

Paragraph: 2

- T 3. A lot of family businesses want to pass down the businesses to their sons and daughters.

Paragraph: 5

- F 4. The Bancroft family ^{didn't} managed their newspaper by themselves.

Paragraph: 4

C IDENTIFY Look back at paragraph 1 in Reading 2 to find the missing information for the sentences below.

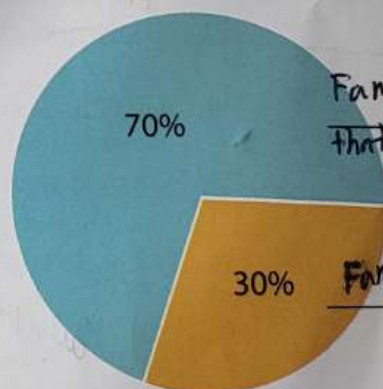
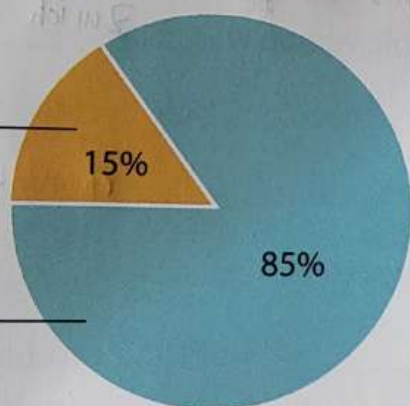
- In the United States, families own about 85 percent of all businesses. However, less than 30 percent of these businesses last more than 20 years.
- Write each phrase from the box in the correct section of the pie charts.

Family-owned businesses

Family-owned businesses that last more than 20 years

Family-owned businesses that fail within 20 years

Businesses that are not family-owned



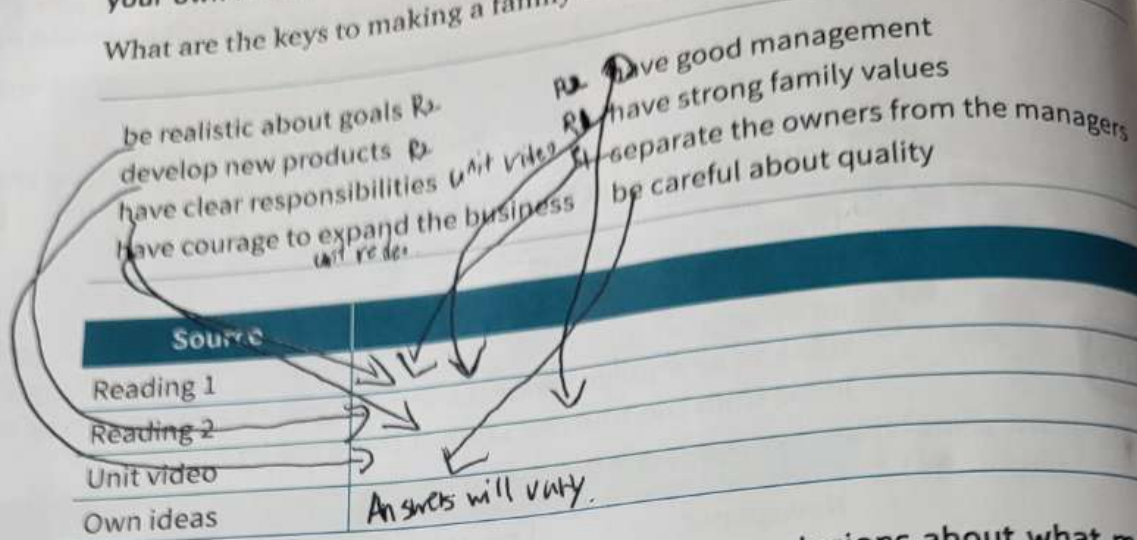
D EXPLAIN Look back at Reading 2 on pages 107–108 to find reasons why family businesses fail. Write two of the reasons below. Then compare your answers with a partner.

Family members do not have clear responsibilities.

"We are not realistic about the dreams and goals of the younger generations."

- A. IDENTIFY** Read the question. Use phrases from the box to fill in the chart to summarize ideas from Reading 1, Reading 2, and the unit video. Then add your own ideas.

What are the keys to making a family business successful?



- B. SYNTHESIZE** Synthesize your ideas to draw conclusions about what makes a family business successful. Write a paragraph of at least four sentences. Summarize what you have learned in the unit and then add your own thoughts.

What are the keys to making a family business successful?

There are several keys to making a family business successful.

First of all, family members need to teach younger people the skills of the business.

It is also important that each family member has clear responsibilities and that

everyone agrees on how what needs to be done.

- C. SYNTHESIZE** Think about Reading 1, Reading 2, and the unit video as you discuss these questions. Then choose one question and write a response. Write four sentences.

1. What differences do you see in the three family businesses: Lindt and Sprüngli (chocolate), the Zamils (trade, manufacturing, investment), and the Bancrofts (newspaper)?
2. Why do you think that the Zamil family was successful but the Bancroft family had to sell their business?

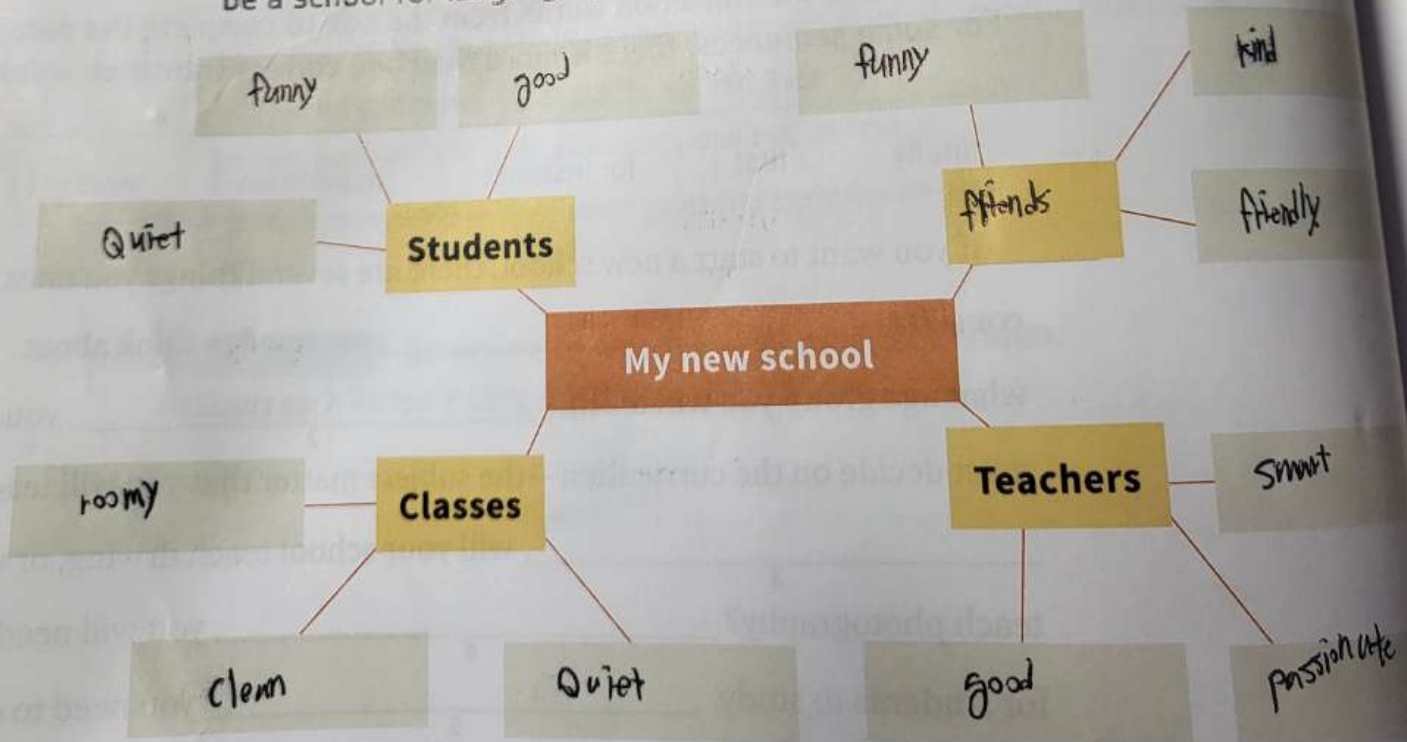
D. WRITING business. Then answer the 4

topic sentence.
supporting

My business idea is to start a new math tutoring business. I am very good at math, and my classmates tell me that I explain things very clearly. I will tutor high school students in any math topic, including calculus. There are several reasons why I think my business will succeed. First, my business will be unique because all classes will be private. One-on-one attention will give students the chance to ask questions. In addition, all classes will be online. Obviously, online classes will be convenient for both the students and for me. We will use online video conferencing. Finally, each class will be only 20 minutes. Short classes will be easy to fit into any schedule. After class, the student will complete an assignment and turn it in to me for correction. I will advertise by putting up flyers at schools, libraries, and coffee shops. I hope to major in business when I attend college. I think my new business will be successful.

1. What is the main idea of the paragraph?
2. How many transition words do you see? 3 Circle them.
3. Do all of the ideas help support the main idea?
4. What are two questions you would like to ask the writer?

E. CREATE Brainstorm ideas about a plan for a special new school. What will the school be like? Who will the students be? What will you teach? It might be a school for language, photography, driving, or something else.



5 What makes a family business successful?

A. APPLY Complete the paragraph with words in comparative form.

Ans.

Many of us remember the good old days. Those times were simple and less complicated. In those days, we felt much safet ¹ in our neighborhoods. There was less pollution, and the sky was clearer ². We may even feel that nature was prettier ³ back then. As cities have become bigger ⁴, those days may be gone forever. Perhaps we all need to be more realistic ⁵ about the future. ⁶

B. APPLY Complete each sentence with the correct comparative form of the adjective in parentheses.

Ans.

- I'm more successful (successful) in school than my brother is.
- Hind is more responsible (responsible) with her money than her younger sister is.
- Elephants are more intelligent (intelligent) than fish.
- People in small towns are often more friendly (friendly) than people in big cities.
- The subway is faster (fast) than the bus.

C. CREATE Complete each sentence with the correct superlative form of the adjective in parentheses and your own opinions. Then discuss your answers with a partner.

Ans.

- Basketball is the most interesting (interesting) sport to watch.
- Lake is the most delicious (delicious) food in the world.
- Spring is the most beautiful (beautiful) season of the year.
- ice hockey is the most difficult (difficult) sport to play.
- tokon is the most famous (famous) place in my country.

IQ PRACTICE Go online for more practice with comparative and superlative adjectives. Practice > Unit 5 > Activities 11-12

UNIT ASSIGNMENT
OBJECTIVE >

WRITING
When you have a plan, think about what you like to do about what you want you