

Unit 1 Marketing ▶ Reading ▶ 3. VOCABULARY 1 PRACTICE

Match each word with the correct definition.

1. to speak or write; to show a feeling or opinion	express
2. a general move or change in society	trend
3. to affect a large area or a big group of people	spread
4. joined or linked to something or someone	connected to
5. to get information by asking questions or studying	find out
6. easy to see; definite	clear
7. to help produce something; to play a part in	contribute

> 7/7  
Last score

Read the article. Then choose the best answer for each question.  
Go to the Discussion Board to discuss these questions.

**Predicting Future Trends**

Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

1. Companies want to know \_\_\_\_.  
 how they can lose money  
 where they can find groups of people  
 what will happen in the future
2. Companies hire people to \_\_\_\_.  
 predict trends  
 use technology  
 improve the economy
3. What is one method of studying how people behave?  
 testing products with large groups of people  
 asking questions to small groups of people

Read the article. Then choose the best answer for each question.  
Go to the Discussion Board to discuss these questions.

### Predicting Future Trends

Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

- 4. What happens if companies make wrong guesses about the future?
  - They can run out of oil.
  - They need to study more people.
  - ✓  They can lose money.
- 5. *Megatrends* is \_\_\_\_\_.
  - a research study
  - ✓  a book
  - a product
- 6. What did John Naisbitt predict?
  - The global economy would improve.
  - ✓  Technology would be more important.
  - Oil prices would rise.

Read the article. Then choose the best answer for each question.  
Go to the Discussion Board to discuss these questions.

**Predicting Future Trends**

Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

6. What did John Naisbitt predict?
- The global economy would improve.
  - Technology would be more important.
  - Oil prices would rise.
7. Naisbitt was correct \_\_\_\_.
- most of the time
  - none of the time
  - some of the time
8. Predictions about the future help companies \_\_\_\_.
- save money
  - make better products
  - use less technology

Read the article again. Then choose the main idea for each paragraph.

**Predicting Future Trends**

1. Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

2. Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

3. One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

- 1. What is the main idea of paragraph 1?  
 Companies are interested in predicting future trends.  
 If they make a wrong guess, they can lose money.  
 The price of oil may rise or fall.
- 2. What is the main idea of paragraph 2?  
 Companies bring small groups of people together and ask them questions.  
 Companies use special methods to make predictions.  
 Some companies hire people to make predictions.
- 3. What is the main idea of paragraph 3?

Read the article again. Then choose the main idea for each paragraph.

**Predicting Future Trends**

1. Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

2. Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

3. One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

3. What is the main idea of paragraph 3?
- Naisbitt said that technology and information would become more important.
  - Naisbitt predicted that the world would become more connected.
  - John Naisbitt wrote a book to predict future trends.
4. What is the main idea of paragraph 4?
- Good predictions help companies make better products and more money.
  - Companies do a lot of research.
  - Companies research people's behavior to investigate the future.

Unit 1 Marketing ▶ Reading ▶ 7. VOCABULARY 2 PRACTICE

Complete the sentences with the correct words from the word bank.

social researcher purchase recommend study reviews psychologist influenced

1. Paulo is very interested in how people think and feel. He wants to be a psychologist.
2. The class is planning a study of teen eating habits.
3. My uncle is a researcher in the lab at a scientific equipment company.
4. I loved that book. I recommend it to all my friends.
5. The reviews of the new TV show all say it is very funny.
6. Tom has a lot of friends because he has good social skills.
7. My father's hobby of fishing influenced my decision to become a wildlife biologist.
8. My last big purchase was a bicycle. I bought it last week.

Watch the critical thinking video. Then answer the questions.



- 1 Putting ideas in order means ...
  - putting them in places like *first* and *second*.
  - putting them in any places we like.
- 2 Why is putting ideas in order important?
  - It helps readers understand the passage.
  - It helps writers in their writing.
  - Both answers are correct.
- 3 To make a strong argument for your ideas, you should put ideas in order of ...
  - importance.
  - time.
- 4 To show how something happens from beginning to end, you should put ideas in order of ...



Watch the critical thinking video. Then answer the questions.



4 To show how something happens from beginning to end, you should put ideas in order of ...  
 importance.

✓  time.

5 Writers use the signal words *most important*, *next*, and *finally* to put ideas in order of ...

✓  importance.

time.

6 In what order are the ideas in this text?

"First, you need to turn on the oven and pre-heat it to 250° F. Second, you should prepare the baking sheet with some cooking oil. Then ..."

importance

✓  time

7 Tom wants to teach his child how to cook spaghetti.

Watch the critical thinking video. Then answer the questions.



- 6 In what order are the ideas in this text?  
"First, you need to turn on the oven and pre-heat it to 250° F. Second, you should prepare the baking sheet with some cooking oil. Then ..."  
 importance  
✓  time
- 7 Tom wants to teach his child how to cook spaghetti. Which order of ideas is best for him to use?  
 importance  
✓  time
- 8 Susan is preparing a presentation on why people should recycle. Which order of ideas is best for her presentation?  
✓  importance  
 time

Unit 1 Marketing ▶ Reading ▶ 9. VOCABULARY SKILL Word families

Choose the correct words to complete the sentences.

1. John had to make a difficult **choice** .
2. We have to **choose** where to go.
3. I don't understand the **connection** between the two ideas.
4. First, you need to **connect** the two pieces of wire.
5. Everyone should **contribute** to the class discussion.
6. Thank you for your **contribution** of time and money.
7. Now we will **discuss** question 6.
8. Everyone talked during the **discussion** .
9. Thank you for the beautiful **gift** .
10. I want to **give** you this book.
11. Please **inform** Paula that we are leaving now.
12. I need more **information** about this kind of car.

Read each topic sentence. Choose the answer that best describes the word or phrase in bold.

1. Even though **email** is useful, it isn't always the best way to communicate.  
 topic  
 controlling idea  
 NOT the topic or controlling idea
2. Even though email is useful, it isn't always the **best way to communicate**.  
 topic  
 controlling idea  
 NOT the topic or controlling idea
3. Even though email is useful, **it isn't always the best way to communicate**.  
 topic  
 controlling idea  
 NOT the topic or controlling idea
4. I don't follow clothing trends **because fashions quickly become out of date**.

Read each topic sentence. Choose the answer that best describes the word or phrase in bold.

4. I don't follow clothing trends **because fashions quickly become out of date.**

- topic
- controlling idea
- NOT the topic or controlling idea

5. I don't follow **clothing trends** because fashions quickly become out of date.

- topic
- controlling idea
- NOT the topic or controlling idea

6. Even though personal letters are **uncommon**, it's important to know how to write one.

- topic
- controlling idea
- NOT the topic or controlling idea

7. Even though personal letters are uncommon, **it's important to know how to write one.**

Read each topic sentence. Choose the answer that best describes the word or phrase in bold.

- ✓  NOT the topic or controlling idea
- 7. Even though personal letters are uncommon, **it's important to know how to write one.**
  - topic
  - ✓  controlling idea
  - NOT the topic or controlling idea
- 8. Teenagers are influenced by their families, but **their peers have the biggest influence.**
  - topic
  - ✓  controlling idea
  - NOT the topic or controlling idea
- 9. **Teenagers** are influenced by their families, but their peers have the biggest influence.
  - ✓  topic
  - controlling idea
  - NOT the topic or controlling idea

Unit 1 Marketing ▶ Writing ▶ 12. GRAMMAR EXPANSION Simple present

Choose the correct form of the verb to complete the sentences.

- 1. I usually **have** the newest video games.
- 2. Most of the students **are eating** lunch in the cafeteria now.
- 3. She **is reading** that writer's new book.
- 4. Many music stores **are closing** these days because most people buy their music online.
- 5. Sue **knows** a lot about the movie.
- 6. My brother **is studying** right now.
- 7. We **are learning** about trends in our business class.
- 8. I always **call** my sister on Saturday.
- 9. A hamburger at the new restaurant **costs** eight dollars.
- 10. Ellen **owns** a new car.

10/10  
Last score

- Home
- (Current...)
- Practice
- Resources
- Help

Unit Contents

previous next

Tools

Unit 1 Marketing ▶ Check and Reflect ▶ 16. TRACK YOUR SUCCESS Vocabulary review

Here are some words you learned in this unit. Are the words nouns, verbs, or adjectives? Put them in the correct category. Then go to Tools to see all the words from the unit.

Nouns	Verb and Verbs Phrases	Adjectives
psychologist	spread	social
researcher	find out	
trend	recommend	
	express	
	contribute	
	connect	

Empty box for additional input or notes.

10/10  
Last score

See answers Try again Next activity