



## Did you know? The origins of mass production



The assembly plant of the Bell Aircraft Corporation at Wheatfield, New York, United States, 1944.

**Mass production** involves making many copies of products, very quickly, **using assembly line techniques** to send partially complete products to workers who each work on an individual **step**, rather than having a worker work on a whole product from start to finish.

Henry Ford further **revolutionized** the factory concept in the early 20th century, with the innovation of mass production. **Highly specialized** workers situated alongside a series of rolling ramps (an early conveyor belt) would build up a product such as an automobile. This concept dramatically decreased production costs for virtually all **manufactured goods** and brought about the age of **consumerism**.

## Some Business Idioms

**a can of worms** - a source of many unpredictable and complicated problems

**close the deal** - complete a negotiation

**in the loop** - Keep certain people up-to-date with the information

**keep a cool head** - stay calm

**in black and white** - in writing

**bottom out** - to reach the worst or lowest point

**Now complete the sentences below with the idioms above:**

1. We've negotiated all the terms of the agreement. We are ready to \_\_\_\_.
2. I'm sure that there is a lot of corruption in that country. The investigation may open up \_\_\_\_\_.
3. During intense and stressful negotiations, it is important to \_\_\_\_\_.
4. I need to see the production figures \_\_\_\_\_.
5. Our results \_\_\_\_\_ in 2010.
6. Please ensure that HR is kept \_\_\_\_\_ with this.

*Coming soon in the November edition – 10 American words that are different in English*

## Preposition Corner

I work **in** the logistics team **at** MagoLux.

I have worked **for/at** Magolux **for** 10 years.

I specialise **in** the quality assurance of...

My job focuses **on** the purchasing of...

I need to have a good knowledge **of** the suppliers. I also need to know **about** the wider market.

## Expressing opinions at meetings

**ASKING FOR AN OPINION: Would you like to share your views.**

**SUPPORTING A PROPOSAL: I think this is a sensible approach.**

**OPPOSING A PROPOSAL: I'm against this proposal.**

**STAYING NEUTRAL: I'm going to sit on the fence on this because...**

**AGREEING WITH AN OPINION: You are absolutely right.**

**PARTIALLY AGREEING WITH AN OPINION: He may have a point there but...**

**DISAGREEING WITH AN OPINION: I think that is wrong because...**

**Try and match the expressions below with the phrases above**

- ✓ I am in favour of this proposal.
- ✓ I couldn't agree more.
- ✓ I'm definitely against the plan.
- ✓ You're right up to a point, but...
- ✓ What's your perspective
- ✓ Oh! Come of it!
- ✓ I haven't given this too much thought