

# **Business English Verbs**

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# Contents

<b>Getting started</b>	<b>7</b>
<b>1 Staying in touch</b>	<b>11</b>
<b>On the phone</b> call (back) • connect • hold (on) put through • ring (back) • return (a call) • transfer	
<b>By e-mail</b> attach • call up • click • delete • e-mail • forward log on • print • save • search • undo • wipe	
<b>By post</b> courier • deliver • mail • receive • wrap	
<b>By fax</b> cancel • come through • dial • get • load • redial run out	
<b>2 On the job</b>	<b>23</b>
<b>Job description</b> answer to • liaise with • manage report to • supervise	
<b>Recruitment</b> apply • employ • hire • interview • take on	
<b>Career development</b> appraise • demote • pass over perform • promote • train	
<b>Industrial relations</b> go on strike • negotiate • represent suspend • walk out • warn	
<b>The end</b> dismiss • fire • lay off • make redundant • resign retire • sack	

### **3 Finance and structure** 35

**Working together** be associated • co-operate  
form an alliance • merge

**Getting bigger** acquire • bid for • expand • start out  
swallow up • take over

**Getting smaller** break up • divide • go out of business  
split up • strip

**Finance** fund • go bankrupt • invest • issue shares  
raise money

**Dealing** deal • go long • go short • hedge • trade

### **4 Travel** 47

**Tickets** book • collect • pick up • reserve

**Planes** board • check in • go through • land • proceed  
take off • transfer

**Trains** alight • arrive • catch • depart • get off • leave

**Cars** drive • hire • insure • rent • return

**Hotels** check in • check out • complain • move • store

### **5 Socialising** 59

**Arrangements** arrange • drop off • expect • get back  
pick up

**Invitations** accept • invite • look forward  
request the pleasure

**Restaurants** be off • bring • charge • order • take away

**Parties** greet • introduce • mix • mingle • offer • pour

**Small talk** break the ice • chat • enjoy • gossip • relax

## **6 Meetings**

71

**Arrangements** confirm • firm up • make a date • pencil in  
set up

**Formalities** chair • close • exchange (business cards)  
minute

**Opinions** interrupt • make a point • propose • put forward  
state the obvious

**Discussion** argue • debate • discuss • talk over • thrash out

**Agreement** agree • compromise • disagree • hammer out  
settle • summarise

## **7 Money matters**

83

**Buying and selling** auction • pick up • purchase • sell off  
sell out • shop around

**Negotiating** bargain • barter • haggle • reduce • refund

**Moving money** cash • credit • debit • deposit • repay  
withdraw

**Paying** advance • cover • foot the bill • invoice • reimburse

**Breaking the law** bribe • defraud • fine • swindle • trick

## **8 Promotion**

95

**To market** add • announce • bring out • launch • publish  
release

**In the shop** choose • display • enquire • generate interest  
promote • select

**On line** access • browse • download • specialise • surf • visit

**Informing the public** advertise • endorse • publicise  
recognise • sponsor

**Getting feedback** get feedback • give something a plug  
report • review • take off

## **9 Reporting** 107

**Informing** describe • explain • move on • outline • present  
summarise

**Influencing** claim • define • influence • mention

**Consulting** advise • conclude • consult • recommend • suggest

**Apologising** admit • apologise • assure • confess • cover up  
justify

**Persuading** convince • demonstrate • emphasise • insist  
persuade

## **10 Production** 119

**The factory** assemble • manufacture • package • produce  
put together

**Research and development** design • develop • experiment  
monitor • pilot • research

**Quality** check • control • inspect • remove • replace • rework

**The workshop** beat • bolt • repair • screw • spray • weld

**The warehouse** deliver • lift • put away • shift • stock

## **Business Verbs Index** 131

## **Answers** 159

Getting  
started

## Why business verbs?

Do you need English in your business? Do you need a lot of special English words? Do you think to yourself – Where can I find out what these words are?

Business is about action, and many of the words associated with business are verbs. If you learn all the verbs in the *Penguin Quick Guide to Business English Verbs* you will be well on the way to communicating effectively through English in business situations. And there are two other business books in the series – *Business English Words* and *Business English Phrases*.



## **What's in this book?**

This book contains over three hundred very useful business verbs. Each chapter presents these verbs under familiar business topic headings. The **Review** page at the end of each chapter tests your understanding. Answers to these questions are in the **Answers** section at the back of the book.

All the verbs in the book are also listed in the **Business Verbs Index**.

## **Why is this book called a *Quick Guide*?**

Because it guides you quickly to the most important words for you. And because you

can learn all these words in a short time.

Spend ten minutes each day with this book – and see how quickly you learn.

Here is one way of working with the book.

- Choose a relevant chapter. For example, *Staying in touch* presents important verbs for communicating by phone, fax, e-mail and post. This chapter is probably useful for everyone. Read the chapter. How many of the business verbs do you understand?
- Answer the questions in the **Review** at the end of the chapter. Then go to the **Answers** section. Were you right?
- Now go to the **Business Verbs Index**. Write the words in your language.



Staying  
in touch

# On the phone



No, I can't  
transfer  
you!

No, I'm sorry, I can't **put** you **through** to Mrs Porter. I can't **connect** you to anyone ...

No, I'm afraid you can't **hold on** ...

No, she won't **call** you **back**. She can't **ring** you **back** and nobody is going to **return** your call ...

And no, I can't **transfer** you to another line ...

Why not? Because Mrs Porter doesn't work here. In fact, nobody works here ... **YOU'VE GOT THE WRONG NUMBER!**

**put  
through**

**connect**

**hold (on)**

**call (back)**

**ring  
(back)**

**return (a  
call)**

**transfer**

# By e-mail

**attach**  
**log on**  
**save**  
**click**  
**delete**  
**undo**  
**search**

Hi John,

I found the report that you **attached** to your e-mail when I **logged on** to my computer this morning. I thought the report was great. I wanted to keep it, so I tried to **save** it to my hard disk. Unfortunately, I **clicked** on the wrong button and I **deleted** it instead! I tried to **undo** the command, but that didn't work. So I **searched** for it, but it just wasn't there. Could you send it again?

Many thanks,

Rita



*I searched  
for it, but  
it wasn't  
there.*



*With one click  
of the mouse,  
Uncle Raymond  
wiped his  
entire life!*



Dear Rita,

I'm pleased you liked the report – but I'm afraid it wasn't mine. Caroline wrote it and **e-mailed** it to me. I **forwarded** it to you because I thought you'd be interested. However, there's some bad news. When I tried to **call it up** just now I found that it had been **wiped** from *my* computer too – it was gone! But don't worry – I **printed** a copy before that happened so I'll **post** it to you.

John

**e-mail**

**forward**

**call up**

**wipe**

**print**

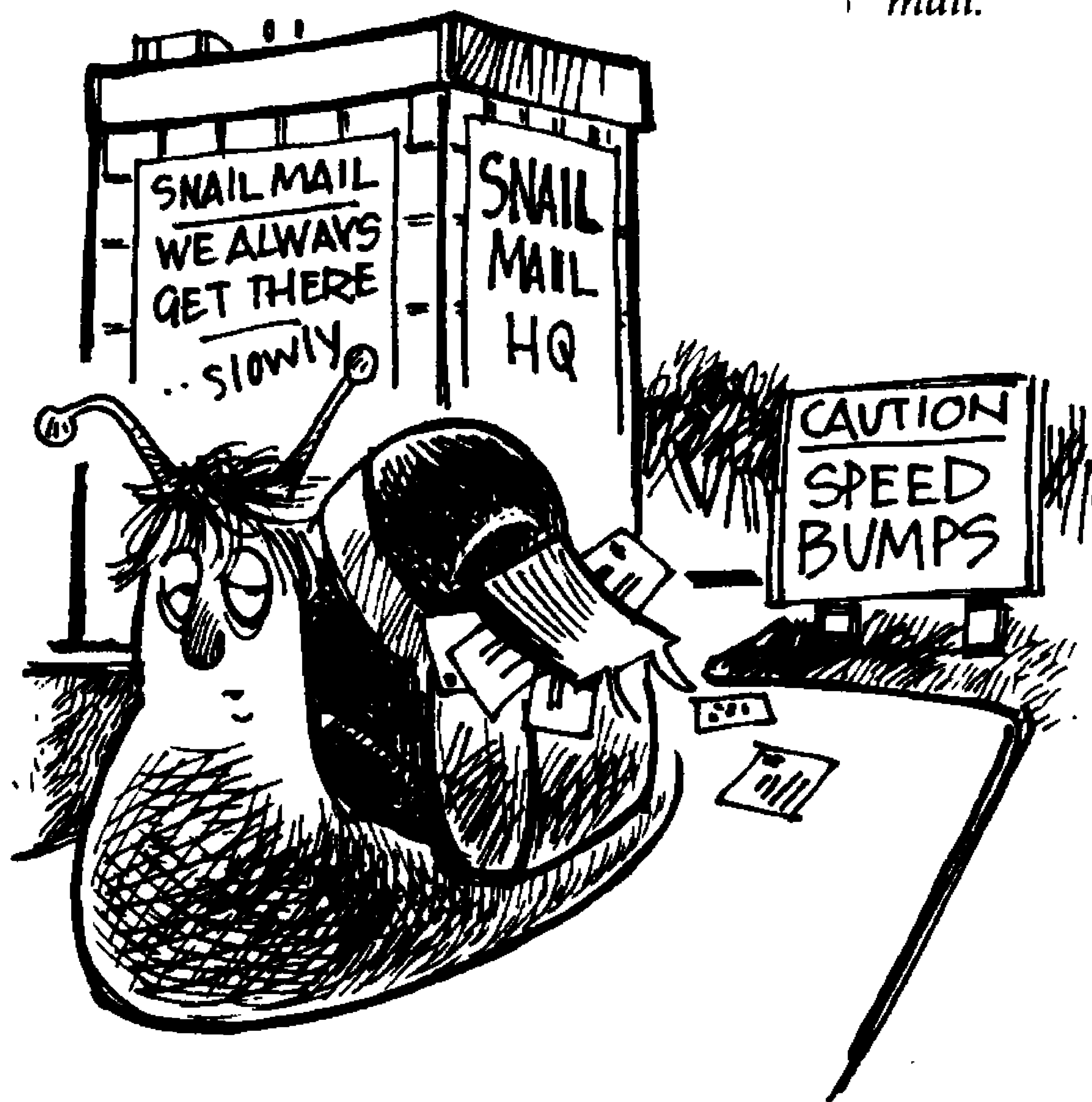
# By post

**mail**  
**wrap**  
**deliver**  
**courier**  
**receive**

Who needs e-mail? If I want to send a message to someone, I write a letter, put a stamp on it and **mail** it. It's simple and cheap.

If I've got a package, I **wrap** it and ask the post office to **deliver** it for me. You can't do that with e-mail, can you? And if it's urgent I get a motorbike rider to **courier** it for me. Then I know for sure it will be **received** safely. So I'll stay with snail mail, thank you very much.

*I'll stay  
with snail  
mail.*



# By fax



## **FAX**

To: Sonia De Soto

From: Patricia O'Learey

Date: 23.12.00

Dear Sonia,

I hope this fax **comes through** successfully. I've had a terrible time trying to **get** it to you. My fax machine was **dialling** and **redialling** your number for about three hours yesterday afternoon, before I decided that I'd had enough and **cancelled** it.

What was the problem? Perhaps your machine had **run out** of paper? Or maybe you just hadn't put the paper in properly – you really should read the instructions about how to **load** it.

But, let's get down to business ...

**come  
through**

**get**

**dial**

**redial**

**cancel**

**run out**

**load**

# Review 1

## **A Which verbs mean the same?**

wipe   connect   delete   ring back  
put through   call back

## **B Write the missing word.**

- 1 He's not in. Can he .... your call later?
- 2 I've written the report and .... it to this e-mail.
- 3 I'll call for a motorbike and get them to ....  
the package to you.
- 4 I've been trying to send this fax all morning.  
My fax machine has .... about twenty times.

## **C Match 1-4 with a-d.**

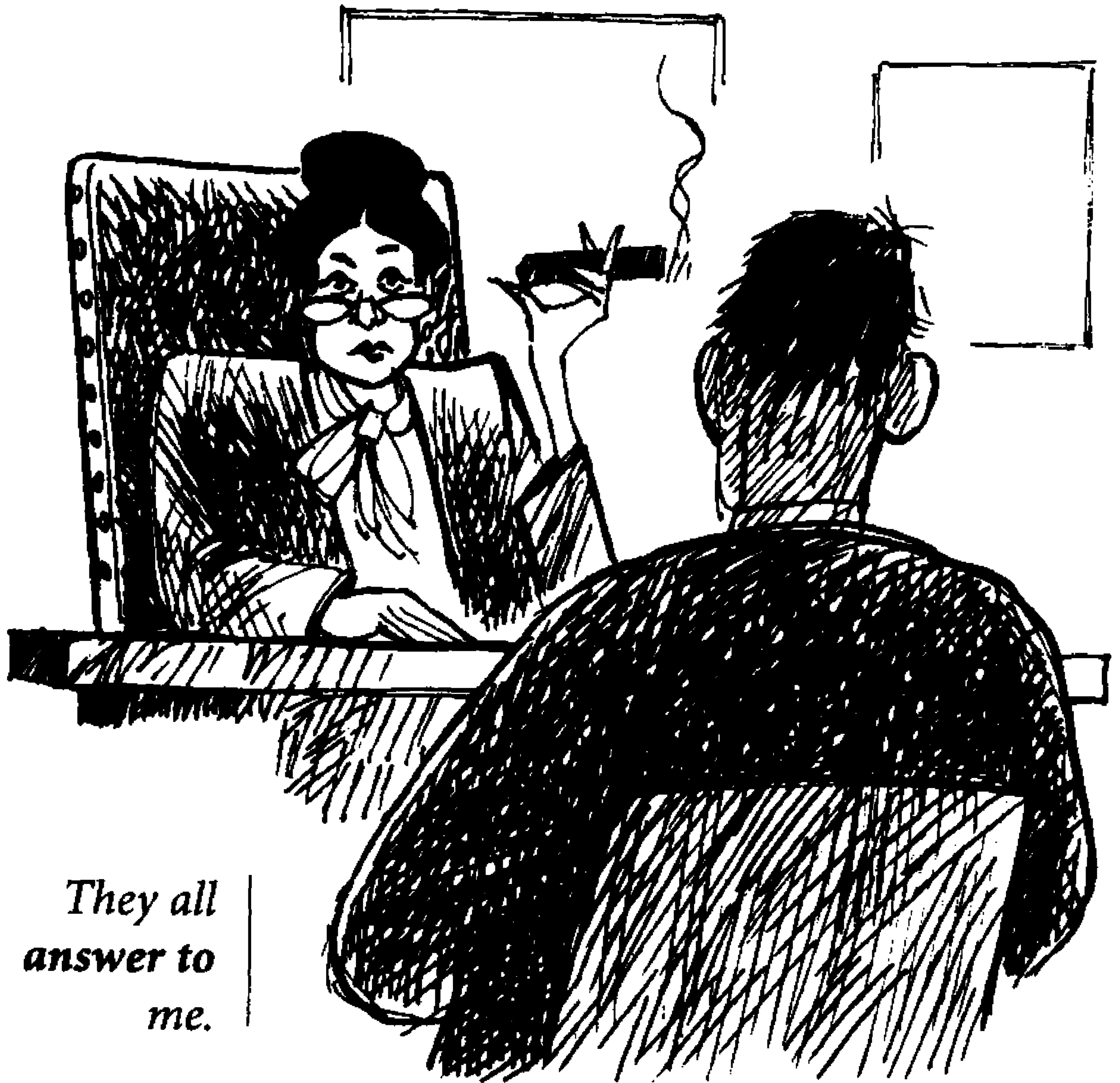
- |           |                       |
|-----------|-----------------------|
| 1 click   | a) a package          |
| 2 log on  | b) of paper           |
| 3 run out | c) on the save button |
| 4 wrap up | d) to a computer      |



# On the job

2

# Job description



*They all  
answer to  
me.*



Your job is to **supervise** the six people at the front desk – you make sure they all know what they're doing and that they don't make any mistakes. You **report to** Simon, who's the head of customer services. He **manages** you and four other supervisors. He also **liaises with** the heads of the other departments so that they all know what everyone else is doing. And, of course, as I'm the boss, they all **answer to** me.

**supervise**

**report to**

**manage**

**liaise with**

**answer to**

# Recruitment

**employ**  
**take on**  
**hire**  
**apply**  
**interview**

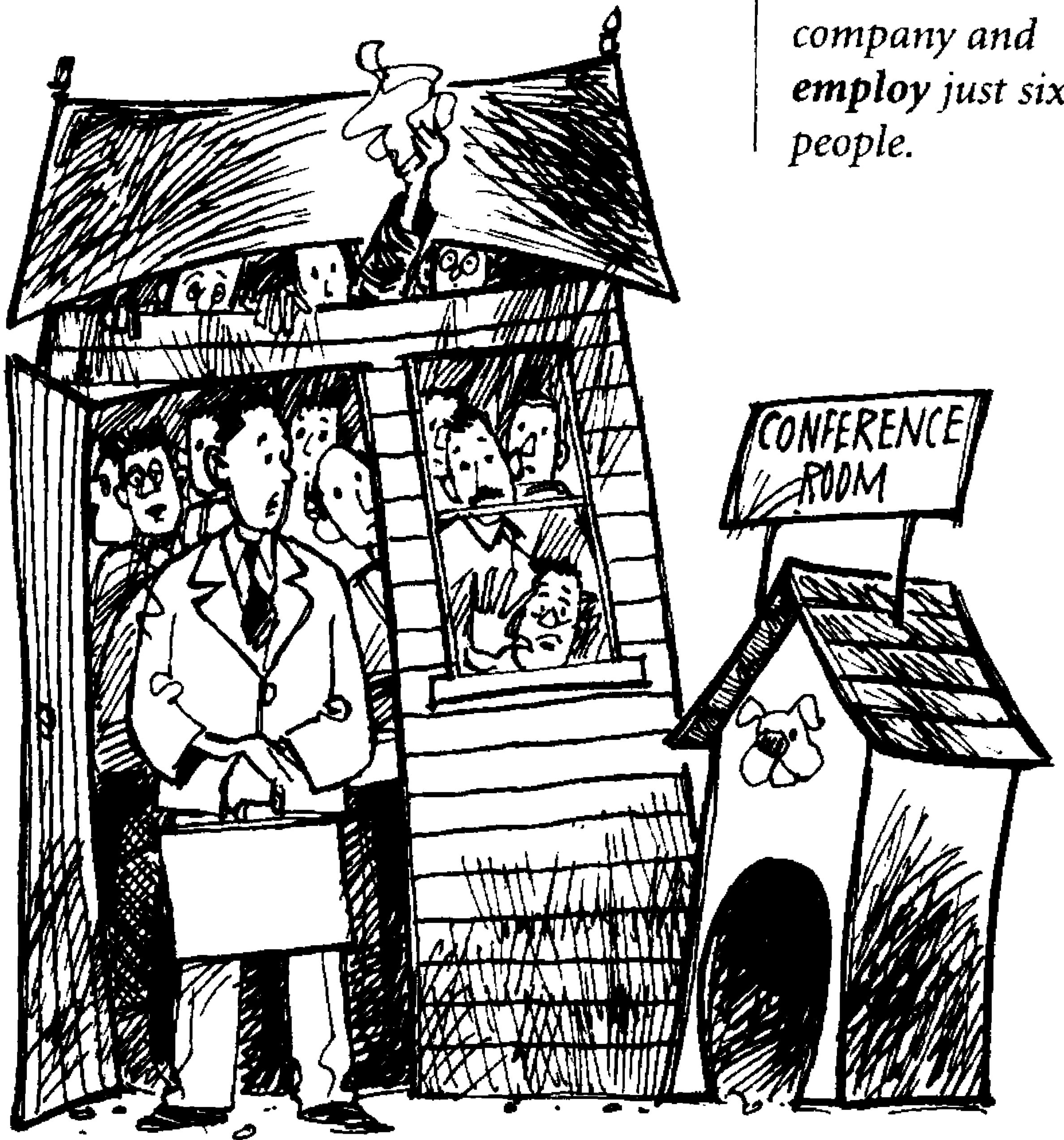
Dear Ms Zink,

Thank you for your enquiry about job vacancies. We are a small company and **employ** just six people on a full-time basis. However, we always **take on** extra staff during our busy summer months and so we are **hiring** at the moment. If you would like to **apply** for one of these temporary positions, please call me, so that we can arrange a time to **interview** you.

Yours sincerely,

Manfred Seltzer

We are a small  
company and  
**employ** just six  
people.



# Career development



*If you are having  
problems, we  
train you to deal  
with them.*

Every year we **appraise** you – in other words, we talk to you about your work over the past year. If you're having problems, we **train** you to deal with them. If you've done well, we try to **promote** you, although competition for the top jobs is tough so you could be **passed over** for promotion even if you have done well. And, of course, if you haven't **performed** well enough, we'll probably **demote** you, because in this company only the best is good enough.

**appraise**

**train**

**promote**

**pass over**

**perform**

**demote**

# Industrial relations



*I'm warning  
you.*

These discussions have taken far too long and I'm not going to **negotiate** any more. As the trade union spokesman, I **represent** over half the workers in this factory and I'm **warning** you – if the workers that you've **suspended** aren't allowed back to work by the end of the day, we'll all **go on strike**. That's right – we'll **walk out**.

**negotiate**

**represent**

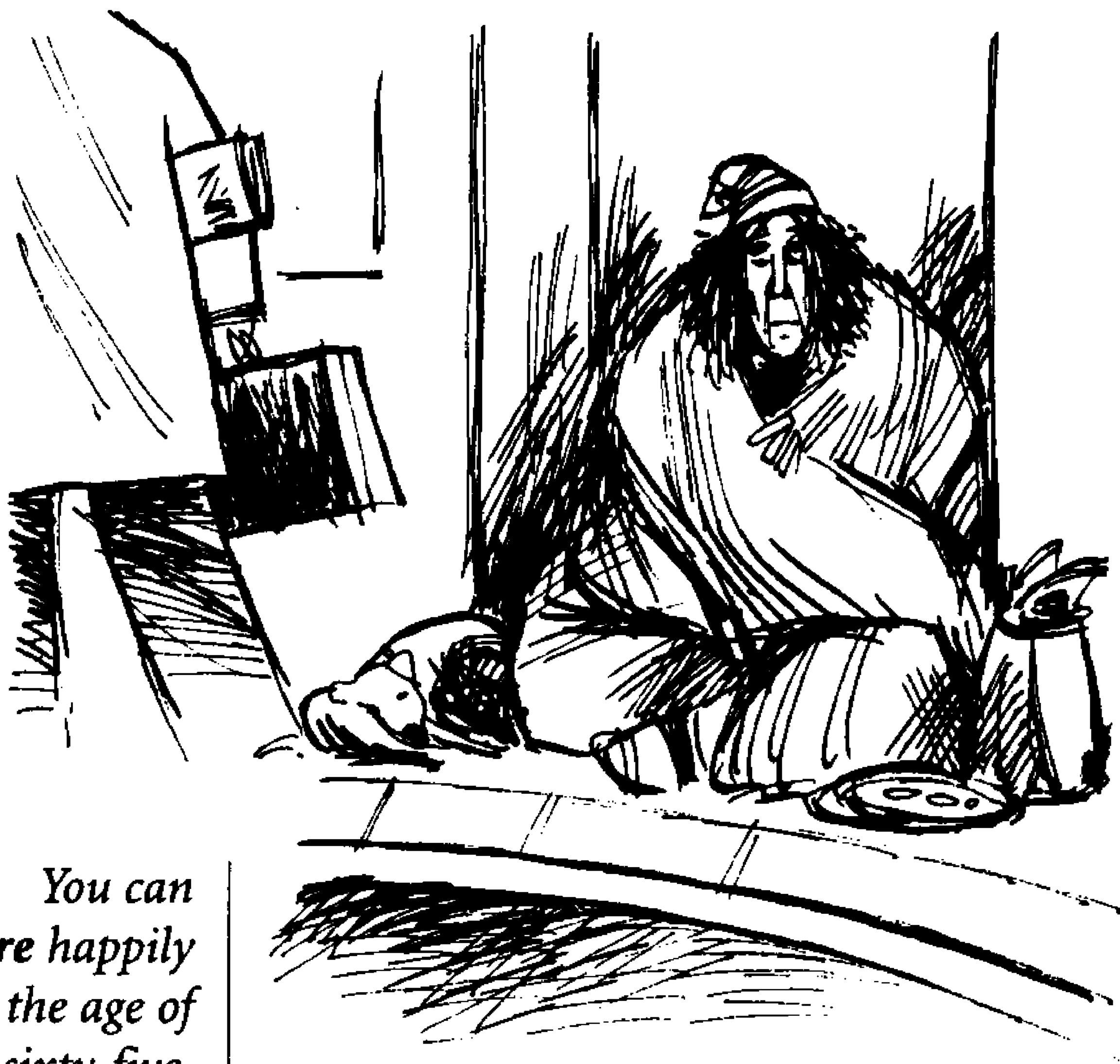
**warn**

**suspend**

**go on  
strike**

**walk out**

# The end



*You can  
retire happily  
at the age of  
sixty-five.*



## NOTICE

**These are the only ways that you can lose your job at this company.**

- Employees who steal will be **dismissed**.
- Anyone who contradicts the boss will be **sacked**.
- Salespeople who don't meet their targets will be **fired**.
- When business is bad, the laziest workers will be **laid off**.
- And if the company goes bankrupt, everyone will be **made redundant**.
- If you don't like any of these rules, you're free to **resign** and find another job.
- But if nothing goes wrong, you have a job for life and you can **retire** happily at the age of sixty-five.

**dismiss**

**sack**

**fire**

**lay off**

**make  
redundant**

**resign**

**retire**

# Review 2

**A Are these words about starting or finishing a job?**

take on   apply   retire   employ   resign  
dismiss   hire   make redundant

**B Replace the phrases in bold with one verb.**

- 1 I am the boss so you **are responsible** to me.
- 2 If you work hard, you will be **given a better job**.
- 3 If you don't know what to do, don't worry, we will **educate** you.
- 4 If I don't get more money, I'll **stop working**.

**C Complete the sentences with business verbs.**

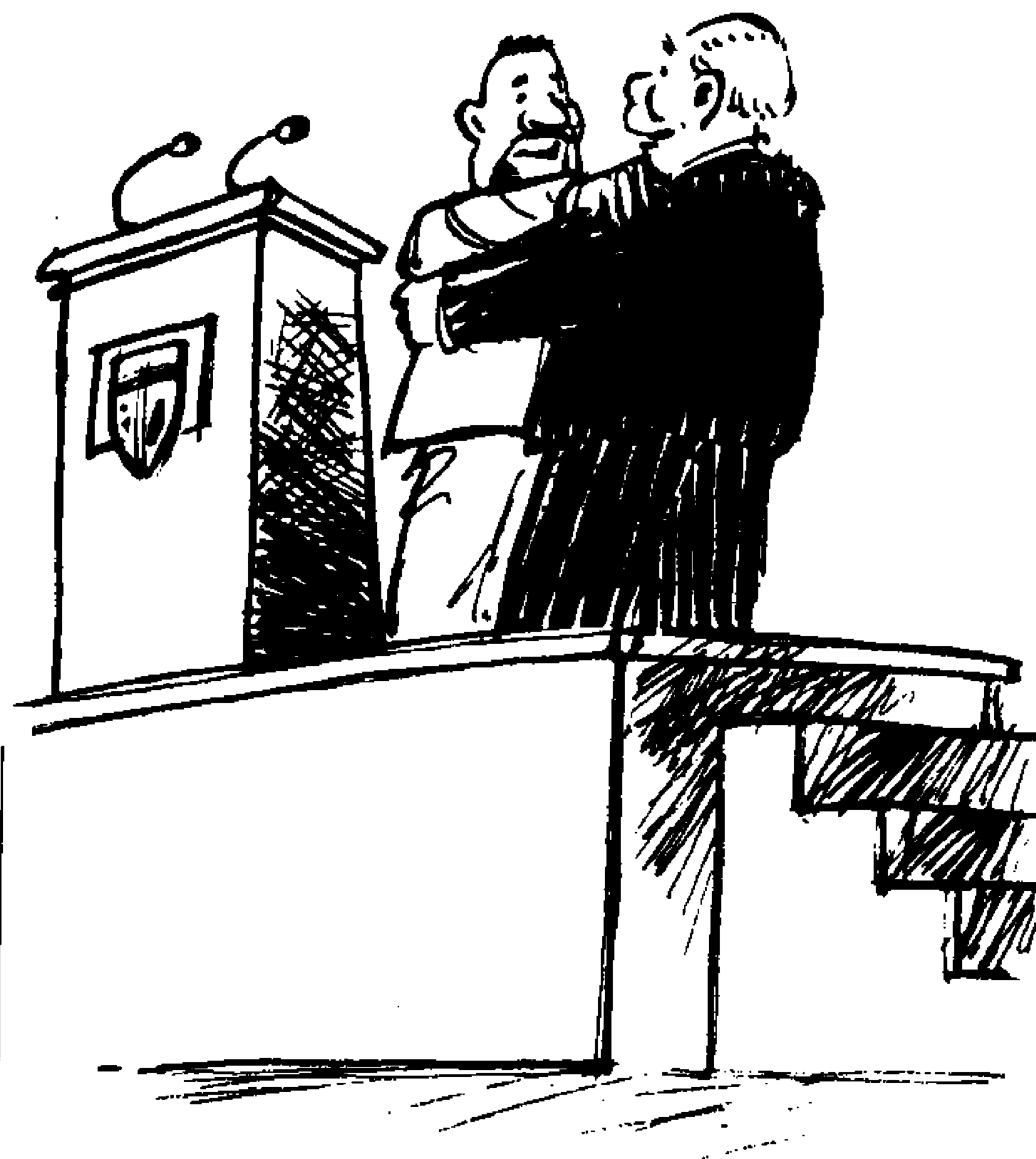
- 1 You .... your line manager.
- 2 Every year a manager .... your performance.
- 3 The management is .... with the unions about pay and conditions.



# Finance and structure

3

# Working together



*Our two  
companies  
want to **be**  
even more  
closely  
**associated.***

We've been **co-operating** on a number of projects for many years and I'm delighted to say that the result is that our two companies now want to **be even more closely associated**. We're not just going to **form an alliance** – we've decided to **merge** and create one big successful company.

**co-operate**

**be associated**

**form an alliance**

**merge**



# Getting bigger



*A multinational  
swallowed up  
the business.*

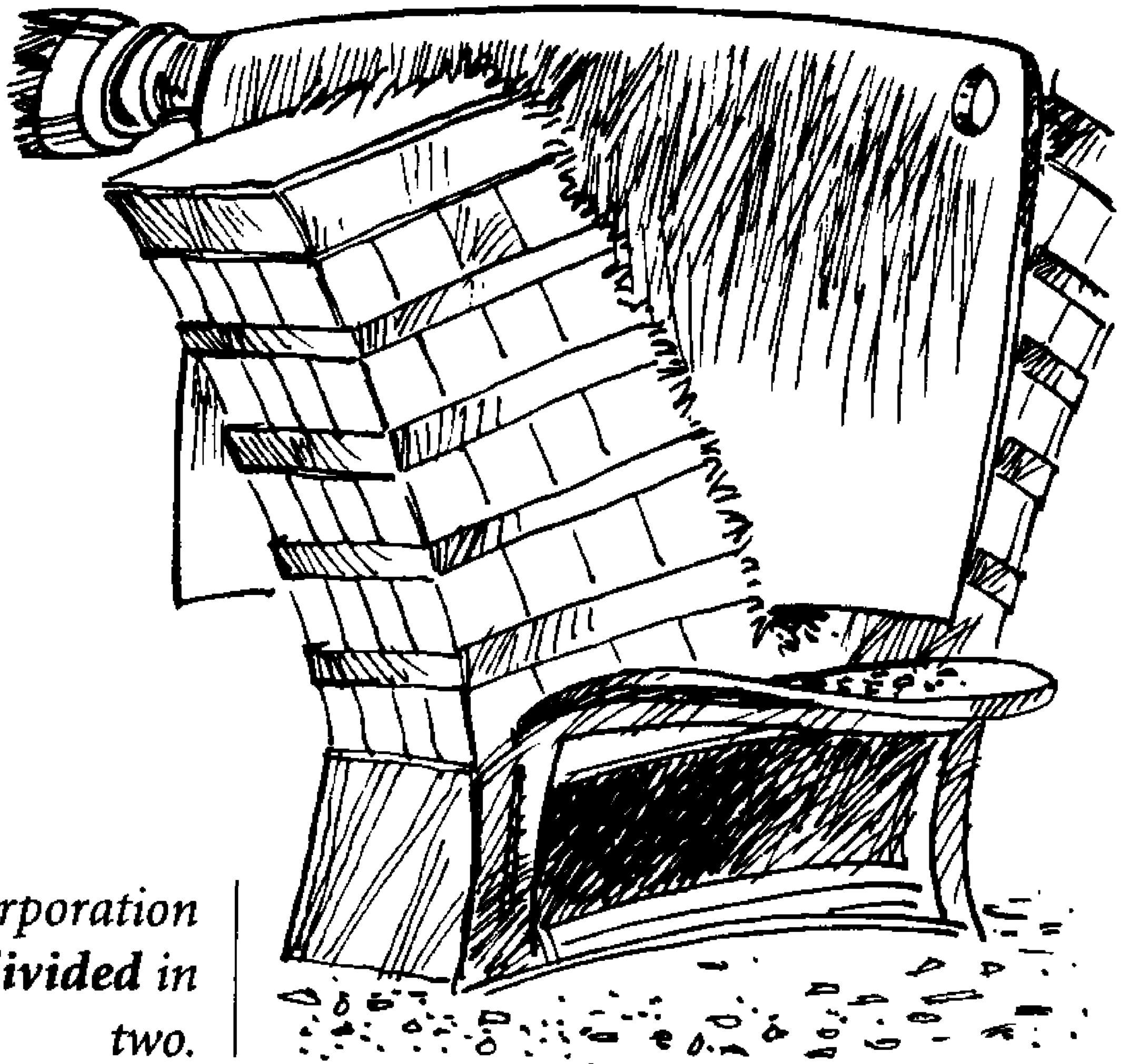
## **Business News**

### ***The end for Sycamore?***

Sycamore Stores **started out** with just one shop in a small town. The owner was ambitious and wanted to **expand**, so he **acquired** a small chain of shops in the nearest city. After a few years he **took over** another company by buying over 50% of their shares. Over the next few years he **bid for** several other companies, but he never succeeded in buying them. Then last year a huge multinational decided to buy Sycamore Stores and so they just **swallowed it up**.

**start out**  
**expand**  
**acquire**  
**take over**  
**bid for**  
**swallow up**

# Getting smaller



*The corporation  
was divided in  
two.*



In the 1990s the Red River Corporation was one of the world's great multinationals, before it was **broken up** into smaller parts. First it was **divided** in two. One half was **split up** into a number of smaller companies. The other half was bought by a bank which **stripped** its assets – including valuable city centre properties, which were sold to a supermarket chain – and then allowed the rest to **go out of business**.

**break up**

**divide**

**split up**

**strip**

**go out of  
business**

# Finance

## Internal Memo

The truth is that our factories are much too old-fashioned – this company needs to **invest** in new machinery. But where's the money going to come from – how are we going to **fund** this? In our position, the only practical way to **raise money** is to **issue** more **shares**. And let's hope that people buy them, because if they don't we're almost certain to **go bankrupt**.

invest

fund

raise  
money

issue  
shares

go  
bankrupt

*This company  
needs to **invest** in  
new machinery.*



# Dealing

**deal**  
**trade**  
**go long**  
**go short**  
**hedge**

She **deals** in shares. Normally she just **trades** – in other words, she buys and sells. But it's not always as simple as that. Sometimes she **goes long** – she buys shares and keeps them because she thinks their value will rise. And sometimes she sells shares that she hasn't bought yet because she thinks their value will fall – that's called **going short**. Obviously it's risky but she can always **hedge** by buying lots of different kinds of shares and hope that if one goes down another will go up.

Sometimes she  
goes long ...  
and sometimes  
she goes short.



# Review 3

## **A Match the words with similar meanings.**

trade   go out of business   split up   divide  
deal   swallow up   take over   go bankrupt

## **B Complete these sentences with a verb.**

- 1 The two companies have become one; they've .....
- 2 She's selling shares she hasn't got; she's .....
- 3 He's holding the shares because he thinks they'll rise; he's .....
- 4 He doesn't want to take too big a risk so he's going to .....

## **C Replace the words with business verbs.**

- 1 Our company wants to **get bigger**.
- 2 We've been **working together** for many years.
- 3 They are **trying to buy** their main rival.
- 4 They've **bought** two new factories.

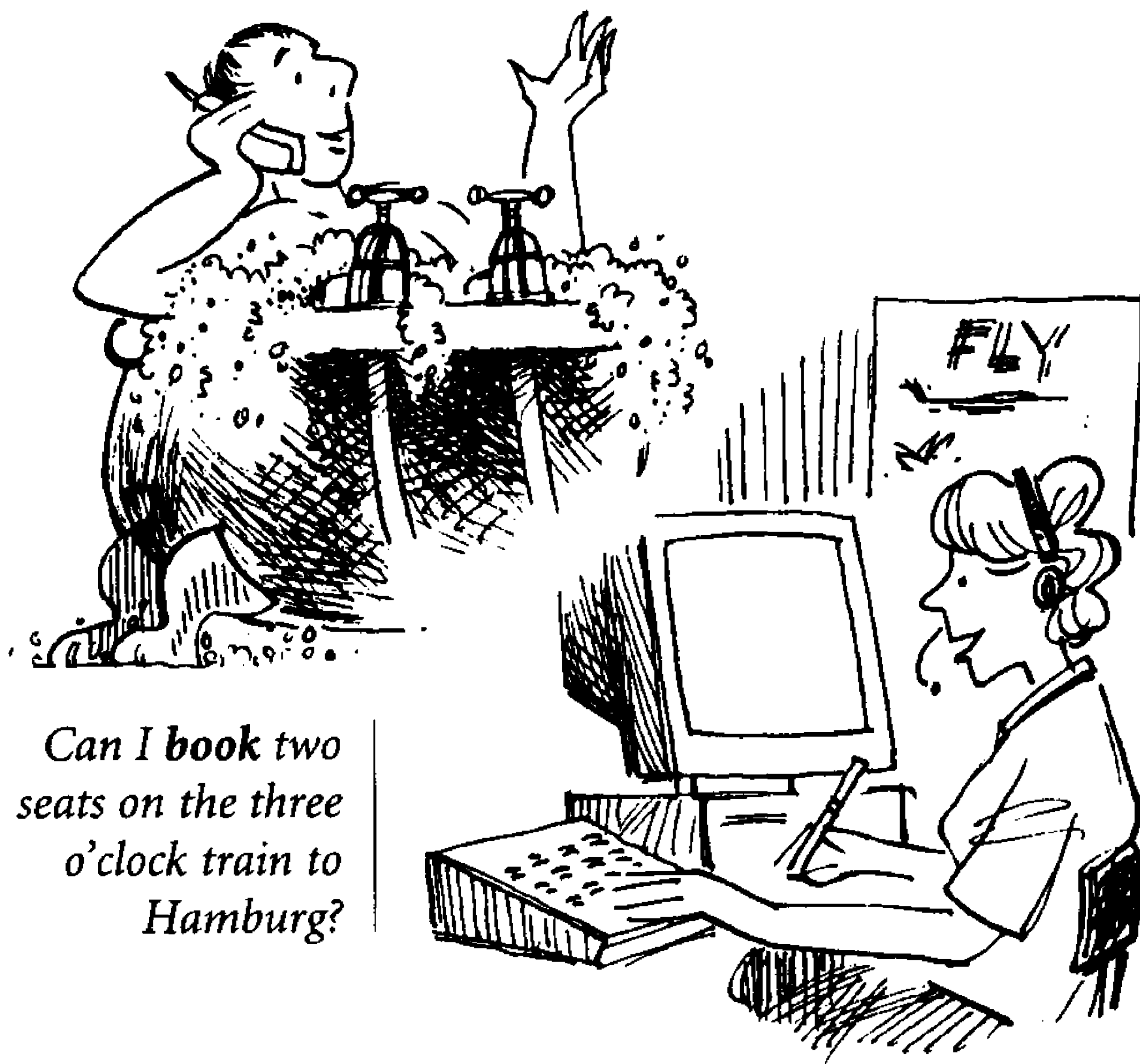




# Travel

4

# Tickets



*Can I **book** two  
seats on the three  
o'clock train to  
Hamburg?*



MAN: Can I **book** two seats on  
the three o'clock train to  
Hamburg?

WOMAN: Yes, I can **reserve** two  
seats for you.

MAN: Is it okay if I pay cash  
when I **pick** them up?

WOMAN: Yes, but you'll have to  
**collect** them at least half  
an hour before departure.

MAN: No problem.

**book**

**reserve**

**pick up**

**collect**

# Planes

**land**  
**transfer**  
**take off**  
**check in**  
**go**  
**through**  
**proceed**  
**board**

Right, let's check the details. Your flight from Sydney has just **landed** and you want to **transfer** to a flight to Dubai. Now, I'm afraid that you're a bit late. In fact your next plane's due to **take off** in just under twenty minutes. So when you've **checked in** this luggage, please **go through** passport control immediately and then **proceed** to gate 54 where your plane is now **boarding**.

*Your next plane's  
due to take off in  
just under twenty  
minutes.*



# Trains



*You should  
alight at  
Piccadilly  
station,  
madam.*

WOMAN: I'd like to **catch** the next train to Manchester. What time does it **leave**?

MAN: It **departs** at 9.27, madam.

WOMAN: And when does it **arrive**?

MAN: It depends which station you want, madam.  
Manchester's a big place.

WOMAN: Yes, of course. Well, where do I **get off** for the city centre?

MAN: You should **alight** at Piccadilly station, madam.

WOMAN: You mean I get off at Piccadilly station?

MAN: That's exactly what I said, madam.

**catch**  
**leave**  
**depart**  
**arrive**  
**get off**  
**alight**

# Cars

**drive**  
**rent**  
**hire**  
**return**  
**insure**

Dear Angelike

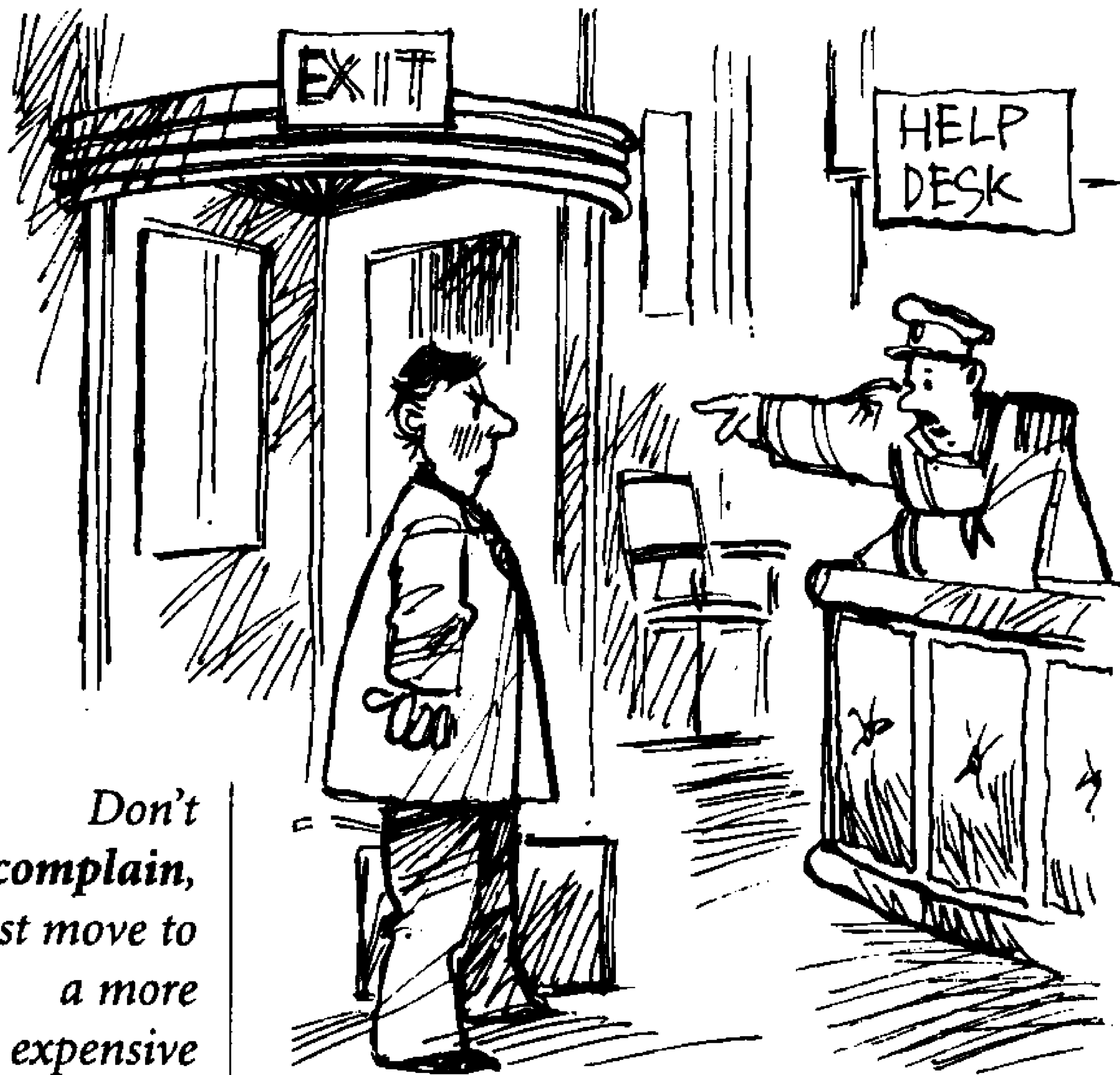
The best way to get to our office is to **drive**. I can give you the phone number of a local company where you can **rent** a car cheaply or, of course, you can **hire** one from one of the big companies when you arrive at the airport. The problem with renting at the airport is that you have to **return** the car there when you've finished with it. And don't forget to **insure** the car in case you have an accident.

*Don't forget  
to insure the  
car in case  
you have an  
accident.*



# Hotels

*Don't  
complain,  
just move to  
a more  
expensive  
hotel.*





## Dear Guest

When you **check in**, we ask you to pay the full price for your room in cash. To keep our prices low, there are no porters at this hotel so you have to carry your luggage yourself. You have to **check out** by nine o'clock in the morning but you can **store** your bags in our luggage room for a fee of just £15 per day.

If you don't like the hotel's policies, don't **complain**, just **move** to a more expensive hotel!

**check in**  
**check out**  
**store**  
**complain**  
**move**

# Review 4

## **A Use business verbs to fill these gaps.**

- 1 At the airport you should .... for your flight, then .... passport control and .... to gate 24 where your plane will be .....
- 2 When you .... a car you should always .... it in case you have an accident. You normally have to .... it to the rental office in the morning.
- 3 When you have .... of a hotel you can normally .... your bags in the luggage room and .... them later.

## **B Match the words with similar meanings.**

alight	arrive	book
collect	depart	get off
hire	land	leave
pick up	rent	reserve



# Socialising

5

# Arrangements

**arrange**

**pick up**

**expect**

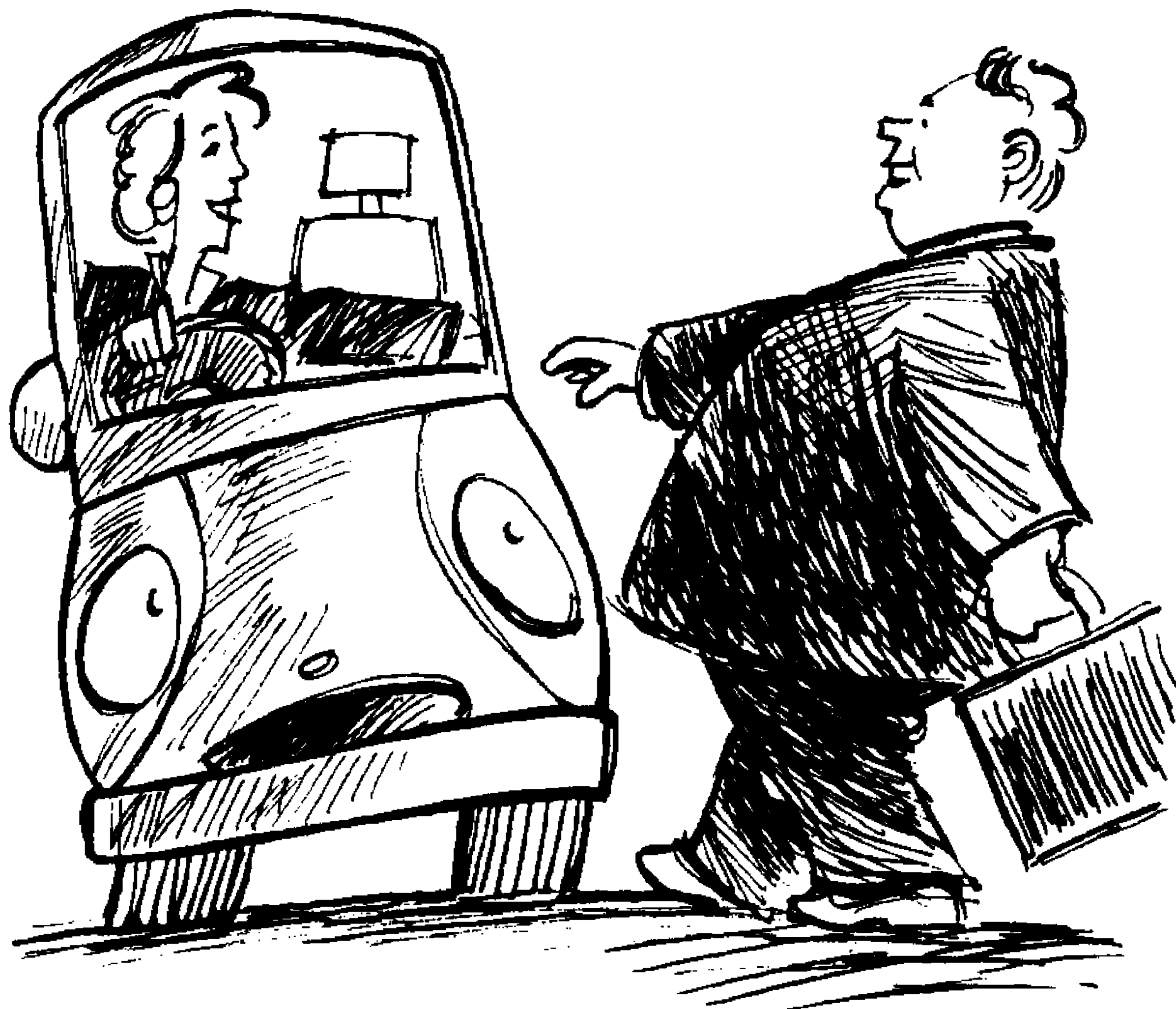
**drop off**

**get back**

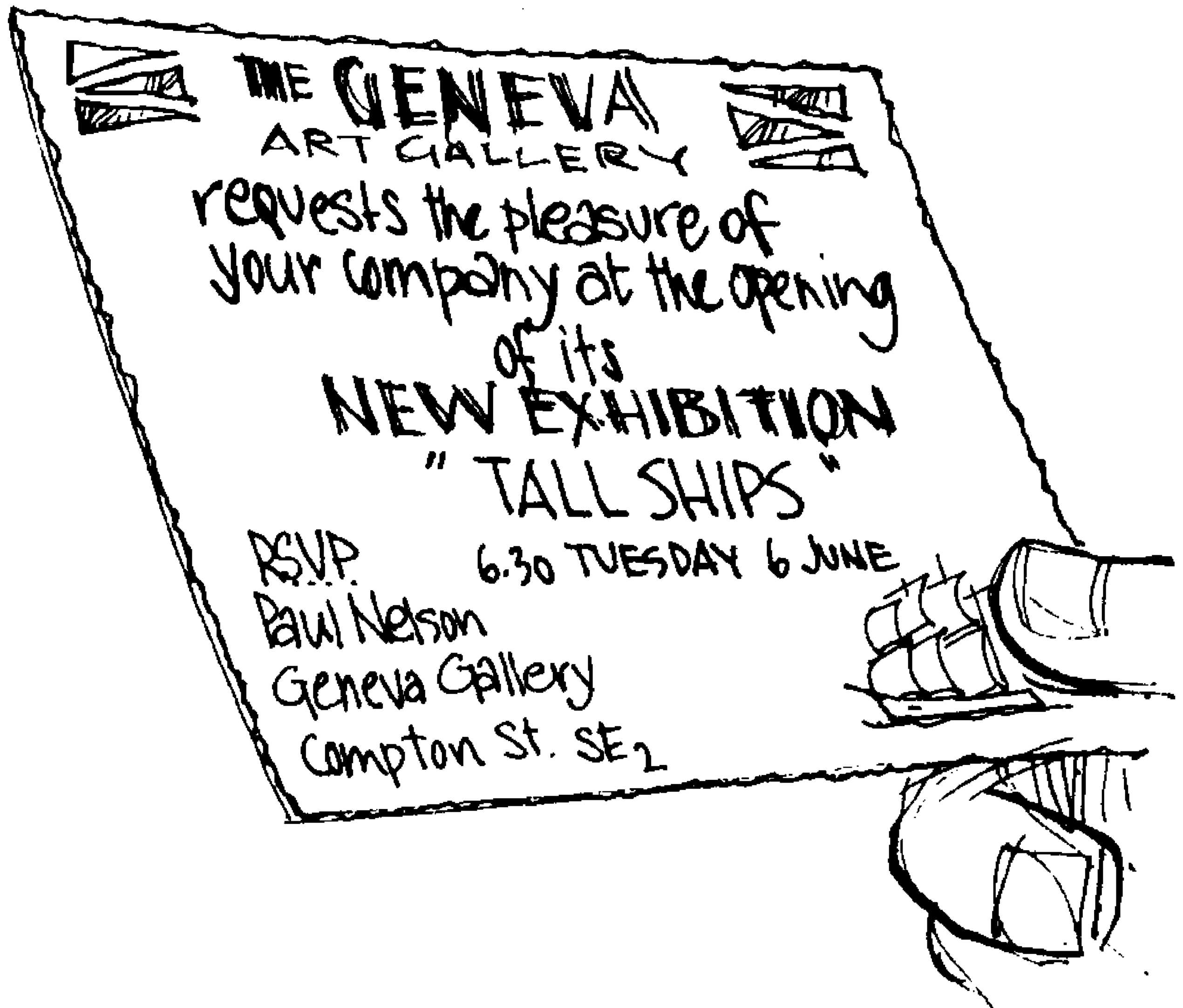
I've **arranged** the meeting for 3.30, so I'll **pick you up** in my car outside the Grand Hotel at 3.15 and drive you there. Can you wait for me on the pavement just outside the main entrance?

We're only **expecting** two other people to come to the meeting so it shouldn't last too long. When we've finished I can **drop you off** at the hotel again, so you should **get back** to your room by 5.30 at the latest.

*I'll pick you  
up in my car  
at 3.15.*



# Invitations



482 Montague Court  
London  
NW1

27 May

Dear Mr Nelson,

Thank you for **inviting** me to  
the opening of the exhibition  
next Tuesday.

I am pleased to say that I am  
free that evening and so I am  
delighted to **accept**.

I **look forward** to meeting you  
there.

Yours sincerely,

*Delphine Shaker*

Delphine Shaker

**request  
the  
pleasure**

**invite**

**accept**

**look  
forward**



# Restaurants



*I'm not going to  
eat it, so please  
take it away.*



WOMAN: Excuse me! This fish  
smells strange – it must  
**be off**.

WAITER: It can't be, madam, it was  
fresh this morning.

WOMAN: Well, I'm not going to eat  
it, so please **take it away**.

WAITER: Of course, madam.

WOMAN: And I hope you're not  
going to **charge** me for it.

WAITER: Certainly not, madam.

WOMAN: Good. Now **bring** me the  
menu again so that I can  
**order** something else.

**be off**

**take  
away**

**charge**

**bring**

**order**

# Parties



Wayne always  
***greeted*** his  
guests with a  
friendly word  
and a joke.

Wayne was the perfect host. He always **greeted** his guests at the door with a friendly word and a joke. Then he would ask, 'Can I **offer** you something to eat or **pour** you a drink?'

**greet**

**offer**

**pour**

If the guest didn't know anyone, Wayne would **introduce** them to one or two people, but he never stayed with one guest for too long. He knew it was important for a host to **mix** with everyone at a party and he liked his guests to **minge** with each other as well.

**introduce**

**mix**

**minge**

# Small talk

**break  
the ice**

**relax**

**chat**

**gossip**

**enjoy**

People were very quiet at the start of the party, but then Norman told a funny story which **broke the ice**. Everyone **relaxed** after that and soon we were all **chatting** happily. I **gossiped** with Tina about people in the office – I never knew they had such interesting lives outside work. In the end we all **enjoyed** the party so much that we didn't want to leave.

Norman told  
a funny story  
which **broke**  
the ice.



# Review 5

## **A Complete these sentences.**

- 1 She didn't eat the chicken because it was ....
- 2 He picked her .... in his car.
- 3 He got .... to his office at three after lunch.
- 4 She dropped him .... at his flat after work.
- 5 I'm looking .... to meeting you next week.

## **B Choose the correct verb.**

- 1 They **arranged** / **ordered** to meet the next day.
- 2 I'd like to **introduce** / **invite** you to my party.
- 3 The hostess **accepted** / **greeted** her guests.
- 4 They **expected** / **waited** fifty people at the reception.

## **C Match 1–3 with a–c.**

- |           |                 |
|-----------|-----------------|
| 1 request | a) the ice      |
| 2 break   | b) a drink      |
| 3 pour    | c) the pleasure |



# Meetings

6

# Arrangements



*I don't know  
what I'm doing  
over the next few  
weeks so I can't  
confirm it now.*



A: Shall we **set up** a meeting to discuss the proposal?

B: That's a good idea.

A: Can we **make a date** for some time around the beginning of September?

B: That sounds okay, but I don't know exactly what I'm doing over the next few weeks so I can't **confirm** it now.

A: That's no problem. Let's **pencil in** a time and date, and I'll call you two days before so that we can **firm up**.

**set up**

**make a date**

**confirm**

**pencil in**

**firm up**

# Formalities

**chair**  
**exchange**  
**(business**  
**cards)**  
**minute**  
**close**

Reginald was **chairing** the meeting today, so it was very formal. At the beginning he introduced every single person and asked us all to **exchange business cards** – which was pointless, because we knew each other already. Then he made sure that his secretary **minuted** every tiny point – the poor woman didn't stop writing for the whole hour. And when he **closed** the meeting he spoke for so long that three people fell asleep.



Reginald was  
chairing the  
meeting  
today.

# Opinions



*Whatever  
you do, don't  
**interrupt**  
me when I'm  
talking.*

I hate people who waste my time in meetings. So if you're just going to **state the obvious**, it's probably better to keep your mouth shut. But if you really want to **make a point** about something on the agenda, if you want to **put forward** a new idea or if you want to **propose** a solution to a problem, then I'm very happy to listen. But whatever you do, don't **interrupt** me when I'm talking.

**state the obvious**

**make a point**

**put forward**

**propose**

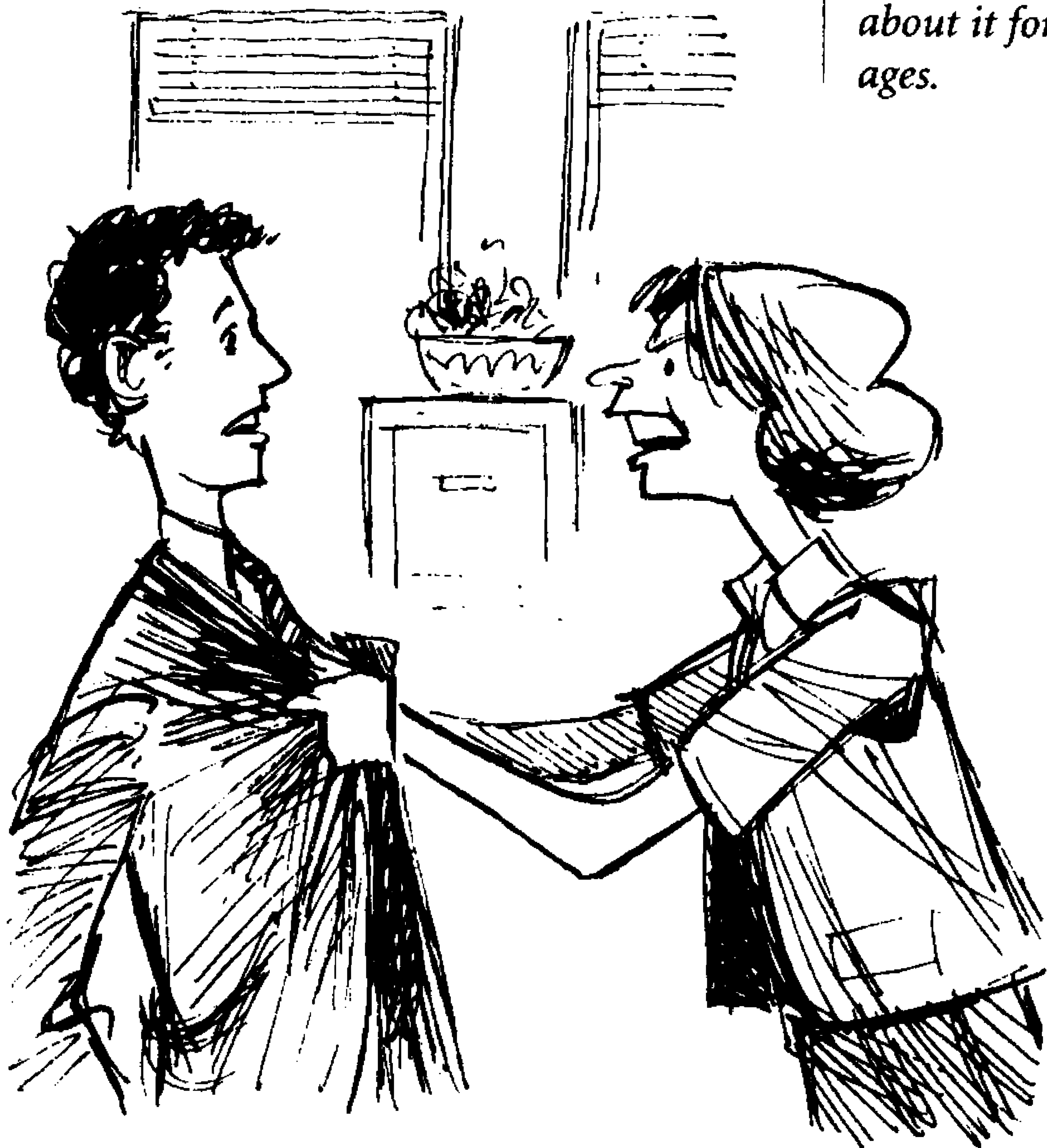
**interrupt**

# Discussion

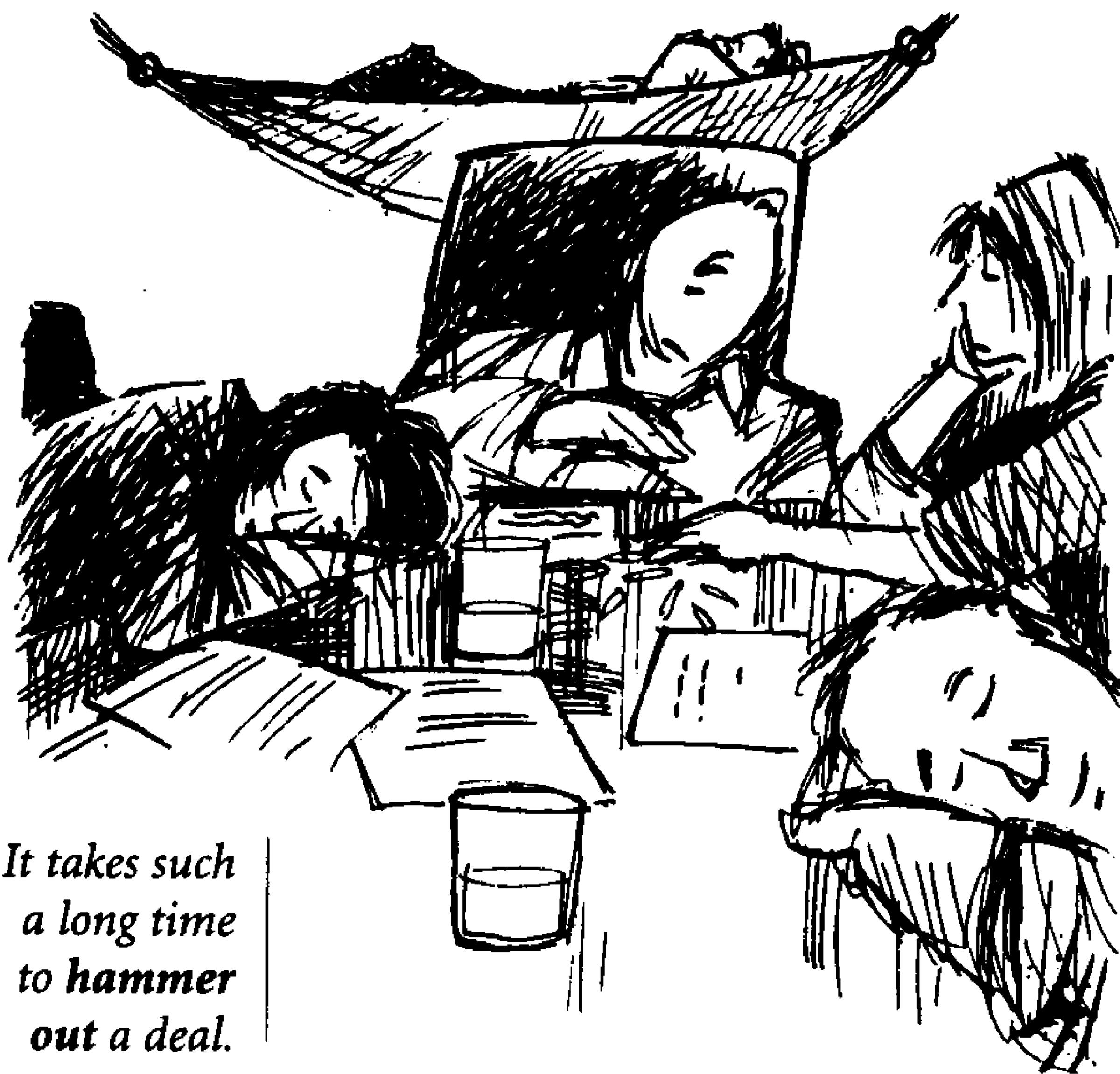
**discuss**  
**talk over**  
**debate**  
**argue**  
**thrash out**

We've been **discussing** the plan all afternoon. Things started quietly. First we **talked over** our roles in the project and then we **debated** the good and the bad points of the plan. Unfortunately, everybody had a different opinion on the budget, so we **argued** about that for ages. It took us over an hour just to **thrash out** a solution on that one point.

*We argued  
about it for  
ages.*



# Agreement



*It takes such  
a long time  
to hammer  
out a deal.*



Okay. Let's **summarise** the position. This is what we've decided so far.

I **agree** with you on point one, that's okay.

But we **disagree** on point two, so that's still a problem.

We've **compromised** on point three – I've given a bit and so have you.

Can we please **settle** this whole thing now and go home?

It takes such a long time to **hammer out** a deal, doesn't it?

**summarise**

**agree**

**disagree**

**compromise**

**settle**

**hammer out**

# Review 6

## **A Complete the sentences with business verbs.**

- 1 When you have a different opinion from another person, you .... with them.
- 2 When you want to speak while another person is talking, you .... them.
- 3 When you give a little and the other person gives a little, you .....

## **B Match 1–3 with a–c.**

- |            |                   |
|------------|-------------------|
| 1 chair    | a) business cards |
| 2 make     | b) a date         |
| 3 exchange | c) a meeting      |

## **C Match the words with similar meanings.**

argue   confirm   debate   discuss  
firm up   hammer out   propose  
put forward   talk over   thrash out



# Money matters

7

# Buying and selling

**shop  
around**

**sell off**

**purchase**

**pick up**

**sell out**

**auction**

The World Wide Web makes it easy for people to **shop around** for the cheapest price by moving from one website to another. It shouldn't take long to find a company which is **selling** things **off** cheaply. This means that big companies can now **purchase** their supplies more efficiently and ordinary people can **pick up** things at much better prices than before.

It's also easy to find what you want. If one company has **sold out** of a

product, you can probably find it at another website. And if you're looking for something rare, visit a website which **auctions** unusual things to the buyer who pays the highest price.



*If you're looking  
for something  
rare, visit a  
website which  
**auctions**  
unusual things.*

# Negotiating

**bargain**

**haggle**

**reduce**

**barter**

**refund**

I learnt to negotiate in our local street market. The traders all hated me because I **bargained** over everything. I knew their prices weren't fixed so I always **haggled** until they **reduced** them. When I didn't have enough money to buy something, I **bartered** – I tried to exchange something of mine for something of theirs. And if I didn't like something that I bought I always took it back and, of course, they always **refunded** my money.

WHOLE PLAICE £4



*The traders all  
hated me because  
I bargained over  
everything.*

# Moving money

**debit**  
**deposit**  
**credit**  
**withdraw**  
**cash**  
**repay**

A: There's a mistake in my bank statement again. They've **debited** £100 from my account for no reason.

B: What about the money you took to the bank and **deposited** last week?

A: They still haven't **credited** that to me either, so I've got no money in my account.

B: Well, why don't you transfer some money from another account?



A: But I need to **withdraw** money today. I want to go shopping.

B: You can **cash** a cheque with me, if you like.

A: Oh, thank you. I'll **repay** you as soon as I've sorted this out.



They've **debited** £100 from my account for no reason.

# Paying

**foot the  
bill**

**advance**

**cover**

**reimburse**

**invoice**

I want you to go to New York to sort out a problem for me.

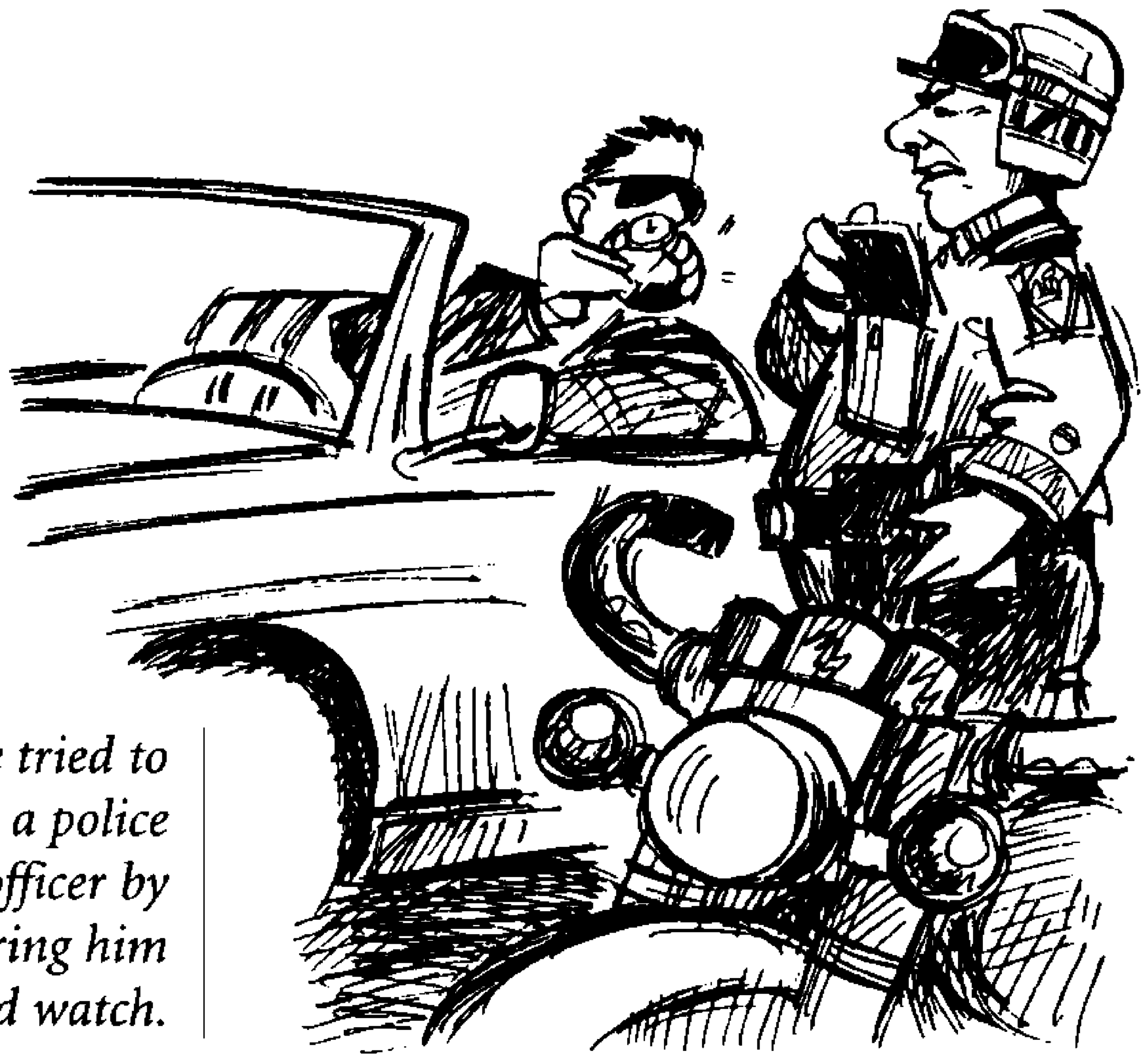
Don't worry, I'll **foot the bill** for everything, so it won't cost you a penny.

I'll **advance** you some money now to **cover** your expenses. If you spend more than that, don't worry, I'll **reimburse** you when you get back. Please charge me the normal fee for your services and **invoice** me when you've finished the job.

*I'll advance  
you some  
money now  
to cover your  
expenses.*



# Breaking the law



He tried to  
**bribe** a police  
officer by  
offering him  
a gold watch.

He's always been dishonest; he's **tricked** people out of their money all his life. He was sacked from his first job when he **swindled** one of his customers by making him pay the bill three times. He lost his second job when he **defrauded** his company of several thousand pounds which went straight into his bank account. The end came when he tried to **bribe** a police officer by offering him a gold watch. In court the judge **fined** him a large sum of money and sent him to prison for several years.

**trick**

**swindle**

**defraud**

**bribe**

**fine**

# Review 7

## **A Choose the correct verbs in these sentences.**

- 1 It was too expensive so we **auctioned** / **haggled** over the price.
- 2 I needed cash so I **debited** / **withdrew** some from the bank.
- 3 Can I **cash** / **withdraw** this cheque here?
- 4 I'll **cover** / **reimburse** you for your expenses when you return.
- 5 It's against the law to **bribe** / **fine** a government official.

## **B Complete the sentences with business verbs.**

- 1 I want to find the best price so I'm going to .... around.
- 2 We haven't got any left; we've completely .... out.
- 3 You don't have to pay, I'll .... the bill.

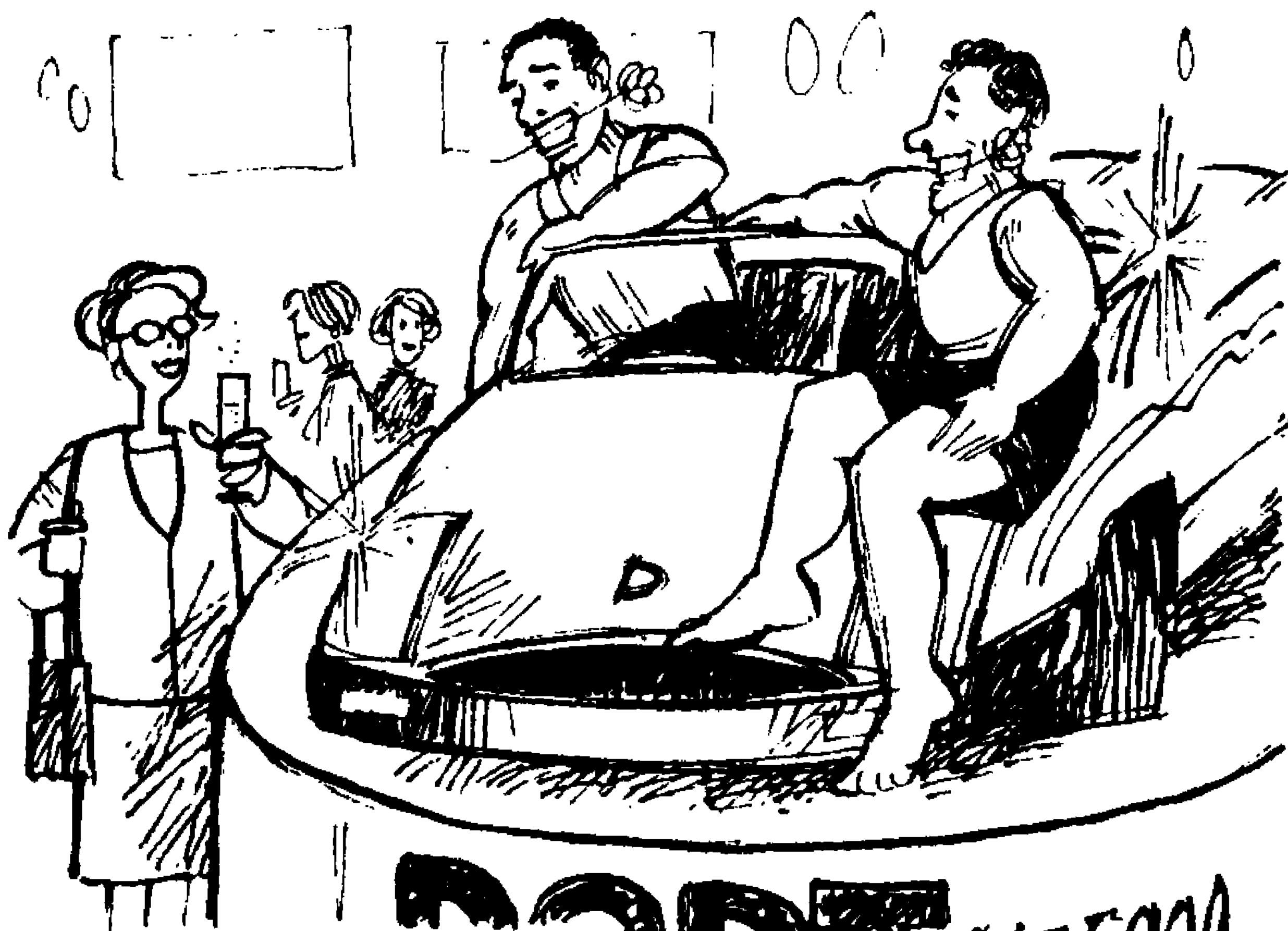


# Promotion

8



# To market



*The Dort GE 5000  
will be officially  
**launched** at the  
start of next month.*

**DORT GE 5000**



# **Dort Motor Company**

## **PRESS RELEASE**

The Dort Motor Company is pleased to **announce** a new model to **add** to its range of luxury sports cars. The new car, the Dort GE 5000, will be officially **launched** at the start of next month with a big party at our central London headquarters. At the same time, we'll also be **bringing out** a new version of our successful Dort GX two seater.

For more information, see our new catalogue which will be **published** later today. The full technical specifications will be **released** later in the week.

**announce**

**add**

**launch**

**bring out**

**publish**

**release**

# In the shop



*It's for  
my friend.*

A: Can I help you, sir?

B: Yes. I'm interested in the cream that you're **displaying** in the main shop window.

A: Ah, yes. We're **promoting** that very heavily this week; as you can see, we've got pictures of it everywhere.

B: Is it **generating** a lot of **interest**?

A: Oh, yes. People have been **enquiring** about it all morning.

B: Can I see it?

A: Of course. You can **choose** from three different types and you can **select** any one of four different sizes.

**display**

**promote**

**generate  
interest**

**enquire**

**choose**

**select**

# On line

surf  
specialise  
visit  
download  
browse  
access

## **Calling all music lovers!**

Why waste your time **surfing** the Internet, when we can find your favourite piece of music for you in seconds? We **specialise** in finding music to suit every taste from hip hop to Humperdinck. Just **visit** our website and in a matter of seconds you'll be **downloading** files containing your favourite songs. You can also **browse** through our catalogue of over a million titles and find out more about your favourite stars by **accessing** our huge database.

Why waste  
your time  
surfing the  
Internet?



# Informing the public



*A famous  
international  
tennis star is  
endorsing our  
products.*

As you know, we're doing everything we can to **publicise** the new products. We're **advertising** them on TV and in the newspapers. A famous international tennis star is **endorsing** our products, so we've put her name on everything. We've also **sponsored** a number of local sports events, so we know that people will **recognise** our name all over the area.

**publicise**

**advertise**

**endorse**

**sponsor**

**recognise**

# Getting feedback

**report**

**get  
feedback**

**review**

**take off**

**give  
something  
a plug**

We always knew that our new computer game would be a winner. Our market researchers **reported** an excellent response from everyone they interviewed. We also **got** excellent **feedback** from our main market – everyone was positive about it. The game was very well **reviewed** by the top computer games magazines. But sales really **took off** after a popular radio presenter **gave** the game **a plug** – he said some really good things about it on his programme.





# Review 8

## **A Match the words with similar meanings.**

browse   choose   bring out  
launch   select   surf

## **B Complete the sentences with business verbs.**

- 1 They .... our product a plug in a TV show last night.
- 2 A famous racing driver is .... our new range of casual clothes.
- 3 Sales .... after all the good publicity.

## **C Choose the correct verbs in these sentences.**

- 1 Lots of people are **enquiring** / **reporting** about the new services.
- 2 You can **download** / **recognise** our files from the Internet.
- 3 We are **advertising** / **sponsoring** our products on TV.

the more carefully the values of which figured there-  
in, were investigated, represented, specified, and used by  
and managed by myself, I was determined for as  
few men such countries while employed in this matter  
the sports field, work was carried out in connection  
with the first group of students in England. These  
were the first group of students in England. These

# Reporting

# Informing

**summarise**

**present**

**explain**

**describe**

**move on**

**outline**

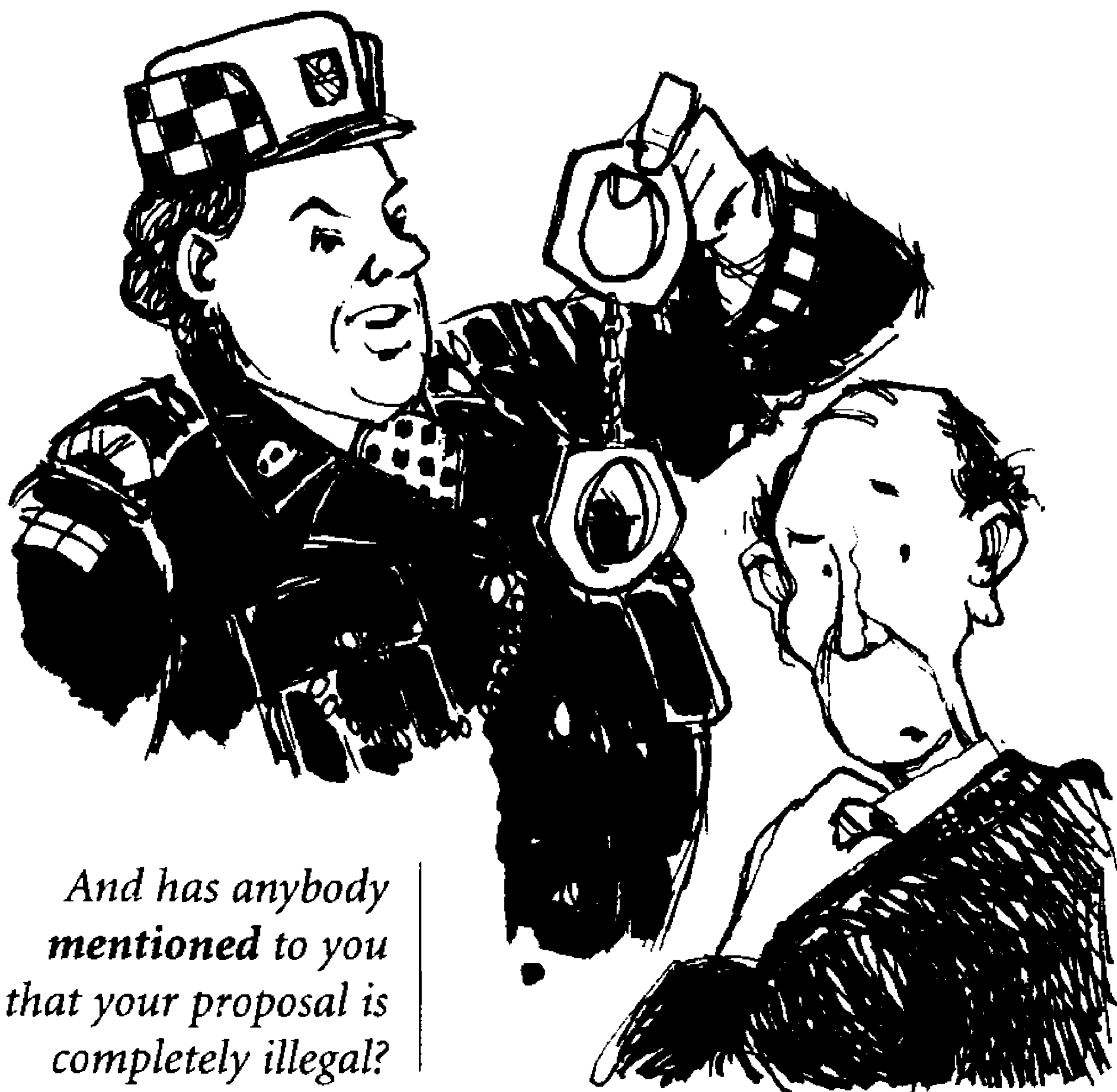
Right, let me **summarise** in just a few words what I've been saying. I began by **presenting** the company's results for the last financial year. I **explained** why these figures were rather disappointing and **described** the difficult market conditions that we are facing.

Now I'd like to **move on** to the next part of my presentation and **outline** the key points of our new company policy.

*Now I'd like to  
move on to the  
next part ...*



# Influencing



*And has anybody  
mentioned to you  
that your proposal is  
completely illegal?*

A: So you're **claiming** that this strategy is the way forward for us. Tell us how you reached this conclusion.

B: Well, first I **defined** the problem and then I tried to find the most logical solution.

A: Did anything else **influence** your decision?

B: No, of course not.

A: And has anybody **mentioned** to you that your proposal is completely illegal?

B: Ah. That could be a bit of a problem, couldn't it?

**claim**

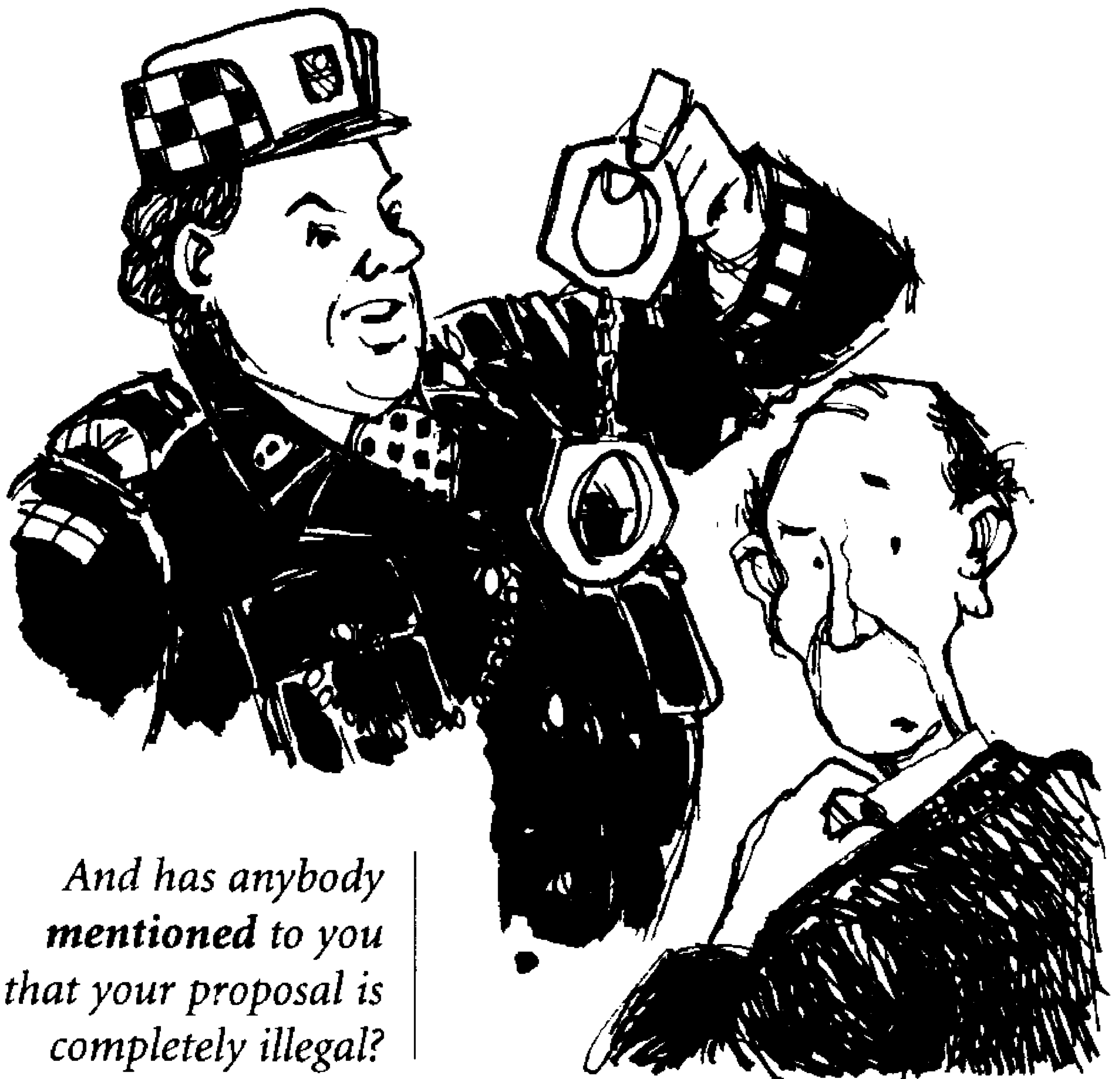
**define**

**influence**

**mention**



# Influencing



*And has anybody  
mentioned to you  
that your proposal is  
completely illegal?*



A: So you're **claiming** that this strategy is the way forward for us. Tell us how you reached this conclusion.

B: Well, first I **defined** the problem and then I tried to find the most logical solution.

A: Did anything else **influence** your decision?

B: No, of course not.

A: And has anybody **mentioned** to you that your proposal is completely illegal?

B: Ah. That could be a bit of a problem, couldn't it?

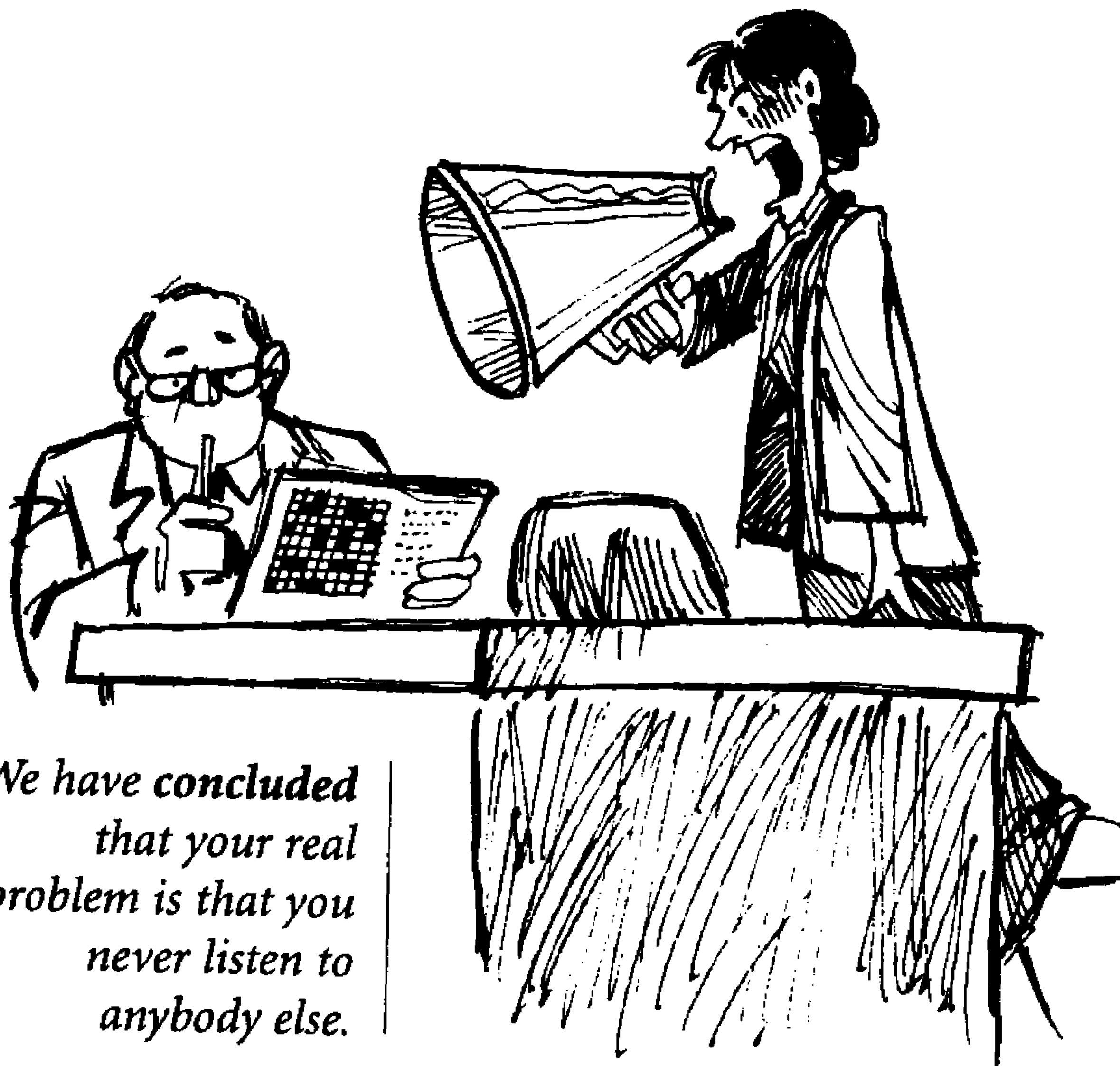
**claim**

**define**

**influence**

**mention**

# Consulting



*We have concluded  
that your real  
problem is that you  
never listen to  
anybody else.*

# GRIFFITH MARKETING CONSULTANTS

BIRMINGHAM, UK

Dear Mr Campbell,

When you first **consulted** us about your new marketing strategy, we were happy to **advise** you. Over the past year we have **suggested** a number of solutions to the immediate problems that your company faces. We have also **recommended** several longer term strategies.

However we have now **concluded** that your real problem is that you never listen to anybody else and for this reason we wish to end our working relationship with you.

Yours sincerely,

Patricia Griffith

**consult**

**advise**

**suggest**

**recommend**

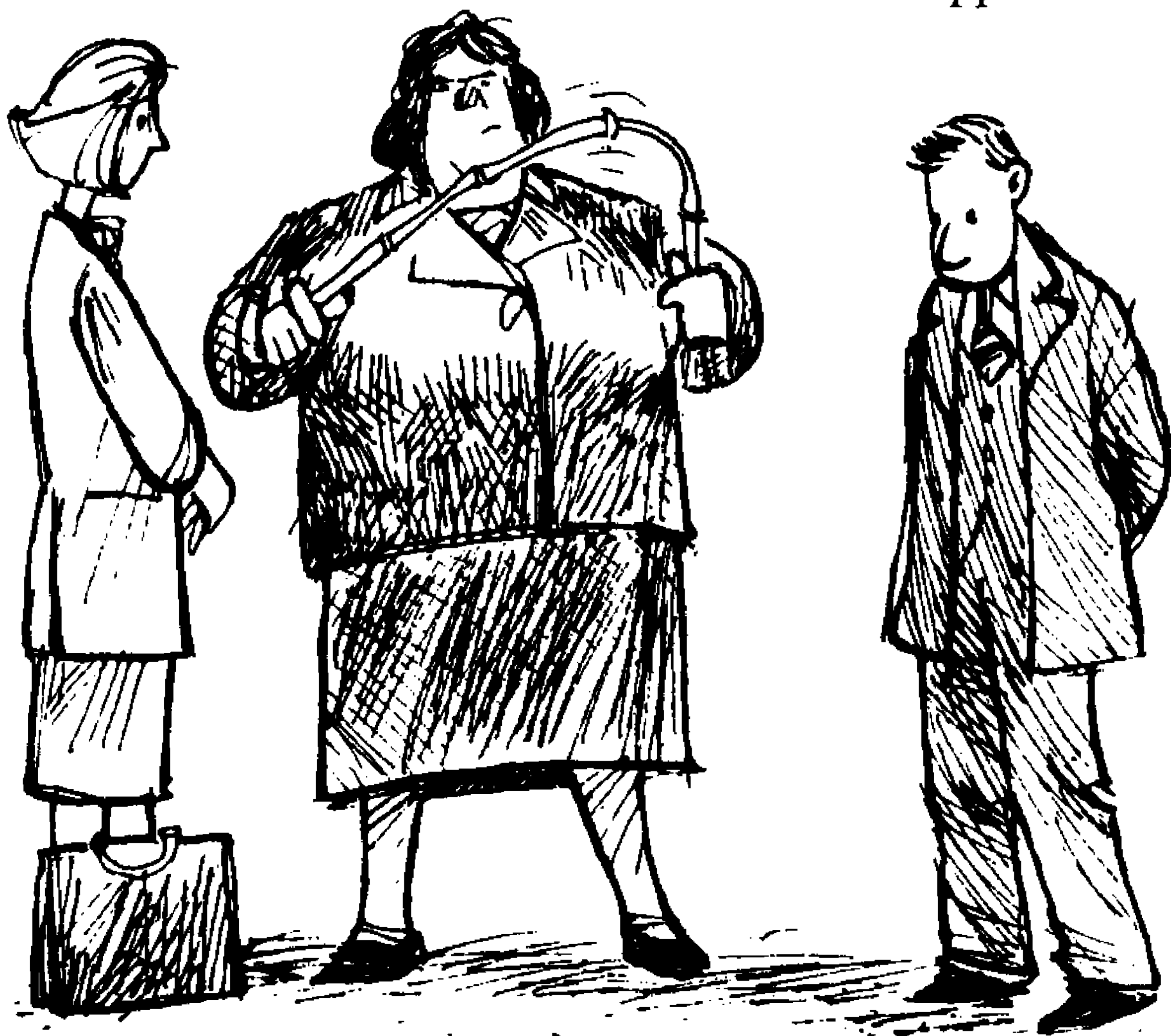
**conclude**

# Apologising

**admit**  
**apologise**  
**confess**  
**justify**  
**cover up**  
**assure**

We **admit** that we were wrong and we **apologise** for our mistakes. Everyone in the company is sorry and the two people who were responsible have **confessed** to what happened and told us the whole story. We're not going to give you any reasons for what happened because it's not possible to **justify** our actions. But as you can see, we're not going to **cover up** our mistakes and we'd like to **assure** all our customers that something like this will never happen again.

*The two people who  
were responsible  
have **confessed** to  
what happened.*



# Persuading



*She really  
**emphasised** the  
fact that it was  
easy to use.*

Nora wanted to **persuade** us to start using a new kind of software. Nobody was really interested, but she **insisted** that we listen. She did a long calculation which **demonstrated** how it could save us thousands of dollars in just a few months. She also really **emphasised** the fact that it was easy to use by repeating it over and over again. But by the end of the meeting, we still weren't **convinced**, so we didn't do anything about it.

**persuade**

**insist**

**demonstrate**

**emphasise**

**convince**

# Review 9

## **A Choose the correct verbs in these sentences.**

- 1 Are you **claiming** / **mentioning** that this will give us better results?
- 2 We **advise** / **consult** you to cut your costs.
- 3 They **insisted** / **emphasised** that they pay the bill for the meal.

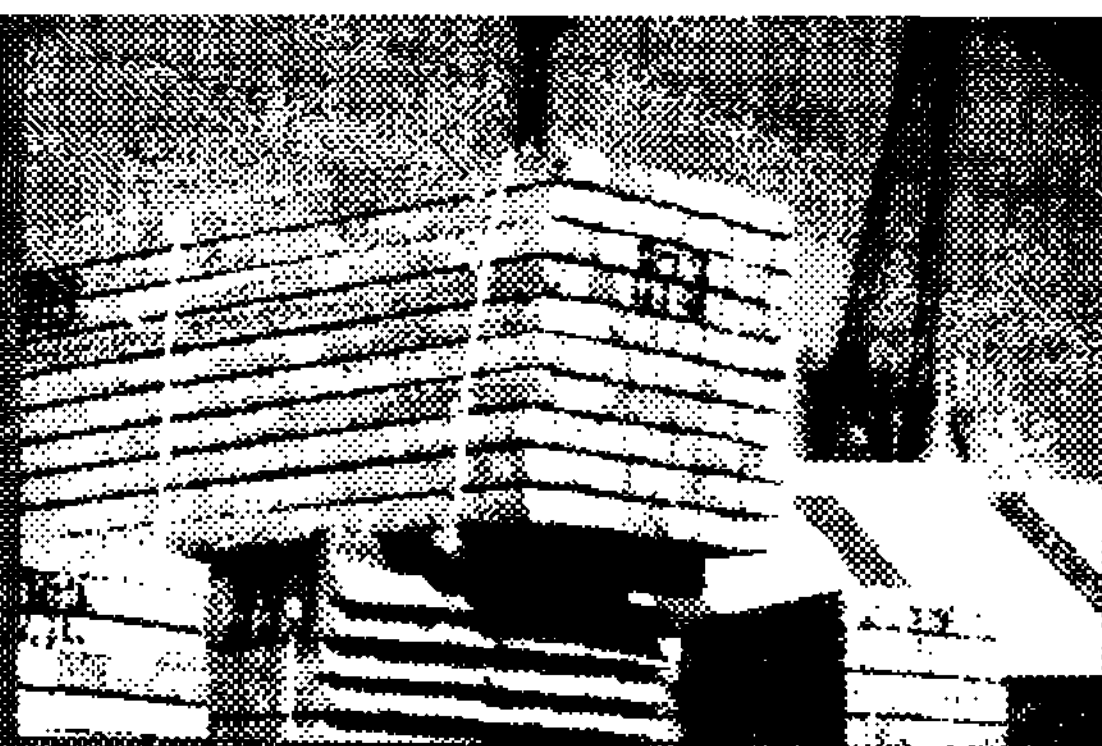
## **B Match the verbs with similar meanings.**

outline   persuade   admit   recommend  
confess   convince   suggest   summarise

## **C Complete the sentences with business verbs.**

- 1 When you give reasons for something that you did, you .... your actions.
- 2 When you say that you're sorry, you .....
- 3 When you hide something that you've done wrong, you .... it .....





# Production

10

# The factory



*It says it's **produced**  
in France, but that's  
not the whole story.*

A: So where are your products made?

B: Well, the outside of the box says that they're **produced** in France, but that's not the whole story.

A: What do you mean?

B: Well, most of the parts are **manufactured** in Taiwan.

A: And are they **assembled** in France?

B: Oh no. The parts are **put together** in a factory in Mexico.

A: So what do you do in France?

B: We **package** them in France – we put the products into their boxes – and of course our head office is there, as well.

**produce**

**manufacture**

**assemble**

**put together**

**package**

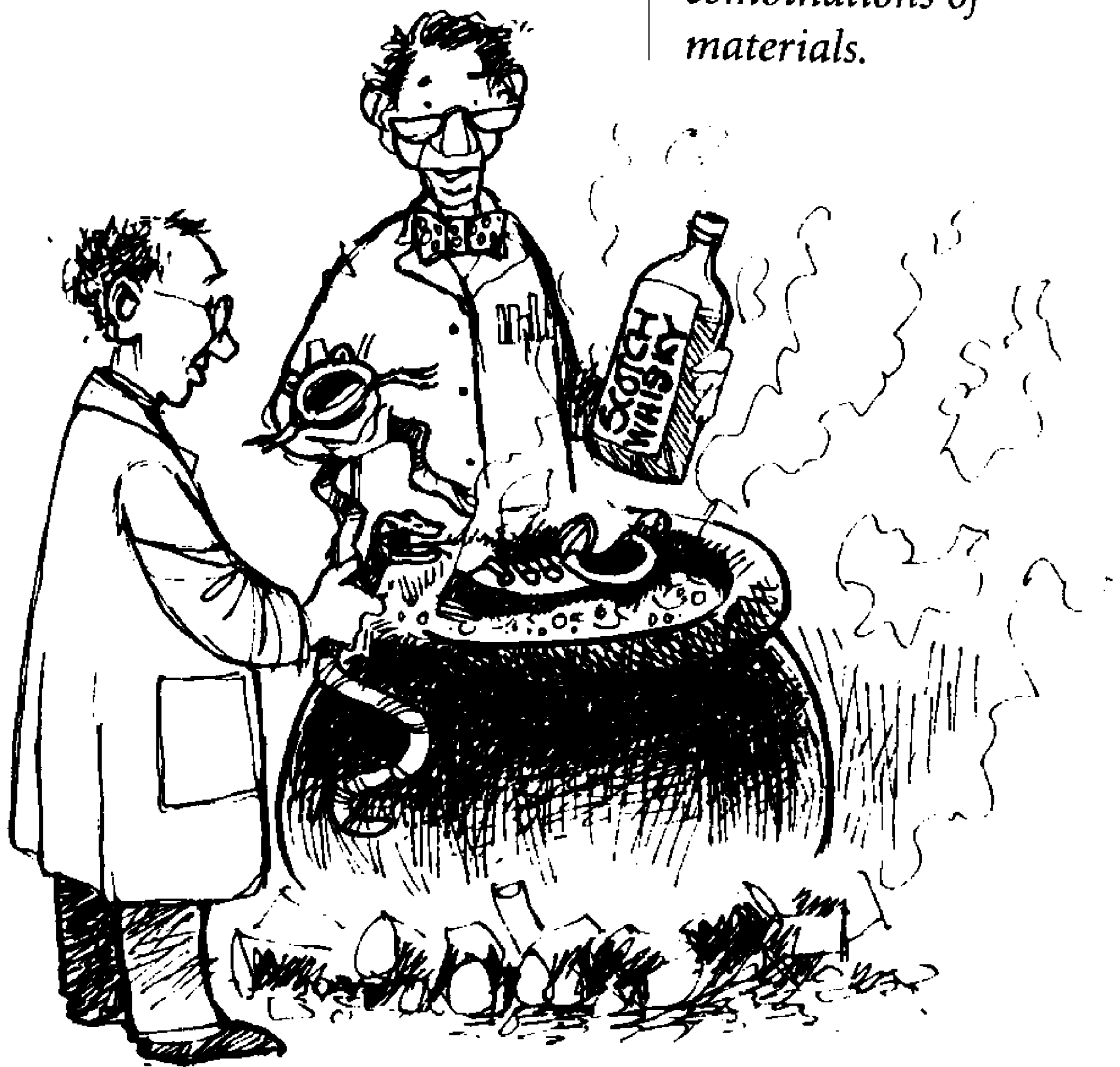
# Research and development

**develop**  
**experiment**  
**research**  
**pilot**  
**monitor**  
**design**

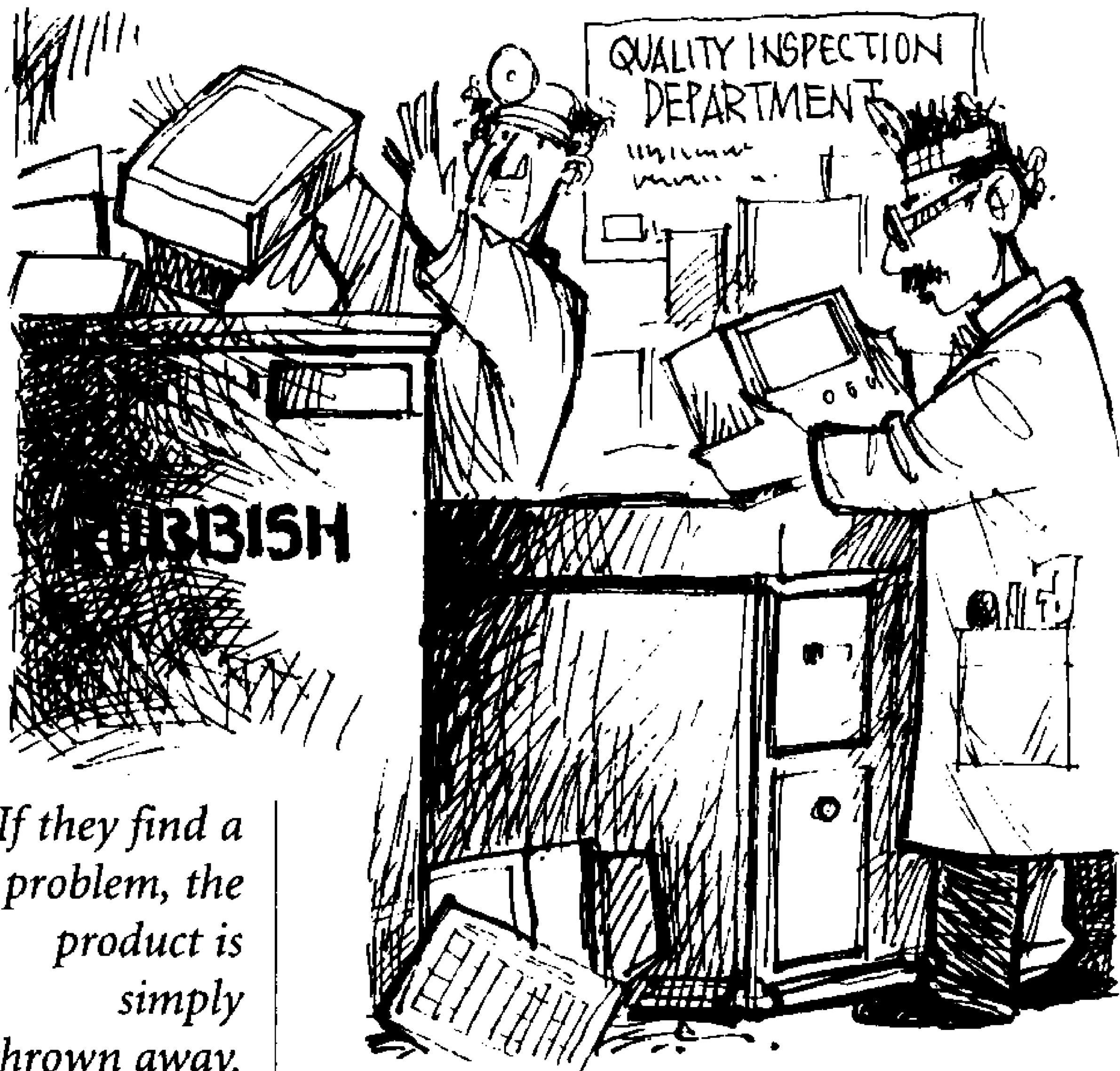
**T**HE PROCESS of **developing** a new product from an idea on a piece of paper to the finished item on a supermarket shelf can take many years. Our scientists are always **experimenting** with different combinations of materials and our marketing team is always **researching** possible gaps in the market. When they have found a new product and believe that there is a market for it, we **pilot** the product by testing it in a small part of the market and **monitoring** people's reactions to it. If we get a good response we then **design** some attractive packaging and start to sell the new product around the world.



Our scientists are  
always **experimenting**  
with different  
combinations of  
materials.



# Quality



*If they find a problem, the product is simply thrown away.*

**W**e control our production process very carefully.

Nothing leaves this factory until it has been **inspected** by a team of top scientists. They **check** to make sure that there are no defects in any of the products. If they find something wrong, the product has to be **reworked**. We **remove** the defective part and we **replace** it with a new one. Then our scientists check it again. If they find a problem this time, the product cannot be sold and is simply thrown away. Quality is very important to us.

**control**

**inspect**

**check**

**rework**

**remove**

**replace**

# The workshop

**repair**

**beat**

**weld**

**bolt**

**screw**

**spray**

A: I've had a bit of an accident in my car. Can you **repair** it for me?

B: Let's see. We can **beat** that panel flat with a big hammer, so that's no problem. But the back is very badly damaged. We'll have to take it off and **weld** a new section onto it. We'll also have to **bolt** on a new front bumper and **screw** on a new number plate.

A: And what about the paintwork?

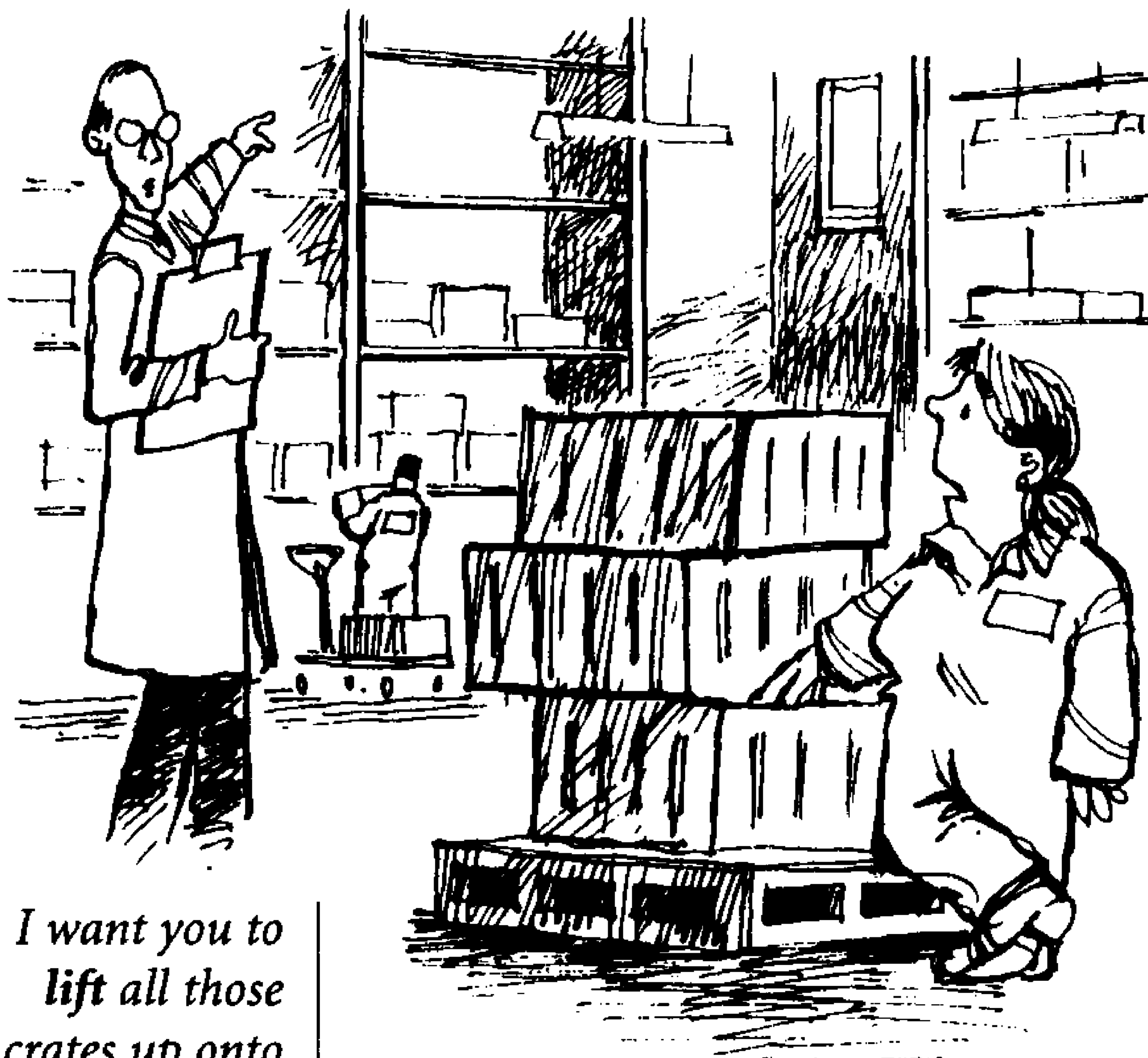
B: Oh, don't worry about that. We can **spray** the car any colour you like.



*I've had a bit of  
an accident.  
Can you repair  
it for me?*



# The warehouse



*I want you to  
lift all those  
crates up onto  
the top shelves.*

We **stock** all the components for the factory in this warehouse, which means that we normally store over a thousand different parts here. Every time our supplier **delivers** new components, we have boxes and crates everywhere which we have to **put away** in their proper places. So I want you to **lift** all those crates up onto the top shelves. And when you've done that, you can **shift** those boxes from the front door to the back of the room. You'll soon get some muscles in this job.

**stock**

**deliver**

**put away**

**lift**

**shift**

# Review 10

## **A Replace the phrases with business verbs.**

- 1 Our products are **put into boxes** by robots.
- 2 Scientists often **try lots of different procedures** to find new materials.
- 3 Over 25% of their production has to be **put out with the rubbish**.

## **B Complete the sentences with business verbs.**

- 1 To stick two pieces of metal together you .... them.
- 2 You paint a car by .... it.
- 3 A supplier .... components to a factory.

## **C Match the words with similar meanings.**

check   store   manufacture   remove  
put together   stock   inspect   take off  
assemble   produce

# Business Verbs Index

Your language

**accept** /əksept/

*I'm delighted to accept your invitation.*

**access** /ækses/

*You can access the data on our website.*

**acquire** /əkwaɪə/

*We've acquired three new factories.*

**add** /æd/

*We're adding to our range all the time.*

**admit** /ədmit/

*She admitted she was wrong.*

**advance** /ədva:ns/

*He advanced me £100 for materials.*

**advertise** /ədvetʌɪz/

*They've been advertising on TV.*

**advise** /ədvaɪz/

*They advised us to go to another bank.*

**agree** /əɡri:/

*They agreed on a plan of action.*

**alight** /əlaɪt/

*Please alight here for the airport.*

Your language

**announce** /ənaʊns/

*They announced their marriage.*

**answer to** /ɑːnsə tə/

*I'm the boss so you answer to me.*

**apologise** /əpɒlədʒaɪz/

*We apologise for any inconvenience.*

**apply** /əplaɪ/

*He's applying for a new job.*

**appraise** /əpreɪz/

*We appraise our staff every year.*

**argue** /ɑːgjuː/

*They argued for an hour.*

**arrange** /əreɪndʒ/

*Shall we arrange a lunch soon?*

**arrive** /əraɪv/

*I'll meet you when you arrive.*

**assemble** /əsembəl/

*The cars are assembled at our factory.*

**assure** /əʃʊə/

*He assured us that he would be there.*

Your language

**attach** /ətætʃ/

*The report is attached to this e-mail.*

**auction** /ɔ:kʃən/

*They auctioned the painting today.*

**bargain** /bɑ:ɡɪn/

*She bargained over the price.*

**barter** /bɑ:tə/

*Don't use money; you can barter.*

**be associated** /bi: əsəʊʃieɪtɪd/

*We are associated with that company.*

**be off** /bi: ɒf/

*This fish smells strange; it must be off.*

**beat** /bi:t/

*We beat the metal flat here.*

**bid for** /bɪd fə/

*They bid \$5 billion for the company.*

**board** /bɔ:d/

*The plane to Paris is now boarding.*

**bolt** /bəʊlt/

*These two parts are bolted together.*



**book** /buk/

*Can I book two seats on the 9.45 train?* \_\_\_\_\_

**break the ice** /breɪk ðiː aɪs/

*He told a joke to break the ice.* \_\_\_\_\_

**break up** /breɪk ʌp/

*The company was broken up.* \_\_\_\_\_

**bribe** /braɪb/

*He bribed the customs officer.* \_\_\_\_\_

**bring** /brɪŋ/

*Can you bring some more wine, please?* \_\_\_\_\_

**bring out** /brɪŋ aʊt/

*They're bringing out a new product.* \_\_\_\_\_

**browse** /braʊz/

*I was browsing through their brochure.* \_\_\_\_\_

**call (back)** /kɔːl bæk/

*I'll call her back later.* \_\_\_\_\_

**call up** /kɔːl ʌp/

*I called up the document from the disk.* \_\_\_\_\_

**cancel** /kænsəl/

*I decided not to send it, so I cancelled it.* \_\_\_\_\_

Your language

**cash** /kæʃ/

*He cashed a cheque for \$1000.*

**catch** /kætʃ/

*She's catching the next flight to Dublin.*

**chair** /tʃeə/

*She chairs the meeting every Tuesday.*

**charge** /tʃɑ:dʒ/

*He charged a lot for his services.*

**chat** /tʃæt/

*Let's chat about your new idea.*

**check** /tʃek/

*We check all our products thoroughly.*

**check in** /tʃek in/

*You need your passport to check in.*

**check out** /tʃek aut/

*You have to check out before midday.*

**choose** /tʃu:z/

*You can choose any colour you like.*

**claim** /kleim/

*She claimed she could do anything.*

**click** /klik/

*I clicked on the send button.*

**close** /kləʊz/

*He closed the meeting early.*

**collect** /kəlekt/

*Collect your tickets from reception.*

**come through** /kʌm θruː/

*Has that fax come through yet?*

**complain** /kəmpleɪn/

*We complained about the room.*

**compromise** /kəmprəmaɪz/

*They compromised on the price.*

**conclude** /kənklud/

*He concluded by saying goodbye.*

**confess** /kənfes/

*I must confess – I didn't think of that.*

**confirm** /kənfiːm/

*She confirmed the arrangements by fax.*

**connect** /kənekt/

*Can you connect me to Mr Jones?*

Your language

**consult** /kənsʌlt/

*She consulted several people.*

**control** /kənt'rəʊl/

*He controls the production process.*

**convince** /kənvins/

*He convinced her that she was wrong.*

**co-operate** /kəʊpə'reɪt/

*We co-operate in the US market.*

**courier** /kʊriə/

*It was urgent so I couriered it to them.*

**cover** /kʌvə/

*The money didn't cover his costs.*

**cover up** /kʌvər ʌp/

*He tried to cover up his mistake.*

**credit** /kredit/

*£2,000 was credited to his bank account.*

**deal** /di:l/

*He deals in shares on the Internet.*

**debate** /dɪbeɪt/

*They debated the pros and cons.*

**debit** /deɪt/

*The bank debited \$20 from his account.*

**define** /dɪfaɪn/

*You need to define the problem clearly.*

**defraud** /dɪfrɔ:d/

*He defrauded his business partner.*

**delete** /dɪli:t/

*I didn't need it, so I deleted it.*

**deliver** /dɪlɪvə/

*They deliver the mail twice a day.*

**demonstrate** /dɪmənstreɪt/

*They demonstrated their new product.*

**demote** /dɪməʊt/

*They demoted him after poor sales.*

**depart** /dɪpɑ:t/

*The train departs at 15.00.*

**deposit** /dɪpɒzɪt/

*They deposited gold in a Swiss account.*

**describe** /dɪskraɪb/

*She described the situation very clearly.*

Your language

**design** /dɪzain/

*All our products are designed in Italy.*

**develop** /dɪveləp/

*She's developing a model for Italy.*

**dial** /daɪəl/

*I dialled your number twice.*

**disagree** /dɪsəɡriː/

*They disagreed about everything.*

**discuss** /dɪskʌs/

*Let's discuss some of these new ideas.*

**dismiss** /dɪsmɪs/

*He was dismissed for stealing.*

**display** /dɪspleɪ/

*They're displaying the new products.*

**divide** /dɪvaɪd/

*They divided the business into two.*

**download** /daʊnləʊd/

*You can download the software.*

**drive** /draɪv/

*You'll have to drive from the airport.*

**drop off** /drɒp ɒf/

*I'll drop you off at your house.*

**e-mail** /i:maɪl/

*I'll e-mail you with the news.*

**emphasise** /emfəsaɪz/

*He emphasised the key points.*

**employ** /ɪmplɔɪ/

*The company only employs six people.*

**endorse** /ɪndɔ:s/

*The French team is endorsing our car.*

**enjoy** /ɪndʒɔɪ/

*I enjoyed the party very much.*

**enquire** /ɪnkwaɪə/

*Nobody has enquired about our service.*

**exchange** /ɪksʃeɪndʒ/

*We exchanged business cards.*

**expand** /ɪkspænd/

*The company expanded last year.*

**expect** /ɪkspekt/

*We're expecting four more people.*

Your language

**experiment** /ɪksperəment/

*She experimented with different ideas.*

**explain** /ɪkspleɪn/

*They explained their new plans.*

**fine** /faɪn/

*The judge fined the company \$10,000.*

**fire** /faɪə/

*She was fired after sales fell.*

**firm up** /fɜːm ʌp/

*We can firm up the arrangements now.*

**foot the bill** /fʊt ðə bɪl/

*We all had to foot the bill.*

**form an alliance** /fɔːm ən əlaɪəns/

*The two companies formed an alliance.*

**forward** /fɔːwəd/

*I'm forwarding Michael's report to you.*

**fund** /fʌnd/

*How are we funding the new project?*

**generate interest** /dʒenəreɪt ɪntrəst/

*The adverts generate interest.*



**get** /get/

*I tried to get the message to you.*

**get back** /get bæk/

*We got back from the party at 2 am.*

**get feedback** /get fi:dbæk/

*We've been getting a lot of feedback.*

**get off** /get ɒf/

*Get off the train in Toulouse.*

**give it a plug** /gɪv ɪt ə plʌg/

*He gave them a plug on the radio.*

**go bankrupt** /gəʊ bæŋkrʌpt/

*The company went bankrupt.*

**go long** /gəʊ lɒŋ/

*He went long on the dollar.*

**go on strike** /gəʊ ɒn straɪk/

*They went on strike for more pay.*

**go out of business** /aʊt əv bɪznəs/

*They went out of business.*

**go short** /gəʊ ʃɔ:t/

*She went short on sterling.*

Your language

**go through** /gəʊ θruː/

*After checking in, go through customs.*

**gossip** /gosəp/

*We gossip about everyone in the office.*

**greet** /griːt/

*He greeted me with a firm handshake.*

**haggle** /hægəl/

*They haggled over the price for ages.*

**hammer out** /hæməʁ aʊt/

*We have to hammer out a deal today.*

**hedge** /hedʒ/

*He hedged his investments.*

**hire**<sup>1</sup> /haɪə/

*They're hiring people for the factory.*

**hire**<sup>2</sup> /haɪə/

*You can hire a car at the airport.*

**hold (on)** /həʊld ɒn/

*He's engaged. Will you hold (on)?*

**influence** /ɪnfluəns/

*What influenced you to do this?*

**insist** /ɪnsɪst/

*She insisted she was right.*

**inspect** /ɪnspekt/

*We inspect the factory every week.*

**insure** /ɪnʃʊə/

*You should insure all your valuables.*

**interrupt** /ɪntəˈrʌpt/

*He always interrupts other people.*

**interview** /ɪntəˈvjuː/

*She interviewed twenty people.*

**introduce** /ɪntrədʒuːs/

*Let me introduce my colleagues.*

**invest** /ɪnvest/

*Invest in government bonds this year.*

**invite** /ɪnvaɪt/

*I've been invited to two parties.*

**invoice** /ɪnˈvɔɪs/

*I'll invoice you for the work I've done.*

**issue shares** /ɪʃuː ʃeəz/

*They're going to issue shares.*

Your language

**justify** /dʒʌstəfaɪ/

*She justified her decision to leave.*

**land** /lənd/

*The plane will land in ten minutes.*

**launch** /ləʊntʃ/

*They're launching their new product.*

**lay off** /leɪ ɒf/

*They laid off fifty workers.*

**liaise with** /li'eɪz wɪθ/

*My job is to liaise with our clients.*

**lift** /lɪft/

*Can you lift those boxes?*

**load** /ləʊd/

*I loaded some more paper this morning.*

**log on** /lɒg ɒn/

*I logged on when I got to the office.*

**look forward** /lʊk fɔ:wəd/

*I look forward to meeting you.*

**mail** /meɪl/

*I'll mail the report to you immediately.*

Your language

**make a date** /meɪk ə deɪt/

*Shall we make a date for the meeting?*

**make a point** /meɪk ə pɔɪnt/

*He made a good point about sales.*

**make redundant** /meɪk rɪdʌndənt/

*She was made redundant last month.*

**manage** /mænɪdʒ/

*He manages a team of five people.*

**manufacture** /mænʃʊfæktʃə/

*We manufacture 40 different products.*

**mention** /menʃən/

*He mentioned the report briefly.*

**merge** /mɜːdʒ/

*The two companies merged into one.*

**mingle** /mɪŋɡəl/

*We should mingle with the other guests.*

**minute** /mɪnət/

*He minuted all the main points.*

**mix** /mɪks/

*She mixes well with everybody.*

Your language

**monitor** /mɒnətə/

*They're monitoring sales.*

**move** /mu:v/

*We'd like to move to a different room.*

**move on** /mu:v ɒn/

*Let's move on to the next section.*

**negotiate** /nɪgəʊʃieɪt/

*We're negotiating a new contract.*

**offer** /ɒfə/

*He offered her some more peanuts.*

**order** /ɔ:də/

*Can we order two coffees, please?*

**outline** /aʊtlaɪn/

*I'd like to outline the main points.*

**package** /pækɪdʒ/

*These products are packaged for Asia.*

**pass over** /pɑ:s əʊvə/

*He was passed over for promotion.*

**pencil in** /pensəl ɪn/

*I've pencilled in the meeting for Friday.*

Your language

**perform** /pəfɔ:m/

*He hasn't been performing well.*

**persuade** /pəsweɪd/

*They persuaded us to sell.*

**pick up<sup>1</sup>** /pɪk ʌp/

*He picked up three new shirts for £25.*

**pick up<sup>2</sup>** /pɪk ʌp/

*I'll pick you up outside your office.*

**pilot** /paɪlət/

*She's piloting her new product in Texas.*

**pour** /pɔ:/

*Can I pour you another drink?*

**present** /prezənt/

*We're presenting the main points.*

**print** /prɪnt/

*I'll print you a copy of the memo.*

**proceed** /prəsi:d/

*Please proceed to gate 45.*

**produce** /prədju:s/

*They produce 100 cars a day.*

Your language

**promote**<sup>1</sup> /prəməut/

*She was promoted to finance director.*

**promote**<sup>2</sup> /prəməut/

*They promote new books very well.*

**propose** /prəpəuz/

*I'd like to propose two changes.*

**publicise** /pʌbləsaɪz/

*We're publicising a series of events.*

**publish** /pʌblɪʃ/

*The results will be published tomorrow.*

**purchase** /pɜːtʃəs/

*She purchased thousands of shares.*

**put away** /put əweɪ/

*I've put all the tools away.*

**put forward** /put fɔːwəd/

*She put forward an idea to save money.*

**put through** /put θruː/

*I'll put you through to his office.*

**put together** /put təgeðə/

*We put our products together by hand.*



Your language

**raise money** /reɪz mʌni/

*She's trying to raise money.*

**receive** /rɪsɪv/

*I received your fax yesterday.*

**recognise** /rekəɡnaɪz/

*Everyone recognises their name.*

**recommend** /rekəmənd/

*They recommended new procedures.*

**redial** /rɪˈdaɪəl/

*The fax machine is redialling.*

**reduce** /rɪdjuːs/

*He reduced the price by 10%.*

**refund** /rɪˈfʌnd/

*The shop refunded her money.*

**reimburse** /rɪˈɪmbɜːs/

*I'll reimburse you for your expenses.*

**relax** /rɪlæks/

*Just relax and enjoy yourselves.*

**release** /rɪliːs/

*We're releasing a new product in June.*

Your language

**remove** /rɪmuːv/

*They'll have to remove the engine.*

\_\_\_\_\_

**rent** /rent/

*You'll have to rent a car for a week.*

\_\_\_\_\_

**repair** /rɪpeə/

*He tried to repair the damage.*

\_\_\_\_\_

**repay** /rɪpeɪ/

*He repaid all the money that he owed.*

\_\_\_\_\_

**replace** /rɪpleɪs/

*You'll have to replace the batteries.*

\_\_\_\_\_

**report** /rɪpɔ:t/

*She reported on the market's reaction.*

\_\_\_\_\_

**report to** /rɪpɔ:t tə/

*You report to your line manager.*

\_\_\_\_\_

**represent** /reprɪzent/

*She represents a huge company.*

\_\_\_\_\_

**request the pleasure** /rɪkwest ðə pleɪzə/

*We request the pleasure of your company.*

\_\_\_\_\_

**research** /rɪsɜ:tʃ/

*We're researching a new treatment.*

\_\_\_\_\_

Your language

**reserve** /rɪzɜ:v/

*Can I reserve a single room?*

**resign** /rɪzaɪn/

*He resigned from his job.*

**retire** /rɪtaɪə/

*He retired after forty years.*

**return** /rɪtɜ:n/

*Return the car before 10 am.*

**return (a call)** /rɪtɜ:n ə kɔ:l/

*I'm returning your call.*

**review** /rɪvju:/

*The papers reviewed our new product.*

**rework** /rɪwɜ:k/

*They're reworking some of the figures.*

**ring (back)** /rɪŋ bæk/

*He rang her back that evening.*

**run out** /rʌn aʊt/

*The fax machine has run out of paper.*

**sack** /sæk/

*She sacked him because he lied to her.*

Your language

**save** /seɪv/

*I saved it to my hard disk.*

**screw** /skruː/

*She screwed the bracket to the wall.*

**search** /sɜːtʃ/

*I've searched everywhere for the file.*

**select** /sɪlekt/

*Please select one of these items.*

**sell off** /sel ɒf/

*They're selling off last year's stock.*

**sell out** /sel aʊt/

*They've sold out of that new CD.*

**send** /send/

*I sent your letter yesterday.*

**set up** /set ʌp/

*We've set up a meetings for March.*

**settle** /setl/

*Let's settle this matter right now.*

**shift** /ʃɪft/

*He shifted the boxes to another room.*

Your language

**shop around** /ʃɒp əraʊnd/

*She shops around for the best prices.*

**specialise** /speʃəlaɪz/

*We specialise in supplying wine.*

**split up** /splɪt ʌp/

*The company was split up.*

**sponsor** /sɒnsə/

*We sponsored the rugby team last year.*

**spray** /spreɪ/

*She sprayed the car with green paint.*

**start out** /sta:t aʊt/

*She started out with \$1,000.*

**state the obvious** /steɪt ði: ɒvviəs/

*He was always stating the obvious.*

**stock** /stɒk/

*We stock all the spare parts.*

**store** /stɔ:/

*Can you store it in the warehouse?*

**strip** /stri:p/

*They stripped the company's assets.*

Your language

**suggest** /sədʒest/

*We suggest a different course of action.*

**summarise** /sʌmərəɪz/

*He summarised the main argument.*

**supervise** /su:pəvaɪz/

*She supervises the telephone operators.*

**surf** /sɜ:f/

*I enjoy surfing the Internet.*

**suspend** /səspend/

*They suspended him from his job.*

**swallow up** /swɒləʊ ʌp/

*A bigger company swallowed us up.*

**swindle** /swɪndl/

*He swindled us out of millions.*

**take away** /teɪk əweɪ/

*Can you take away our plates, please?*

**take off<sup>1</sup>** /teɪk ɒf/

*The plane takes off at 7 pm.*

**take off<sup>2</sup>** /teɪk ɒf/

*Sales really took off in the summer.*

Your language

**take on** /teɪk ɒn/

*They take on extra staff in August.*

**take over** /teɪk əʊvə/

*They took us over in March.*

**talk over** /tɔːk əʊvə/

*They talked over the proposal.*

**thrash out** /θræʃ aʊt/

*We'll have to thrash out a solution.*

**trade** /treɪd/

*She trades in futures and options.*

**train** /treɪn/

*She is training to be a Web designer.*

**transfer**<sup>1</sup> /trænsfɜː/

*I'll transfer your call to Ms Hart.*

**transfer**<sup>2</sup> /trænsfɜː/

*You'll have to transfer to another plane.*

**trick** /trɪk/

*They were tricked into selling.*

**undo** /ʌnduː/

*I made a mistake, so I tried to undo it.*

Your language

**visit** /vɪzɪt/

*To find out more, visit our website.*

\_\_\_\_\_

**walk out** /wɔːk aʊt/

*They walked out in protest.*

\_\_\_\_\_

**warn** /wɔːn/

*I'm warning you – don't do it again.*

\_\_\_\_\_

**weld** /weld/

*We'll weld these two panels together.*

\_\_\_\_\_

**wipe** /waɪp/

*The file was wiped from the computer.*

\_\_\_\_\_

**withdraw** /wɪðdrɔː/

*She withdrew all her savings.*

\_\_\_\_\_

**wrap** /ræp/

*I wrapped the parcel carefully.*

\_\_\_\_\_



# Answers

## **Review 1**

A wipe/delete; connect/put through; ring back/call back

B 1 return 2 attached 3 courier 4 redialled

C 1c 2d 3b 4a

## **Review 2**

A Starting – take on, apply, employ, hire

Finishing – retire, resign, dismiss, make redundant

B 1 answer 2 promoted 3 train 4 go on strike

C 1 report to 2 appraises 3 negotiating

## **Review 3**

A trade/deal; go out of business/go bankrupt;  
split up/divide; swallow up/take over

B 1 merged 2 going short 3 going long 4 hedge

C 1 expand 2 co-operating 3 bidding for 4 acquired

## **Review 4**

A 1 check in/go through/proceed/boarding  
2 hire/insure/return 3 checked out/store/collect

B alight/get off; arrive/land; book/reserve; collect/pick up;  
depart/leave; hire/rent

## **Review 5**

A 1 off 2 up 3 back 4 off 5 forward

B 1 arranged 2 invite 3 greeted 4 expected

C 1c 2a 3b

### **Review 6**

A 1 disagree 2 interrupt 3 compromise

B 1c 2b 3a

C argue/debate; confirm/firm up; discuss/talk over;  
hammer out/thrash out; propose/put forward

### **Review 7**

A 1 haggled 2 withdrew 3 cash 4 reimburse 5 bribe

B 1 shop 2 sold 3 foot

### **Review 8**

A browse/surf; choose/select; bring out/launch

B 1 gave 2 endorsing 3 took off

C 1 enquiring 2 download 3 advertising

### **Review 9**

A 1 claiming 2 advise 3 insisted

B outline/summarise; persuade/convince;  
admit/confess; recommend/suggest

C 1 justify 2 apologise 3 cover ... up

### **Review 10**

A 1 packed 2 experiment 3 thrown away

B 1 weld 2 spraying 3 delivers

C check/inspect; store/stock; manufacture/produce;  
remove/take off; put together/assemble

