

# 66 Word families: revision/extension II

This unit continues the list of word families for business words. Note that adverbs are not included (*legal – legally – illegally, success – successfully – unsuccessfully, etc.*).

## IMPRESS

*impress* (v)  
*impression* (n)  
*impressive* (adj)  
*unimpressive* (adj)  
*impressed* (adj)  
*unimpressed* (adj)

## INDUSTRY

*industrialize* (v)  
*industry* (n)  
*industrialization* (n)  
*industrialist* (n)  
*industrial* (adj)  
*industrialized* (adj)

## INFLATE

*inflate* (v)  
*inflation* (n)  
*inflated* (adj)  
*inflationary* (adj)

## INFORM

*inform* (v)  
*misinform* (v)  
*information* (n)  
*misinformation* (n)  
*informative* (adj)  
*misinformed* (adj)

## INNOVATE

*innovate* (v)  
*innovation* (n)  
*innovator* (n)  
*innovative* (adj)

## INSURE

*insure* (v)  
*insurance* (n)  
*insurer* (n)  
*insurable* (adj)  
*uninsurable* (adj)

## INTRODUCE

*introduce* (v)  
*introduction* (n)  
*introductory* (adj)

## INVEST

*invest* (v)  
*investment* (n)  
*investor* (n)

## KNOW

*know* (v)  
*knowledge* (n)  
*known* (adj)  
*unknown* (adj)  
*knowledgeable* (adj)

## LEGAL

*legalize* (v)  
*legality* (n)  
*legislation* (n)  
*legal* (adj)  
*illegal* (adj)

## MANAGE

*manage* (v)  
*management* (n)  
*manager* (n)  
*manageable* (adj)  
*unmanageable* (adj)

## NEGOTIATE

*negotiate* (v)  
*renegotiate* (v)  
*negotiation* (n)  
*negotiator* (n)  
*negotiable* (adj)  
*non-negotiable* (adj)

## OFFER

*offer* (v)  
*offer\** (n)  
*offering\** (n)

## OPERATE

*operate* (v)  
*operation* (n)  
*operator* (n)  
*operating* (adj)  
*operational* (adj)

## OPT

*opt* (v)  
*option* (n)  
*optional* (adj)

## PREFER

*prefer* (v)  
*preference* (n)  
*preferable* (adj)

## PRODUCE

*produce* (v)  
*product* (n)  
*production* (n)  
*productivity* (n)  
*producer* (n)  
*productive* (adj)  
*unproductive* (adj)

## PROFIT

*profit* (v)  
*profit* (n)  
*profitability* (n)  
*profitable* (adj)  
*unprofitable* (adj)

## RELY

*rely* (v)  
*reliability* (n)  
*reliable* (adj)  
*unreliable* (adj)

## SATISFY

*satisfy* (v)  
*satisfaction* (n)  
*satisfied* (adj)  
*satisfactory* (adj)  
*unsatisfied* (adj)  
*unsatisfactory* (adj)

## SHARE

*share* (v)  
*share* (n)

## SPONSOR

*sponsor* (v)  
*sponsor* (n)  
*sponsorship* (n)

## STRONG

*strengthen* (v)  
*strength* (n)  
*strong* (adj)

## SUCCESS

*succeed* (v)  
*success* (n)  
*successful* (adj)  
*unsuccessful* (adj)

## SUIT

*suit* (v)  
*suitability* (n)  
*suitable* (adj)  
*unsuitable* (adj)

## SUPPORT

*support* (v)  
*support* (n)  
*supporter* (n)  
*supportive* (adj)

## SUPPLY

*supply* (v)  
*supply* (n)  
*supplier* (n)

## WEAK

*weaken* (v)  
*weakness* (n)  
*weak* (adj)

\*Note: either 'offer' or 'offering' can be used for all the products that a company has available on the market.

## Exercises

### 66.1 Complete each sentence with the correct form of the word in capital letters at the end.

- Yes, your sales growth is certainly \_\_\_\_\_. How have you done it? (IMPRESS)
- I was in Sao Paolo about ten years ago, and I visited again earlier this year. The changes that I saw made a big \_\_\_\_\_ on me. (IMPRESS)
- Vietnam, Cambodia and Laos have now started on the road to \_\_\_\_\_. (INDUSTRY)
- Mumbai is the economic capital of India. It is the centre of \_\_\_\_\_ and commerce. (INDUSTRY)
- Consumer prices rose by 2.2% in August compared with a year ago, showing that \_\_\_\_\_ pressure in the economy is building. (INFLATE)
- This data shows the earth is cooling, not warming. It's a very emotional issue and people will accuse us of spreading \_\_\_\_\_ about climate change. (INFORM)
- Thank you, your presentation was very \_\_\_\_\_. I'm much clearer now about your overall aims and objectives. (INFORM)
- \_\_\_\_\_ that leads to increased productivity is the main way to increase wealth in an economy. (INNOVATE)
- It's a very \_\_\_\_\_ idea – I like it. Now we need to ask managers in other departments how it would impact their own work. (INNOVATE)
- The CEO wants to buy a Picasso to hang in the boardroom. Have you any idea how much it would cost to \_\_\_\_\_ that kind of thing? (INSURE)
- We offer financial products in the areas of investments, pensions and \_\_\_\_\_. (INSURE)
- I will make just a few \_\_\_\_\_ comments before handing over to the President of Business Link who has kindly agreed to give the opening speech at our conference. (INTRODUCE)
- I hope she doesn't leave. Her \_\_\_\_\_ of the Russian market is a great advantage for us. (KNOW)
- This is all very new for us. We're going into \_\_\_\_\_ territory. (KNOW)
- There has to be a question mark against the \_\_\_\_\_ of what they're doing. (LEGAL)
- There's a lot of government \_\_\_\_\_ in the area of health and safety at work. (LEGAL)
- It's a difficult situation, but it's \_\_\_\_\_ as long as it doesn't get worse. (MANAGE)
- I'm sorry, our price is \_\_\_\_\_. It's company policy to quote a fixed price and then stick to it. However we do have some flexibility with our terms of payment. (NEGOTIATE)
- He's a very skilled \_\_\_\_\_. He listens carefully and uses his natural charm if there's a problem. It seems to work. (NEGOTIATE)
- I'll give you a quick overview of the history of our company, then tell you about our market \_\_\_\_\_. (OFFER) (two answers)

### 66.2 Continue as before.

- I deal mainly with \_\_\_\_\_ issues. Company strategy is decided by the people on the top floor. (OPERATE)
- Our accounts show that last year revenue was €56 million, gross profit was €19 million, and \_\_\_\_\_ profit was €8 million. (OPERATE)
- Air conditioning is standard on this car, but an electric sunroof and heated leather seats are \_\_\_\_\_. (OPT)
- The product will be ready to launch in October, but my \_\_\_\_\_ is to wait until November to catch the Christmas market. (PREFER)
- We have 24-hour continuous \_\_\_\_\_ at this site. (PRODUCE)
- It was a very \_\_\_\_\_ meeting. We covered a lot of important areas. (PRODUCE)
- From what I hear, one of our main competitors is in serious trouble. We have to be quick and try to \_\_\_\_\_ from this situation. (PROFIT)
- Finally, after three years, it looks like the company will make a small \_\_\_\_\_ this year. (PROFIT)
- It's a very \_\_\_\_\_ business. We work on margins of around 30 per cent. (PROFIT)
- The most important thing with a business partner is trust. They have to be honest and \_\_\_\_\_. (RELY)
- The key issue for us is \_\_\_\_\_, not price. We need to know that components, equipment and systems will function without failure for the time period that we specify. (RELY)
- Good! Another \_\_\_\_\_ customer. Let's hope they tell all their friends. (SATISFY)
- I'm sorry, your work over the last six months has been \_\_\_\_\_. I've spoken to you about this several times and given you plenty of opportunity to improve. We're going to let you go. (SATISFY)
- I have to \_\_\_\_\_ my office with this guy from marketing who uses really strong aftershave cologne. (SHARE)
- We want to work with you on equal terms. We will split the costs 50/50, and of course you'll get an equal \_\_\_\_\_ of the profits. (SHARE)
- We've just signed a \_\_\_\_\_ deal with the local opera house. Our logo will be on all their publicity for the next season. (SPONSOR)
- As a manager she's a real perfectionist. Sometimes it's a \_\_\_\_\_ but often it's a weakness. (STRONG)
- You need skill and determination to \_\_\_\_\_ in this business. And more than a little luck. (SUCCESS)
- I regret to inform you that your application for the above position has been \_\_\_\_\_. (SUCCESS)
- When my father was ill my boss was very \_\_\_\_\_. She let me take some unpaid leave to be with him in hospital. (SUPPORT)