

A. Vocab Review

B. Speed Reading Training

Part 6 Format

Read the text on the screen as quickly as possible.

(Reading Speed)

Write Start time and Finish time. Start time: _____ Finish time: _____

142 words / _____ minutes = _____ wpm (words per minute)

1. No acquisition works unless the people in the acquiring company have respect for the product, the markets, and the customers of the company they acquire.
2. Though many large pharmaceutical companies have acquired cosmetic firms, none has made a great success of it. Pharmacologists and biochemists are "serious" people concerned with health and disease. Lipsticks and lipstick uses are frivolous to them.
3. By the same token, few of the big television networks and other entertainment companies have made a go of the book publishers they bought. Books are not "media," and neither book buyers nor authors - a book publisher's two customers - bear any resemblance to what the Nielsen rating means by "audience".
4. Sooner or later, usually sooner, a business requires a decision. People who do not respect or feel comfortable with the business, its products, and its users invariably make the wrong decision.

Peter F. Drucker

Exercise A: Retention of facts and details

1. Which of the following is the most appropriate title for the passage?
(A) Successful Acquisition
(B) Nielsen Ratings
(C) Audience
2. According to Drucker, when a pharmaceutical company acquires a cosmetic firm, why is it that the acquisition does not work?
(A) Because lipsticks are expensive.
(B) Because the companies fail to respect each other's business.
(C) Because they don't advertise their business on television.
3. According to Drucker, who are a book publisher's two customers?
(A) Book sellers and book buyers
(B) Bookbinders and printers
(C) Book buyers and authors

Exercise B:

Scanning – quickly scan the passage to locate the following words and decide which paragraph they are in.

4. media () 5. frivolous () 6. the Nielsen rating () 7. decision ()

Exercise C:

Understanding words in context – choose the closest in meaning.

8. acquisition

- (A) something bought to add to a collection
- (B) the process of getting something
- (C) a company buying another company

9. audience

- (A) the number of people reading a particular book
- (B) the number of people watching a particular TV program
- (C) the group of people in one place to watch a play, film etc.

C. DICTATION

1. Have you sent the out, or are they still here?
2. Will we need extra waiters for the
3. Who will be covering the morning tomorrow?
4. How should I send the documents, by service or by regular mail?
5. you prefer.

● **Homework (Vocab)**

1. Both the museum and gallery will waive all fees during the national holiday.
2. NXY Flooring took advantage of the niche market by opening its shop in Queenstown.
3. Everything has been done in accordance with the rules.
4. It is mandatory that drivers take a new photo and renew their driving licenses in order to retain driving privileges.
5. We need to deal with industry emissions as soon as possible.