

CHAPTER 26: Apostrophes

Answer Key

PRACTICE 1

1. If you plan to get information about a credit card, chances are great that you will not speak to an American customer service representative.
won't
2. It is not unusual to speak with a person from another part of the world.
isn't
3. You would not even know that he or she is not an American.
won't
4. He or she does not have an accent when speaking English.
doesn't
5. Also, you should not be surprised that the person at the call center knows everything about American culture.
shouldn't
6. Companies outsource because they do not have to pay high salaries in other nations.
don't

PRACTICE 2

1. In "The New Face of the Silicon Age," Daniel Pink describes Americans who are losing their jobs because of outsourcing. He mentions Aparna Jairam, a computer programmer whos thirty-three years old. Shes worked in various jobs in the software industry. Currently, shes working for Hexaware Technologies in Mumbai, India. Compared to U.S. programmers, she doesnt earn a high salary. However, shes happy with her job, and shed like to keep it.
who's *she's* *she's* *doesn't* *she's*
2. According to Pink, many Americans are worried that people like Jairam are stealing their jobs. For example, Scott Kirwin, a Delaware programmer, says that hes angry about the situation. In 2007, he lost his job when his employer outsourced the work of his entire department. Hes been trying to get members of Congress to do something about outsourcing.
he's *He's*

3. Executives know that they're cutting costs by outsourcing. Highly qualified Indian or Chinese workers can do the same jobs as Americans for a fraction of the cost. For U.S. *it's* companies, its about the bottom line, or profit maximization. On the other hand, massive changes in the agricultural and manufacturing sectors have occurred before, and the workplace has adjusted with jobs opening up in entirely new sectors. Perhaps *it's* its difficult right now, but the job situation may improve in the future.

1. Hanif is
2. He has
3. company has
4. He would
5. I had

1. James's bank account
2. the ladies' committee
3. Matt and Harrison's company
4. the manager's promotion
5. Marcia's and Lewis's desks
6. the company's building
7. the women's club
8. Dolores's accounting book
9. China's work force
10. the Smiths' lawyers

1. Nike has become synonymous with America's corporate success. Nike's beginnings are very interesting. The business started from the back of Phil Knight's car in the early 1960s. In 1963, Knight went to Japan. By chance, he met with Japanese businessmen who manufactured running shoes. At the businessmen's meeting, Knight asked to import

Japanese running shoes to America.

2. Back in the United States, Knight taught an accounting class at Portland State ~~department's~~ department's University. In the ~~departments~~ hallway, he saw several design student's work. He ~~Davidson's~~ Davidson's commissioned student Carolyn Davidson to come up with a design. ~~Davidson's~~ swoosh ~~Nike's~~ Nike's symbol became ~~Nike's~~ logo. At the time, she was paid only \$35 for her design. However, several years later, Knight presented her with an envelope containing some of the ~~company's~~ company's stock. Davidson says that she has been adequately compensated for her design.

PRACTICE 6

It's

1. ~~Its~~ well known that many clothing manufacturers receive criticism for poor working conditions of employees in Third World countries.

There's

2. ~~Theres~~ documented evidence that these workers are usually underpaid.

Nike's

3. For example, ~~Nikes~~ directors have admitted that there was a problem in Indonesia in the late ~~1990's~~ 1990's.

its

4. In 2001, Nike realized that ~~its'~~ Indonesian plant managers were abusing workers.

Gifford's

5. Kathie Lee ~~Gifford's~~ clothing line for Wal-Mart was manufactured in Honduras.

plant's

6. In 1995, reports revealed that the ~~plants~~ employees were working under terrible conditions.

conditions

7. Gifford publicly acknowledged that working ~~condition's~~ conditions had to be improved.

works

8. Mitsumi ~~work's~~ works as a buyer for an internationally known clothing company.

company's

9. Her ~~company's~~ company's official policy is to buy clothing from manufacturers who pay fair wages.

I'll

10. As a consumer, ~~I'll~~ I always try to be well informed about the things that I buy.

FINAL REVIEW

- world's*
1. The ~~world's~~ largest company is Wal-Mart. *It's* larger than Exxon, Microsoft, or General Electric. In the 1990's, Wal-Mart's expansion into Mexico, Canada, and many other *Mexico City's* nations occurred. ~~Mexico City~~ and Toronto's stores have been extremely successful.
- its*
2. Wal-Mart's company policy is to supply ~~it's~~ customers with the cheapest prices possible. Customers are happy because *they're* getting good deals. However, some Wal-Mart suppliers *aren't* as thrilled.
- Wal-Mart's*
3. In an article for *Fast Company* magazine, Charles Fishman examines ~~Wal-Marts~~ pricing policies. According to Fishman, suppliers for Wal-Mart are pressured to reduce *forces* prices. When prices are too low, it ~~force's~~ them out of business. For example, Fishman mentions the Loveable Company, which used to supply lingerie to Wal-Mart. Executives at Wal-Mart asked the company to lower its prices. Loveable refused. Within three *years* ~~year's~~, Loveable went out of business.
- there's*
4. On the other hand, some suppliers say that ~~there's~~ a positive outcome when they supply *companies'* to Wal-Mart. Most ~~companies~~ manufacturing practices must become very efficient in order to supply Wal-Mart with low-cost products. Also, many suppliers want to do business with Wal-Mart because they can get huge boosts in their sales.
- Consumers*
5. ~~Consumer's~~ also benefit from pricing policies at Wal-Mart. *Families* ~~Families'~~ with low *consumers'* incomes can afford to shop there for quality products. Many ~~consumers~~ budgets are helped by the low cost of goods at Wal-Mart.