



一字擴增學習精煉，
洞悉領域推升得分！

多益商業

核心名詞

狂學
Like a Boss

1000字



作者 — Quentin Brand

歸納

10大商務情境

MP3
雲端下載

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



貝塔 | 語測
檢測學習平台

高點 | 美語系列

多益
商務
100 個
核心名詞

100 Essential Business Nouns for TOEIC

1

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	full-page half-page	TV television radio newspaper magazine print Internet viral	advertisement /ad/advert (for sth.)	go out
run show	good new misleading			run
make produce	a series of + ★			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 縮簡為 advert；ad 也是常見之略稱。

 好搭例句

 MP3-001

- 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 put 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 ran the **advert** for three weeks on national television.
我們在全國電視上播了三週廣告。
- They showed a misleading **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 making funny radio adverts.
他們十分擅長做搞笑的電台廣告。
- We're producing a new series of TV ads.
我們在製作一系列新的電視廣告。
- The TV 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 radio ad will run for one week.
這則電台廣告會播一星期。
- The print advert shows 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 series of viral ads will feature 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，完成下列句子。

- Let's ① _____ a ② _____ advertisement in the newspaper. Then most readers will surely notice it.
- I think ③ _____ ads are more effective than ④ _____ ones. People can read them more slowly and get more information about the product.
- It will be very expensive to ⑤ _____ a ⑥ _____ ad for two weeks. Air time is very expensive.
- It will be very expensive to ⑦ _____ a whole ⑧ _____ of TV adverts. Why don't we just ⑨ _____ one?
- The ⑩ _____ ad ⑪ _____ last Sunday night and will ⑫ _____ for one week every night.

5

analysis

[əˈnæləsɪs]

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

- We carried out a brief market **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 detailed financial **analysis** will show more results.
詳細的財務分析會透露出更多的結果。
- My preliminary **analysis** suggests 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。
- Further **analysis** revealed the problem.
進一步的分析點出了問題。
- The cost-benefit **analysis** provided 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 market **analysis** we've carried out demonstrates 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** indicates 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 at all the numbers in detail.

- We ③ _____ a ④ _____ analysis. We didn't have much time so we just did it very quickly.
- If we have more time, we can ⑤ _____ ⑥ _____ analysis. Maybe we can find the result.
- Before investing my money in this company, I need to ⑦ _____ ⑧ _____ ⑨ _____ analysis.
- ⑩ _____ analysis ⑪ _____ that the market conditions are pretty good for us.
- ⑫ _____ ⑬ _____ analysis ⑭ _____ that although the production costs are high, profits will also be high.
- We need to ⑮ _____ some ⑯ _____ analysis before we make a decision about how to deal with our competitors.
- Let's ⑰ _____ some more analysis ⑱ _____ the situation before we make a decision.

利用搭配詞組寫出你的多益筆記

多益
商務

延伸練習

情境選擇題

TOEIC Mini Tests

第 1 組選擇題

1. We don't normally accept late submissions, but in this case I'll make an -----.
(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。

行銷、財務、專案管理

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	manage control allocate	annual quarterly half-yearly total	departmental advertising marketing training entertainment production R&D IT
cut reduce increase	go over overspend exceed run out of	tight shoestring limited	budget (for sth.) run out run into #
set prepare approve	spend keep within	big	

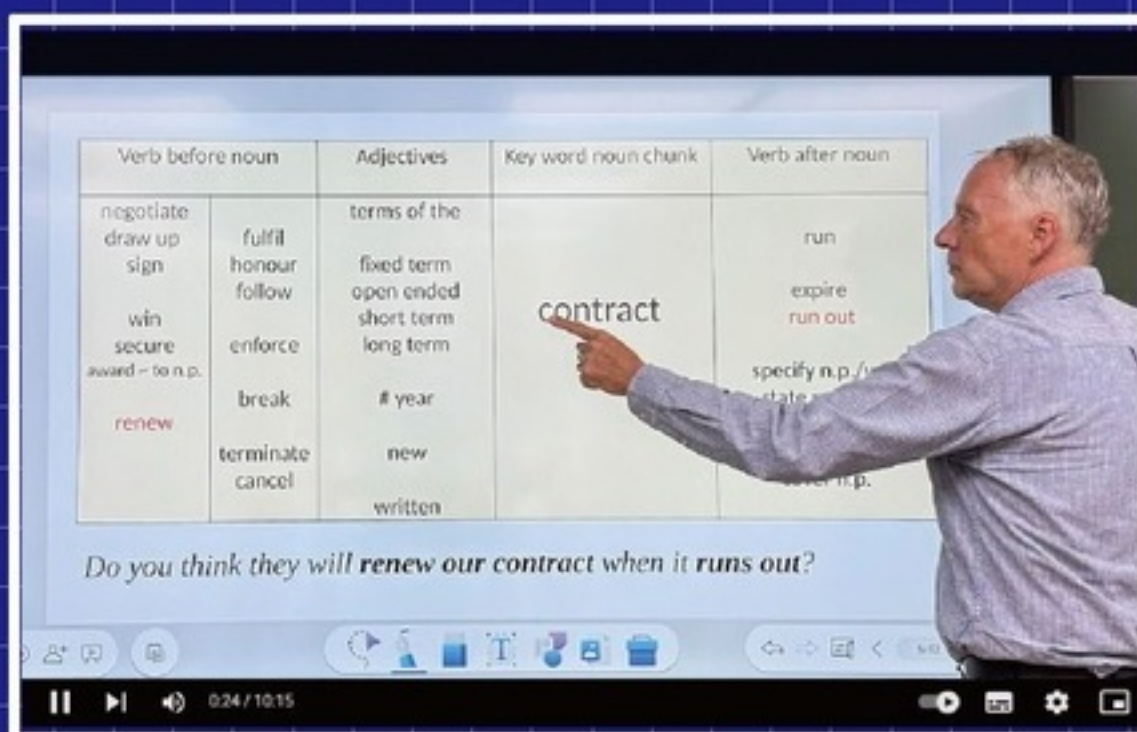
為數字

好搭例句

MP3-010

- We have a tight entertainment **budget** this year.
我們今年的娛樂預算很緊。
- We are on a limited production **budget**.
我們的生產預算有限。
- They cut departmental **budgets** in an effort to control spending.
他們削減了部門預算，以藉此控制開銷。
- We need to reduce **budgets** for the second half of the year.
我們需要縮減今年下半年的預算。
- My boss increased my half-yearly **budget**.
我老闆調高了我的半年度預算。

- ☑ 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

醫學

商會

人文

頂尖大學生推薦，立即開啟 拓展領域知識

多益商業核心名詞
狂學1000字

定價:480元



58MTT05001

ISBN 978-626-7570-28-9



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