電視廣告。
- The <u>TV</u> advert will go out on Tuesday nights at 9 pm.
   這則電視廣告將在星期二晚上九點播出。
- The <u>radio</u> ad will <u>run</u> for one week.
   這則電台廣告會播一星期。
- The <u>print</u> advert <u>shows</u> a car on a mountain road.
   這則平面廣告所呈現的是車子在山路上跑。
- This <u>series of viral</u> ads will <u>feature</u> our product being used by famous actresses.

這個系列的病毒式廣告將主打知名女演員使用我們的產品。

## >>> 加深記憶填填看

請從「搭配詞表」中	選出適當的字,完成下列領	司子。
∘ Let's ①	a 2	advertisement in the
newspaper. The	en most readers will sure	ely notice it.
∘ I think ③	ads are more ef	ffective than 4
ones. People ca	in read them more slow	ly and get more information
about the produ	ict.	
• It will be very ex	pensive to <u>⑤</u>	a <u>⑥</u>
ad for two week	s. Air time is very expen	nsive.
• It will be very ex	pensive to 🕜	a whole <u>8</u>
of TV adverts. W	/hy don't we just <u>9</u>	one?
∘ The <u>10</u>	ad <u>11</u>	last Sunday night and
will 12	for one week eve	ery night.

<ul> <li>We want the </li> </ul>	advert to	) 14	the
product very clearly.			
∘ The <u>15</u>	ad will 16	our pro	oduct being
used by Otani Shohei.			
Some people said the	17) a	dvert was 18	
—they liked it, others sa	aid it was 19	, they	didn't think
the product was so god	od, but they all agr	eed it was the fir	st time they
had seen the product s	showed in that way	·.	
🔀 利用搭配詞組寫	出你的多益筆	記	



#### 可數名詞 分析

同義字: research、assessment

#### 行銷、財務、策略管理、一般溝通

搭配在 前面的動詞	搭配的	形容詞	核心字	搭配在 後面的動詞
do perform undertake carry out conduct	careful detailed in-depth thorough extensive  preliminary brief  further more	statistical cost-benefit economic financial strategic market	analysis (of sth.)	show n.p. show that v.p. suggest n.p. suggest that v.p. reveal n.p. reveal that v.p. demonstrate n.p. demonstrate that v.p.  provide n.p.  confirm n.p. confirm that v.p. indicate n.p. indicate that v.p.

小叮嚀 複數形:analyses

# 🔯 好搭例句

**MP3-005** 

- We <u>did more</u> **analysis** and found the problem.
   我們做了更多的分析,並找出了問題。
- We <u>performed</u> an <u>in-depth</u> analysis <u>of</u> the problem.
   我們對問題做了深入的分析。
- The consultant <u>undertook</u> an <u>extensive</u> <u>financial</u> **analysis** for us.
   顧問為我們做了廣泛的財務分析。

 We <u>carried out</u> a <u>brief market</u> analysis and found some interesting results.

我們做了簡略的市場分析,並發現了一些有趣的結果。

 We need to conduct further strategic analysis before we reach a decision.

在形成決議前,我們需要做進一步的策略分析。

- A <u>detailed financial</u> **analysis** will <u>show</u> more results.
   詳細的財務分析會透露出更多的結果。
- My <u>preliminary</u> analysis <u>suggests</u> that we need to move into the market now.

我的初步分析顯示,我們現在就必須進入市場。

- The <u>cost-benefit</u> analysis <u>provided</u> some interesting data.
   成本效益分析提供了一些有趣的資料。
- Economic analysis confirmed our hunch that the market is shrinking.
   經濟分析證實了我們對於市場正在萎縮的預判。
- The <u>market</u> analysis we've carried out <u>demonstrates</u> that there is growing demand for our product.

我們所做的市場分析證明,外界對我們產品的需求正在提高。

- The analysis indicates that we are on the right track.
   分析指出,我們走對了方向。
- Our analysis <u>indicates</u> a problem in sector 4.
   我們的分析指出,第四區有問題。

### ፟ 加深記憶填填看

請從「搭配詞表」	中選出適當的字,完成下列	句子。
• We ①	a ②	analysis. We looked a
all the numbe	rs in detail.	

∘ We <u>③</u>	a <u>4</u>	analysis. We didn't have
much time so	we just did it very quickl	y.
o If we have mo	re time, we can 🖲	6
analysis. Mayb	be we can find the result	
<ul> <li>Before investir</li> </ul>	ng my money in this com	pany, I need to 🕜
8	9	_ analysis.
• 10	analysis ①	that the market conditions
are pretty goo	d for us.	
o <u>12</u>		analysis 14
that although t	he production costs are	high, profits will also be high.
• We need to 15	some 16	analysis before
we make a de	cision about how to deal	with our competitors.
∘ Let's <u>17</u>	some more a	nalysis 18 the
situation befor	e we make a decision.	
🔀 利用搭配	詞組寫出你的多益質	筆記

# 

**TOEIC Mini Tests** 

## 第 1 組選擇題

1.	We don't normally accept late submissions, but in this case I'll make ar
	(A) appliance (B) exception (C) investment (D) occurrence
2.	By improving the production, we can save time, money, and resources.
	(A) upswing (B) process (C) conference (D) consignment
3.	Of all the we interviewed this week, Sarah Mitchell seems best suited for the position.
	(A) resumes (B) candidates (C) applications (D) employees
4.	When traveling abroad, I carry enough of the local to last several days.  (A) currency (B) market (C) tradition (D) area
5.	When buying a home, most people take out a 20 or 30 year to cover the bulk of the property's cost.  (A) mortgage (B) payment (C) return (D) finance

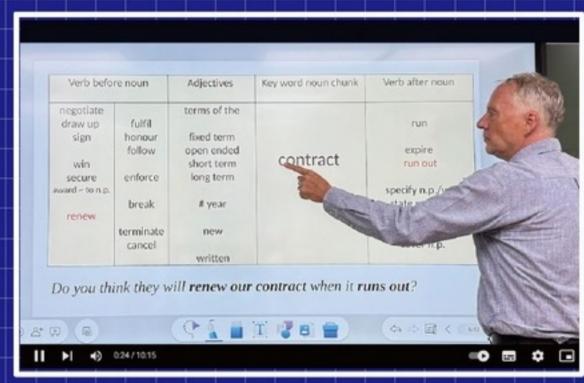
# 多益考題無難字,練題前先狂學必備語庫!從 100 個核心字,創造 1000 字實戰價值。

搭配在前面的動詞		搭配的形容詞		核心字	搭配在 後面的動詞
have be on cut reduce increase set prepare approve	manage control allocate go over overspend exceed run out of spend keep within	annual quarterly half-yearly total tight shoestring limited big	departmental advertising marketing training entertainment production R&D IT	budget run out (for sth.) run into	run out run into #



- ☑ 直觀好記!每字搭配 10 組 + 擴增表格
- ☑ 數位加值!影音指導,學習不迷路
- ☑ 秒選正解!高效攻克多益填空題型
- ☑ 廣泛實用!十大分類涵蓋日常業務









法律







頂尖大學生推薦,立即開啟 拓展領域知識

