

词汇	词根/词缀	联想记忆法	例句
economy	eco- (家) + nom (管理)	"家庭管理"→经济体系	The global economy is recovering.
inflation	in- (内) + flat (膨胀)	"内部膨胀"→通货膨胀	Inflation raises prices.
investment	vest- (衣服)	"把钱穿身上"→投资 (古时钱藏衣内)	Real estate is a safe investment.
revenue	re- (回) + ven (来)	"回来的钱"→收入	Company revenue increased by 20%.
bankrupt	bank (银行) + rupt (破)	"银行破产"→倒闭	The store went bankrupt.
stock	-	"存货树干"→股票 (古时木签记录)	Tech stocks are rising.
dividend	divid- (分) + end	"分到末尾"→股息	Shareholders receive dividends.
monopoly	mono- (独) + poly (卖)	"独家卖"→垄断	The company lost its monopoly.
tariff	-	"太贵"谐音→关税 (抬高价格)	Tariffs protect local industries.
transaction	trans- (跨) + action	"跨过行动"→交易	Online transactions are convenient.
entrepreneur	entre- (间) + preneur (抓)	"抓商机者"→企业家	She became a successful
startup	start + up	"从零启动"→初创企业	The startup secured funding.
franchise	franch- (自由)	"自由经营权"→特许经营	He owns a fast-food franchise.
merger	merg- (沉)	"沉入一体"→企业合并	The merger created a giant
acquisition	ac- (向) + quis (求)	"求购获得"→收购	The acquisition expanded their
shareholder	share + holder	"股份持有者"→股东	Shareholders voted for the plan.
audit	aud- (听)	"听账本"→审计	Annual audits ensure transparency.
deficit	de- (下) + fic (做)	"做少了"→赤字	The budget deficit worries officials.
surplus	sur- (超) + plus	"超出部分"→盈余	A trade surplus boosts the economy.
commodity	com- (共同) + mod (量)	"共同量产物"→大宗商品	Oil is a traded commodity.
deposit	de- (下) + posit (放)	"放下钱"→存款	She made a bank deposit.
mortgage	mort (死) + gage (押)	"至死押金"→房贷	They took out a mortgage.
interest	inter- (间) + est	"钱的时间价值"→利息	Savings accounts earn interest.
collateral	col- (共) + later (边)	"共同边界担保"→抵押物	The car served as collateral.
bankruptcy	bank + rupt + cy	"银行断裂状态"→破产	Bankruptcy laws protect debtors.
recession	re- (回) + cess (走)	"经济往回走"→衰退	The recession caused job losses.

downturn	down + turn	"向下转"→经济下滑	The market experienced a downturn.
boom	—	"砰然爆发"→经济繁荣	A tourism boom benefited locals.
bubble	—	"泡沫易碎"→经济泡沫	The housing bubble burst.
import	im- (内) + port (运)	"运进来"→进口	Japan imports natural gas.
export	ex- (外) + port	"运出去"→出口	China exports electronics.
supply	sup- (下) + ply (满)	"下方满足"→供应	Supply chains were disrupted.
demand	de- (下) + mand (令)	"下方命令"→需求	Demand for vaccines rose.
retail	re- (再) + tail (切)	"切碎卖"→零售	She works in retail sales.
wholesale	whole + sale	"整体卖"→批发	Wholesale prices are lower.
negotiate	neg- (否) + oti (闲)	"不让闲谈"→谈判	Unions negotiated better pay.
contract	con- (共) + tract (拉)	"共同拉扯"→合同	Sign the contract after reading.
liability	lia- (绑) + bility	"绑定义务"→法律责任	Limited liability protects owners.
asset	as- (向) + set (固定)	"固定价值物"→资产	Their assets include patents.
endorse	en- (使) + dors (背)	"背书支持"→代言	Celebrities endorse products.
marketing	market + ing	"市场运作"→营销	Digital marketing is growing fast.
brand	—	"烙印标识"→品牌	Brand loyalty increases sales.
consumer	con- (全) + sum (用)	"全部用掉者"→消费者	Consumer spending drives growth.
incentive	in- (内) + cent (唱)	"内心歌唱动力"→激励	Tax incentives attract businesses.
subsidy	sub- (下) + sid (坐)	"坐下支持"→补贴	Farmers receive government
venture	ven- (来) + ture	"来冒险"→风险投资	Venture capital funds startups.
dividend	divid- (分) + end	"分到末尾"→股息	Dividends are paid quarterly.
broker	bro- (中介) + ker	"中间人"→经纪人	A stock broker executes trades.
auction	auct- (增) + ion	"增加报价"→拍卖	The painting sold at auction.