

Business English Verbs

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**Penguin Quick Guides Series Editors:
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persuade

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put together

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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

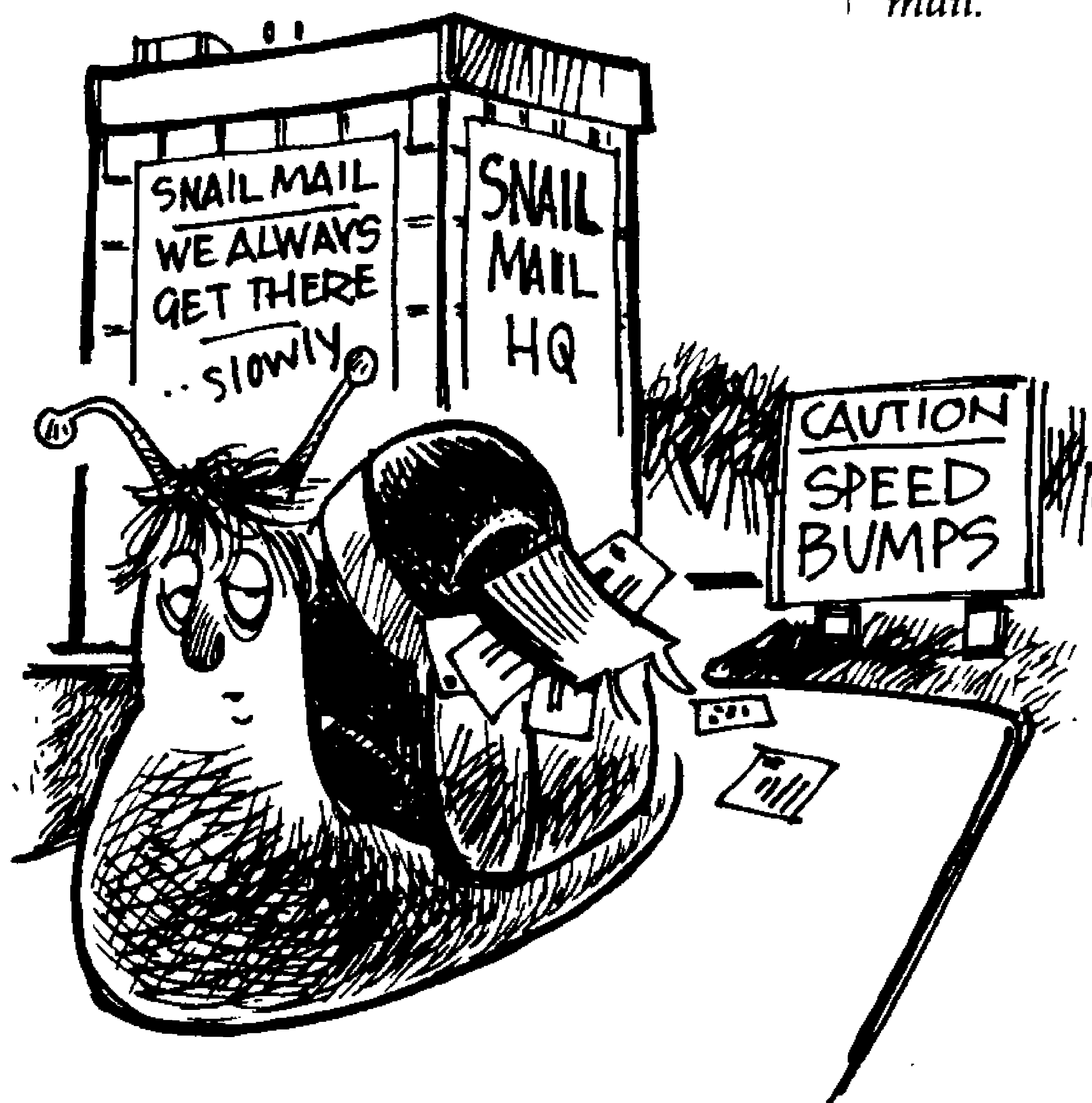
By post

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.

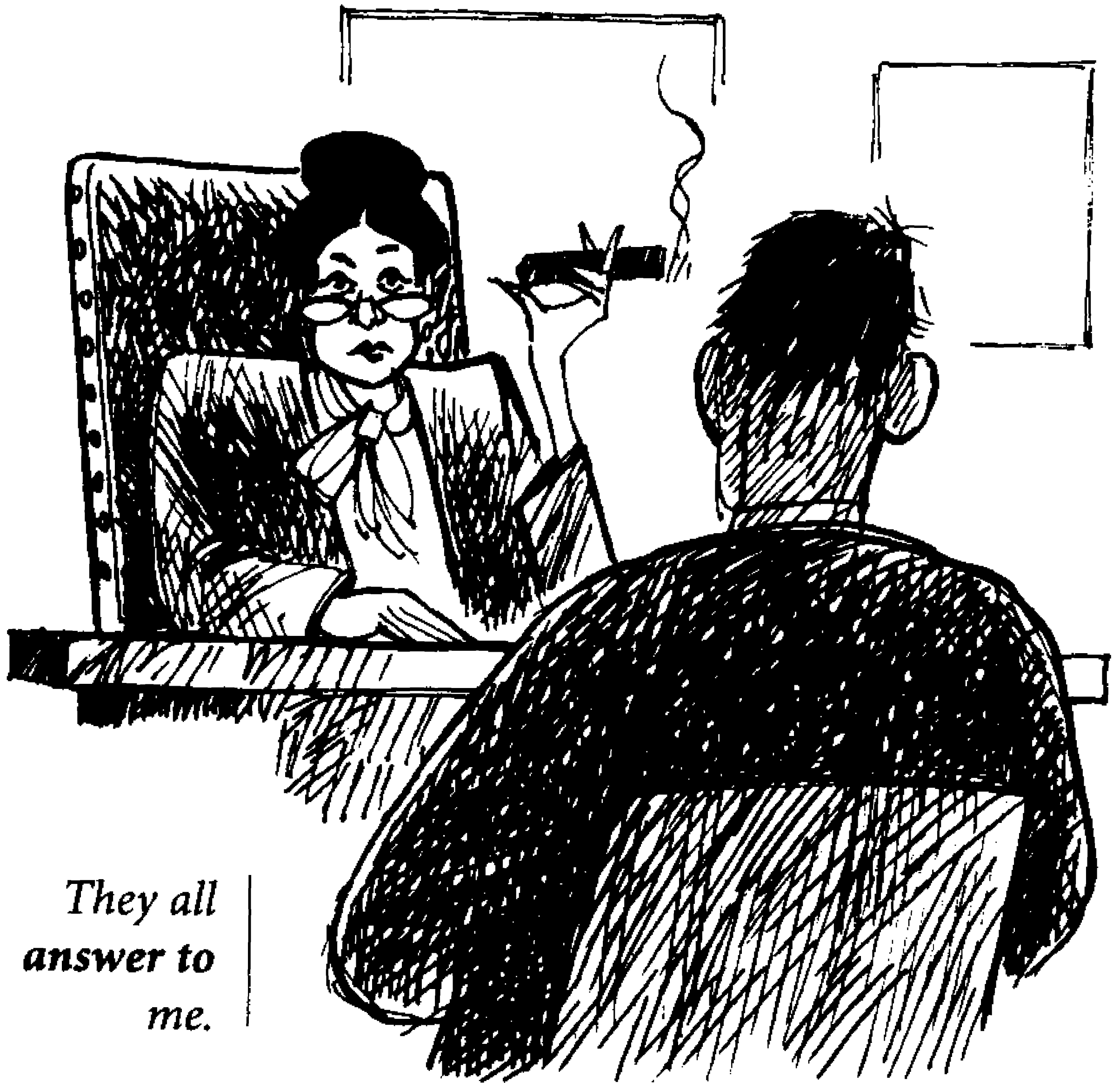
- | | |
|-----------|-----------------------|
| 1 click | a) a package |
| 2 log on | b) of paper |
| 3 run out | c) on the save button |
| 4 wrap up | d) to a computer |



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

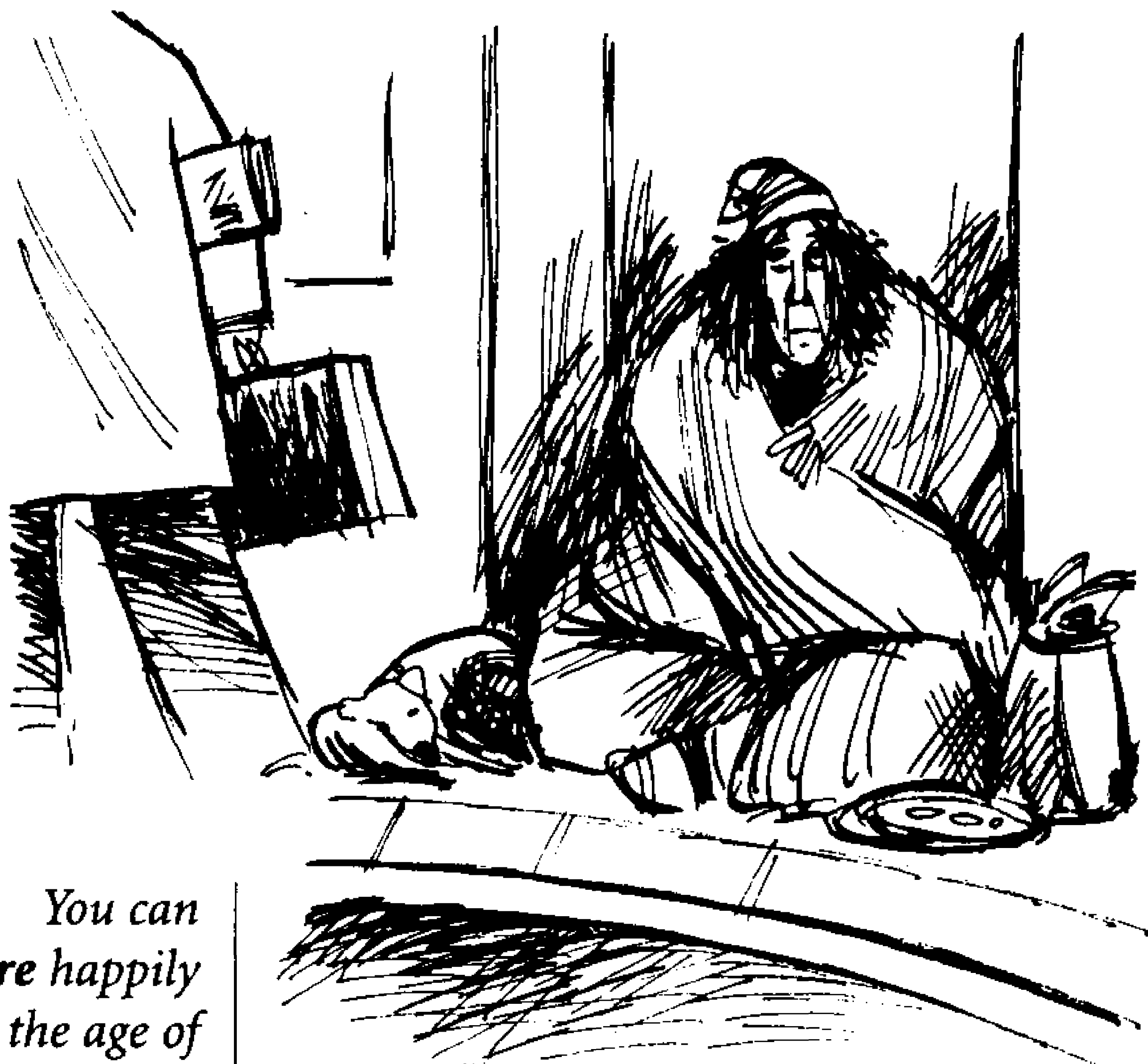
warn

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.

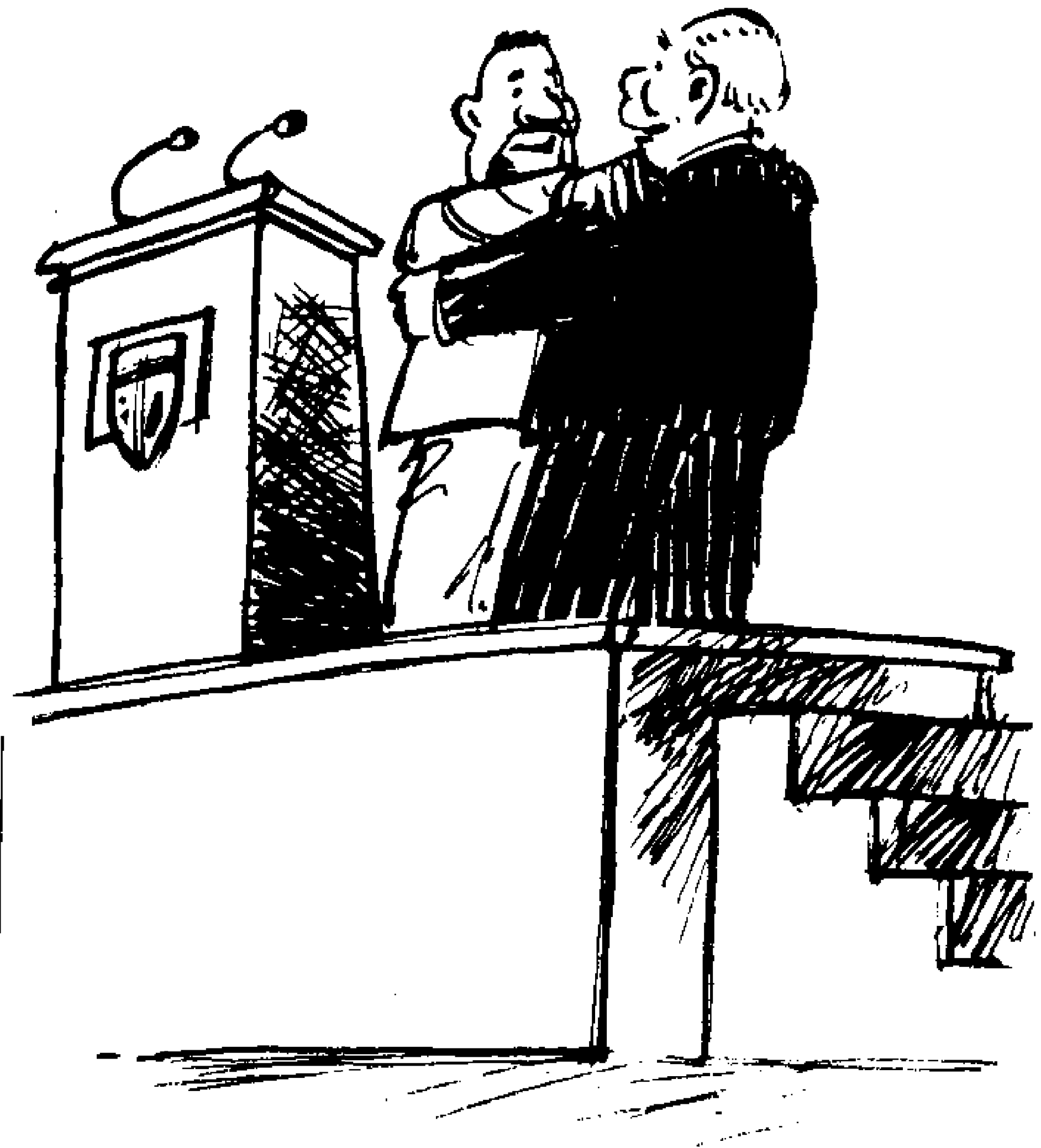
- 1 You your line manager.
- 2 Every year a manager your performance.
- 3 The management is with the unions about pay and conditions.



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.*

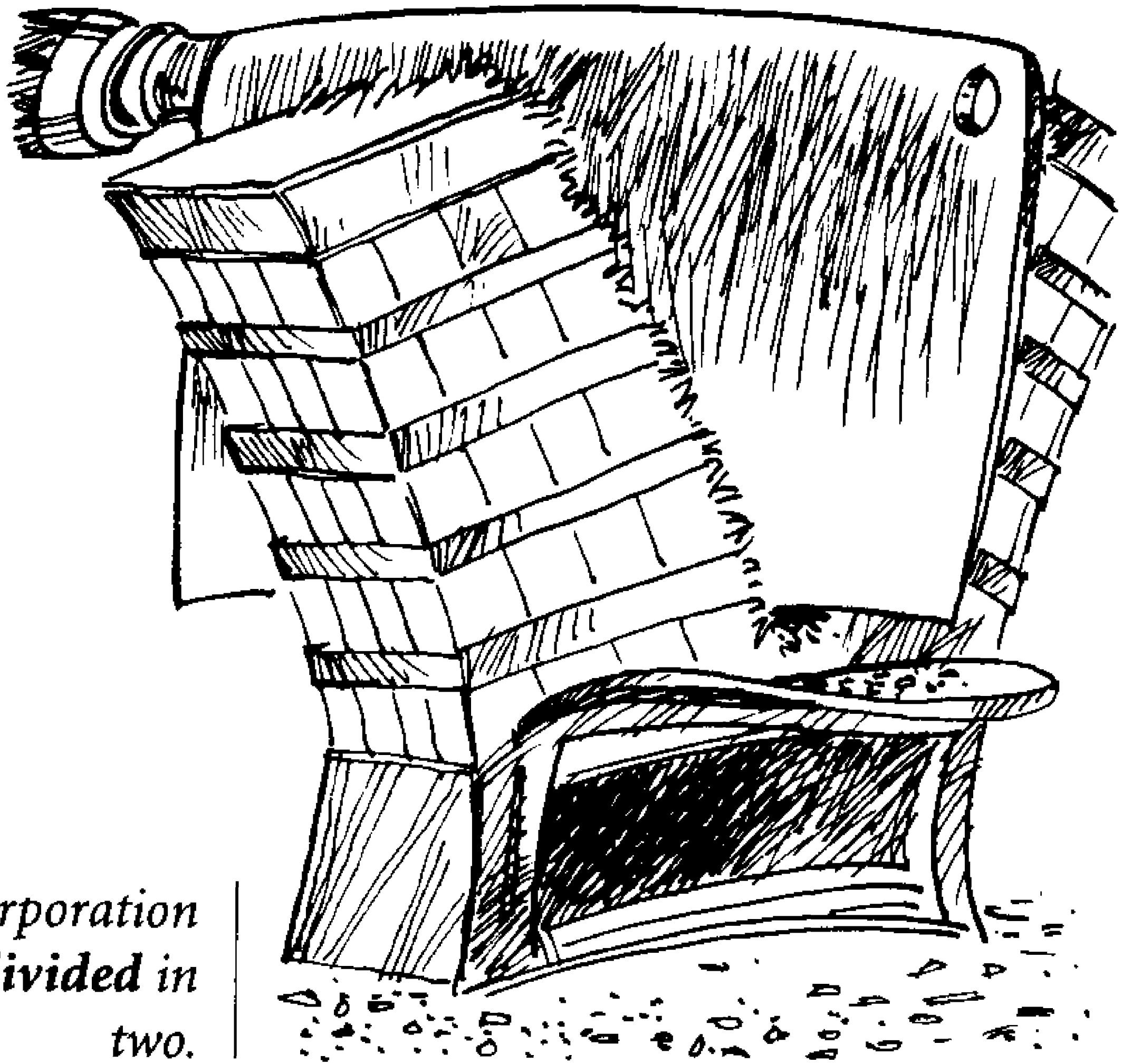
Business News

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.

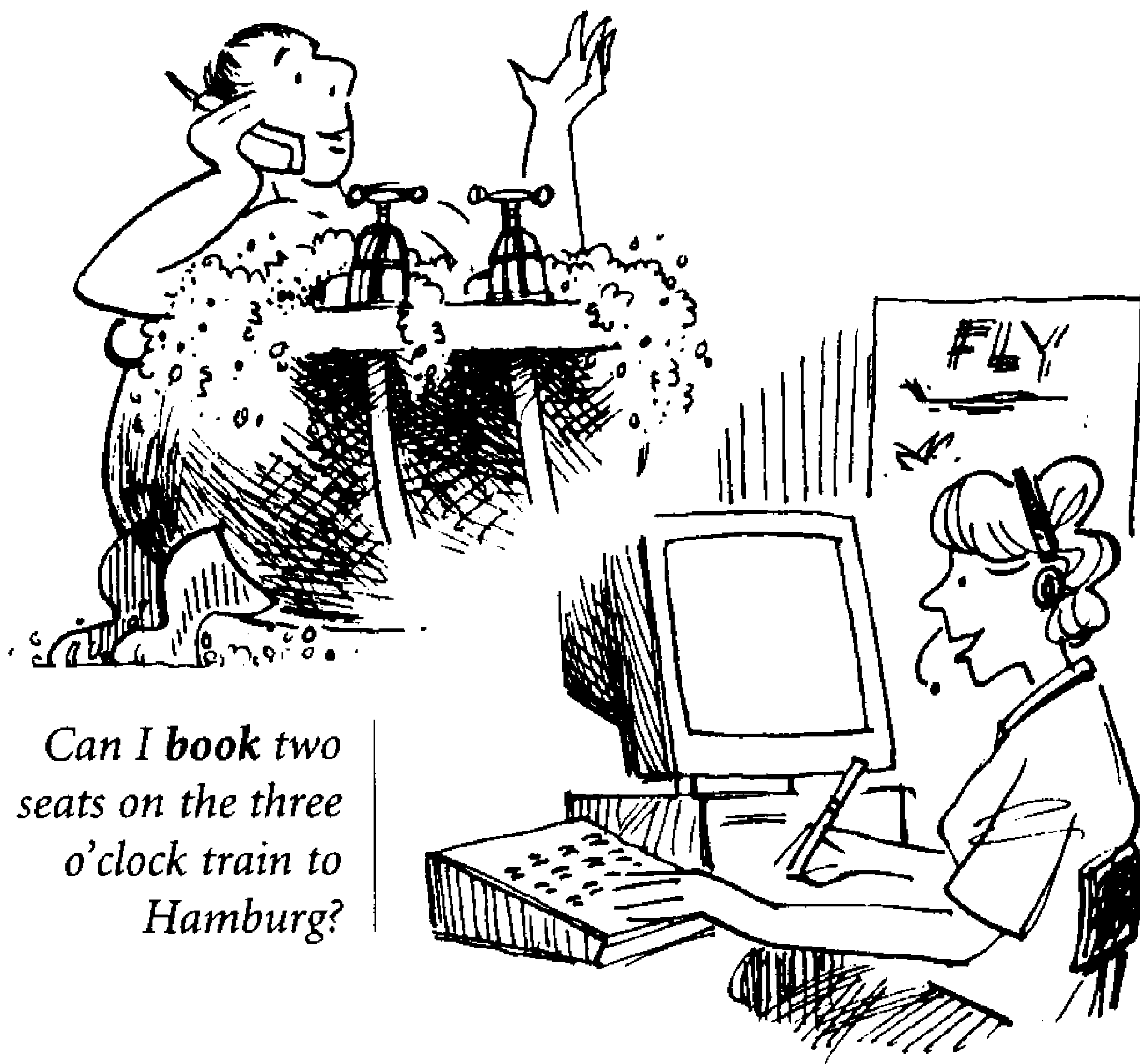
- 1 Our company wants to **get bigger**.
- 2 We've been **working together** for many years.
- 3 They are **trying to buy** their main rival.
- 4 They've **bought** two new factories.



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

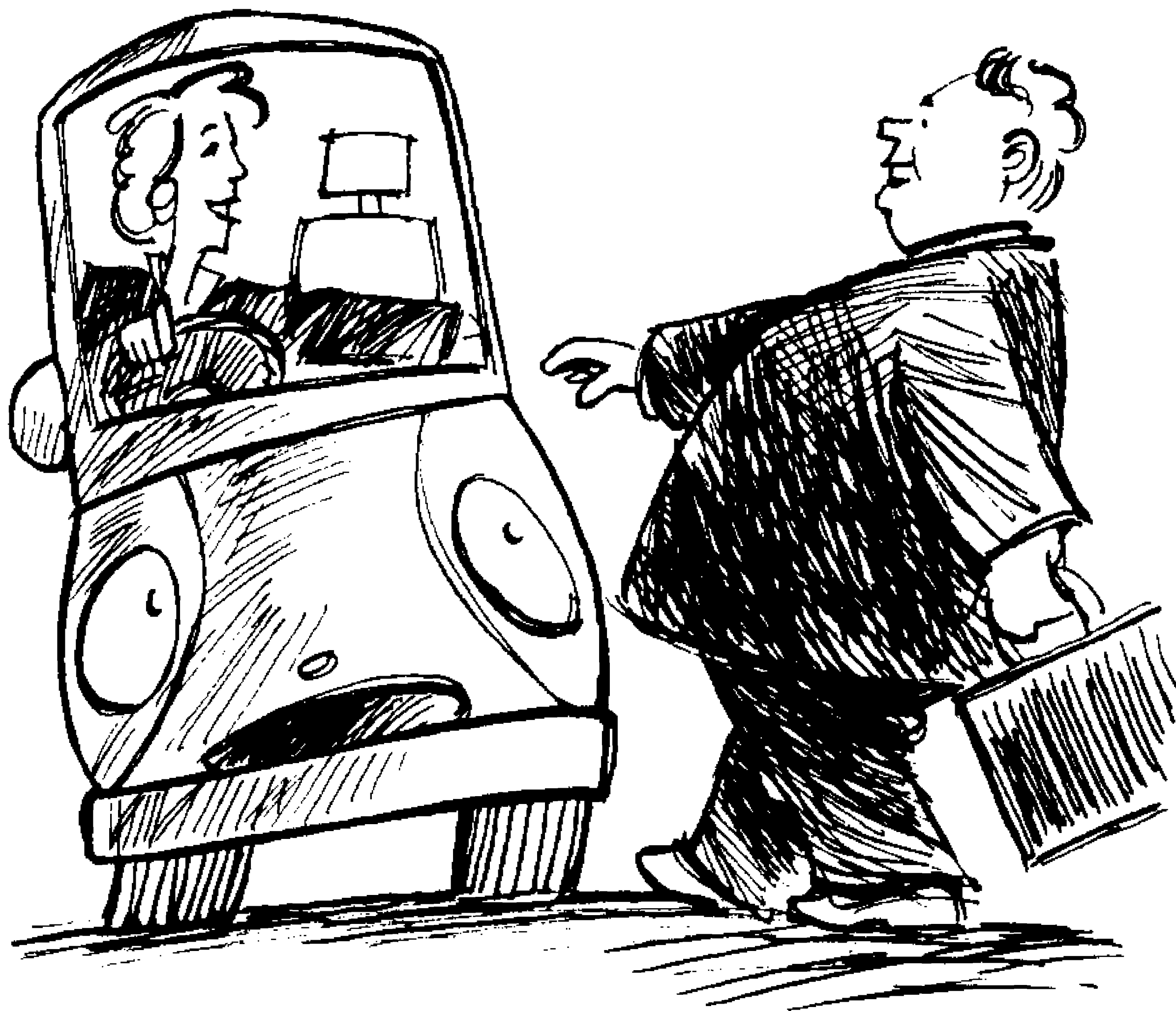
drop off

get back

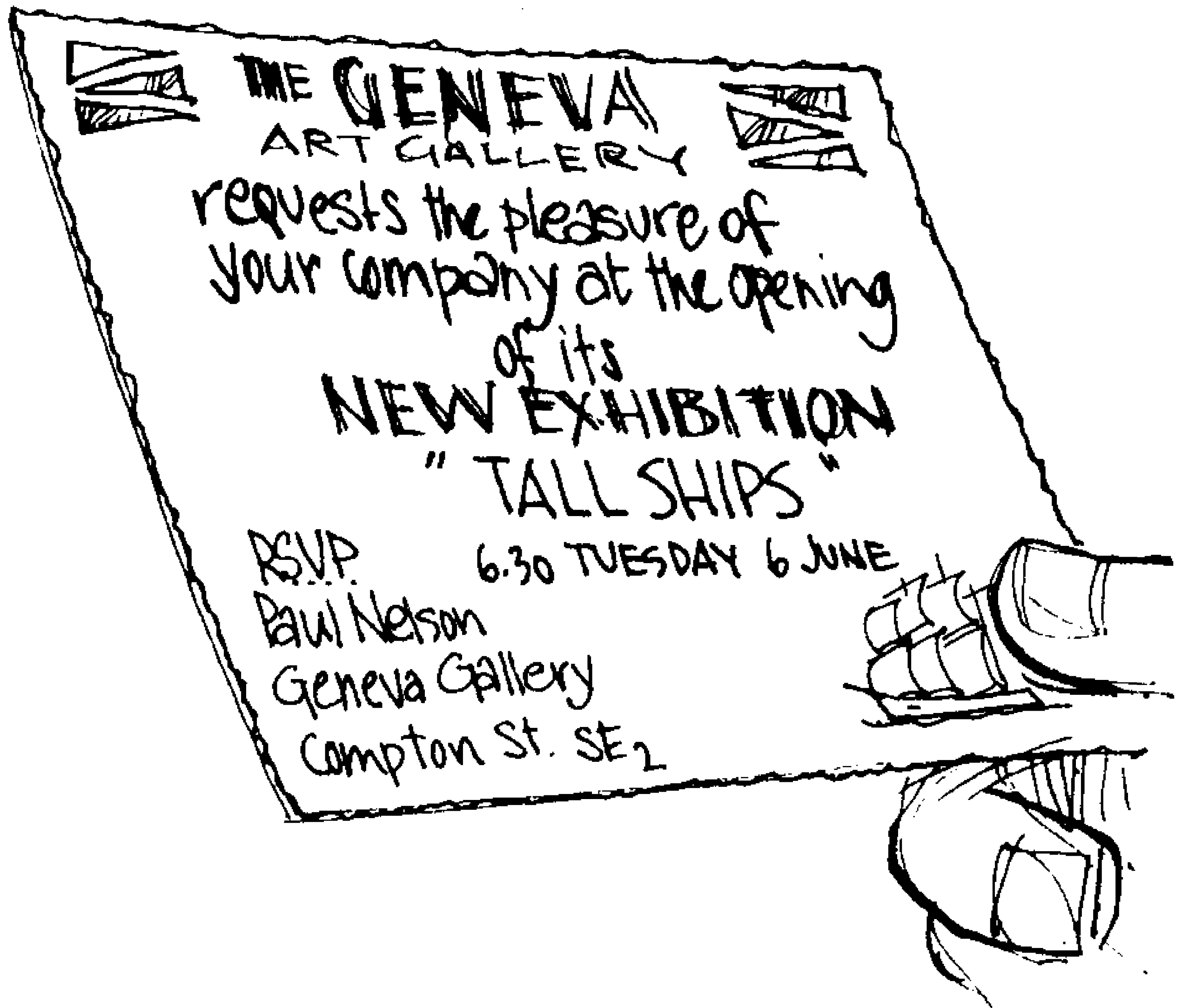
I've **arranged** the meeting for 3.30, so I'll **pick you up** in my car outside the Grand Hotel at 3.15 and drive you there. Can you wait for me on the pavement just outside the main entrance?

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

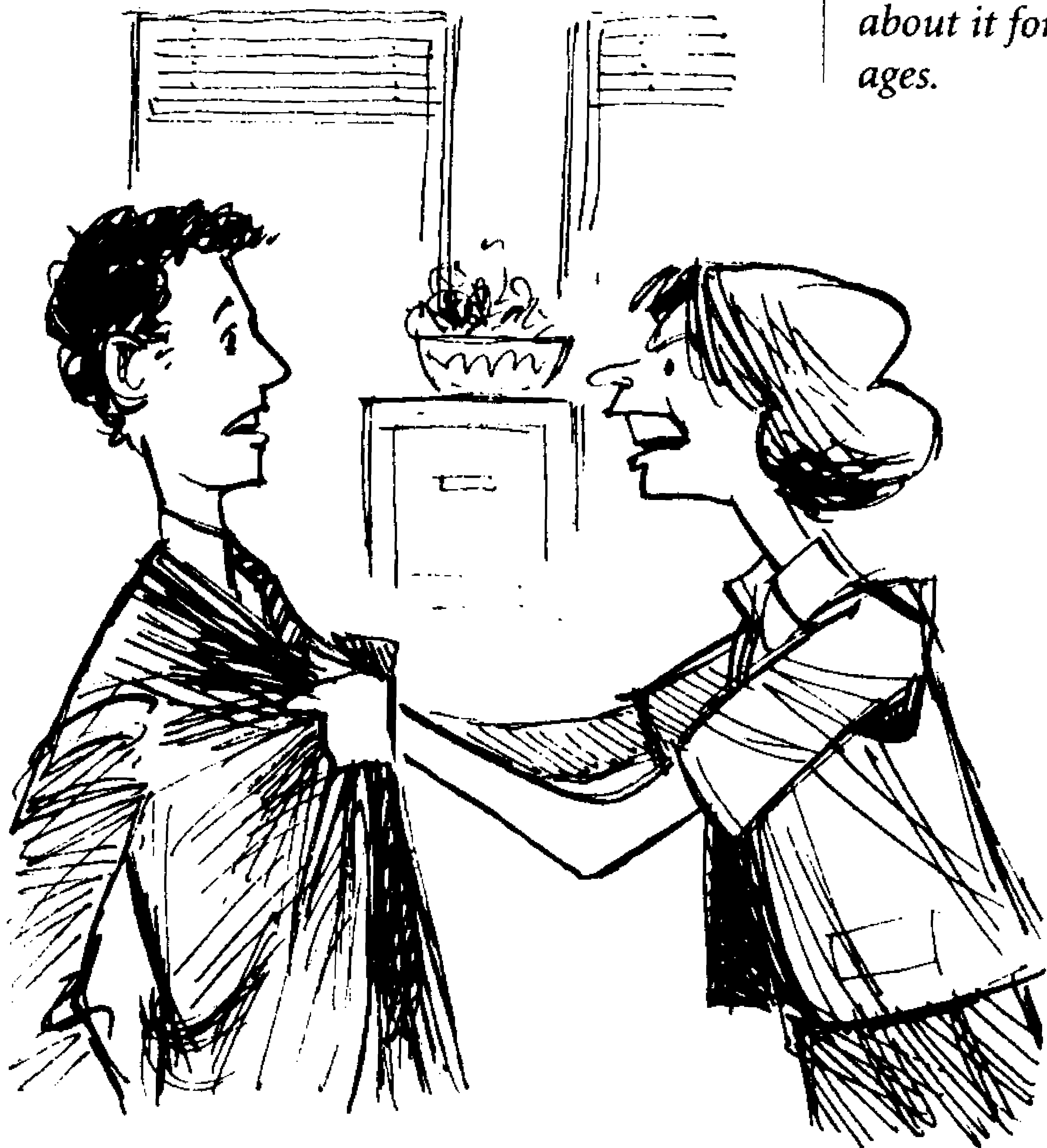
interrupt

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.



*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.

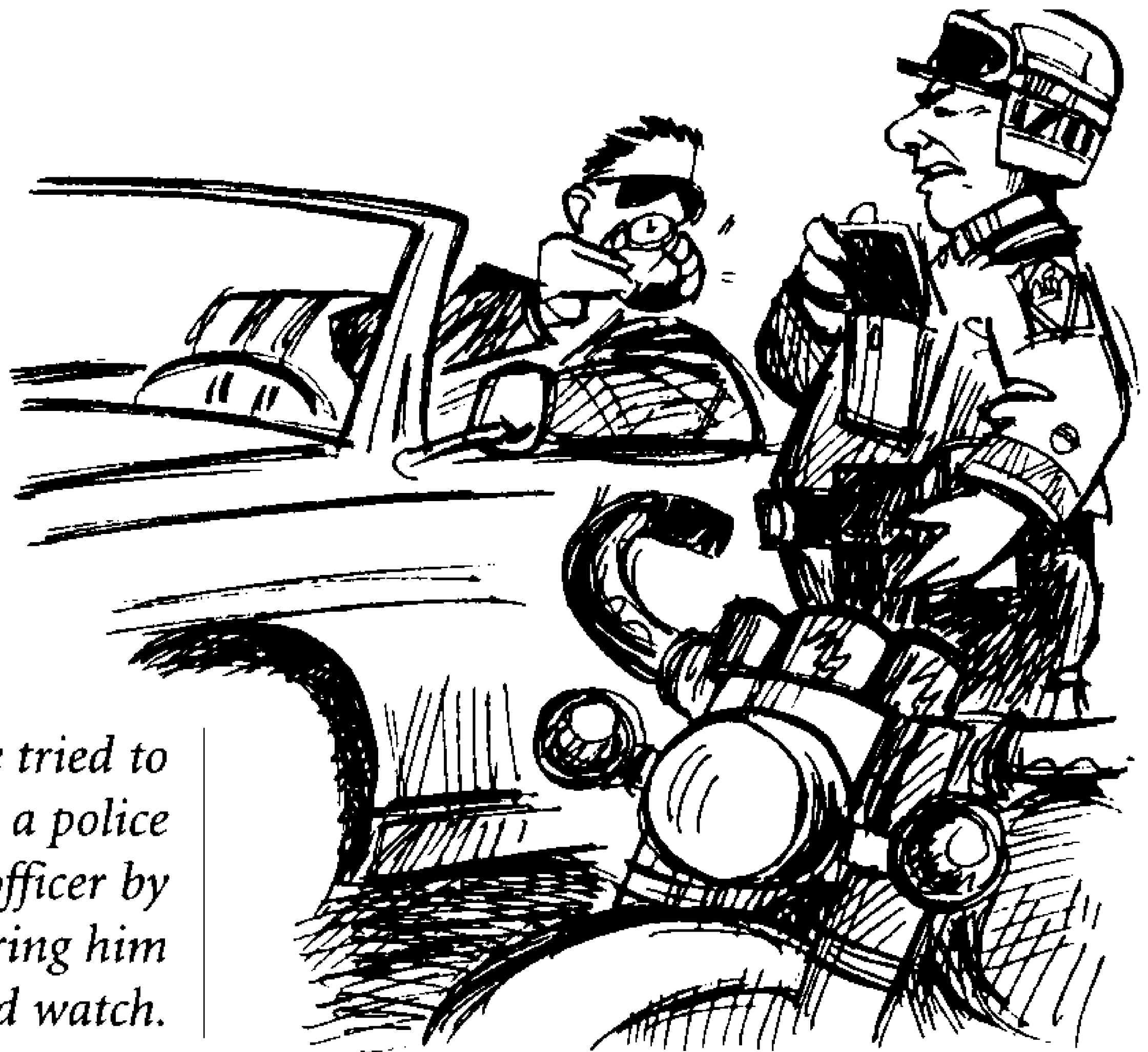
Don't worry, I'll **foot the bill** for everything, so it won't cost you a penny.

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.

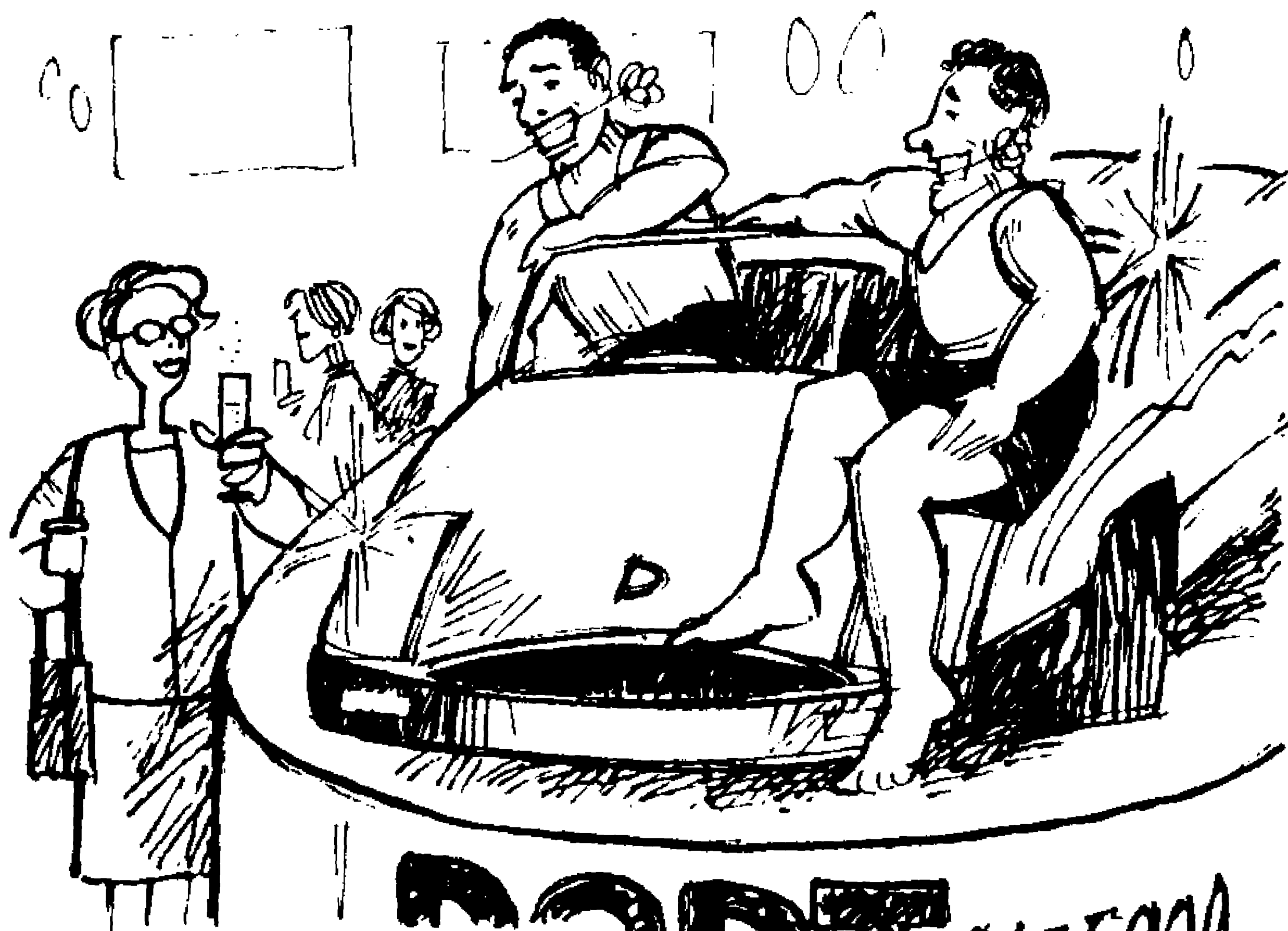
- 1 I want to find the best price so I'm going to around.
- 2 We haven't got any left; we've completely out.
- 3 You don't have to pay, I'll the bill.



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

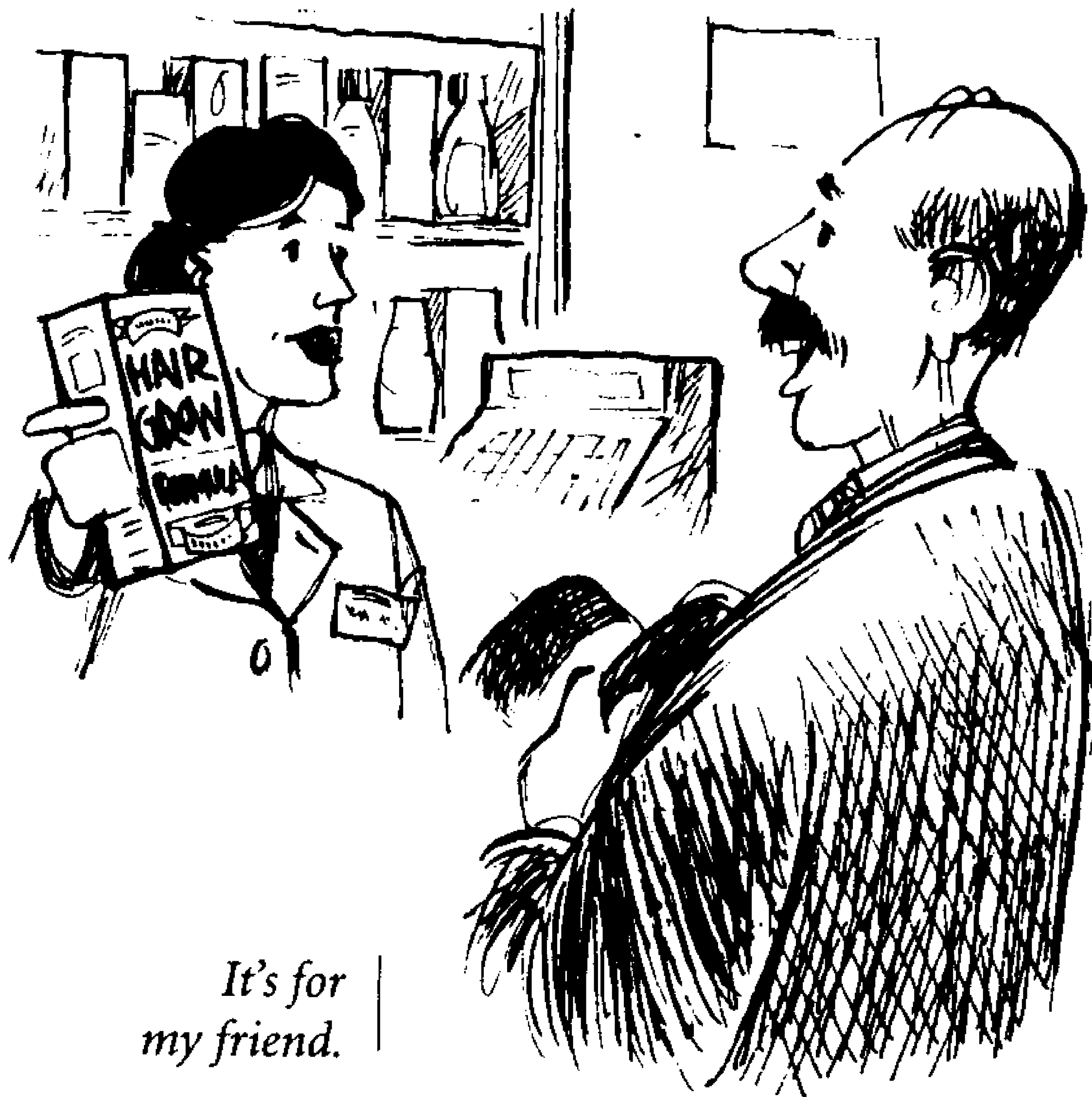
launch

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.



Sales really took off after a popular radio presenter gave the game a plug.

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.

REPORT

The area contains the values of which several thousand were measured, reported, specified, and used by and assigned by myself. I was responsible for it. Several such entries were employed in the field. The sports field works were carried out in connection with the work of the field. These

Reporting

9

Informing

summarise

present

explain

describe

move on

outline

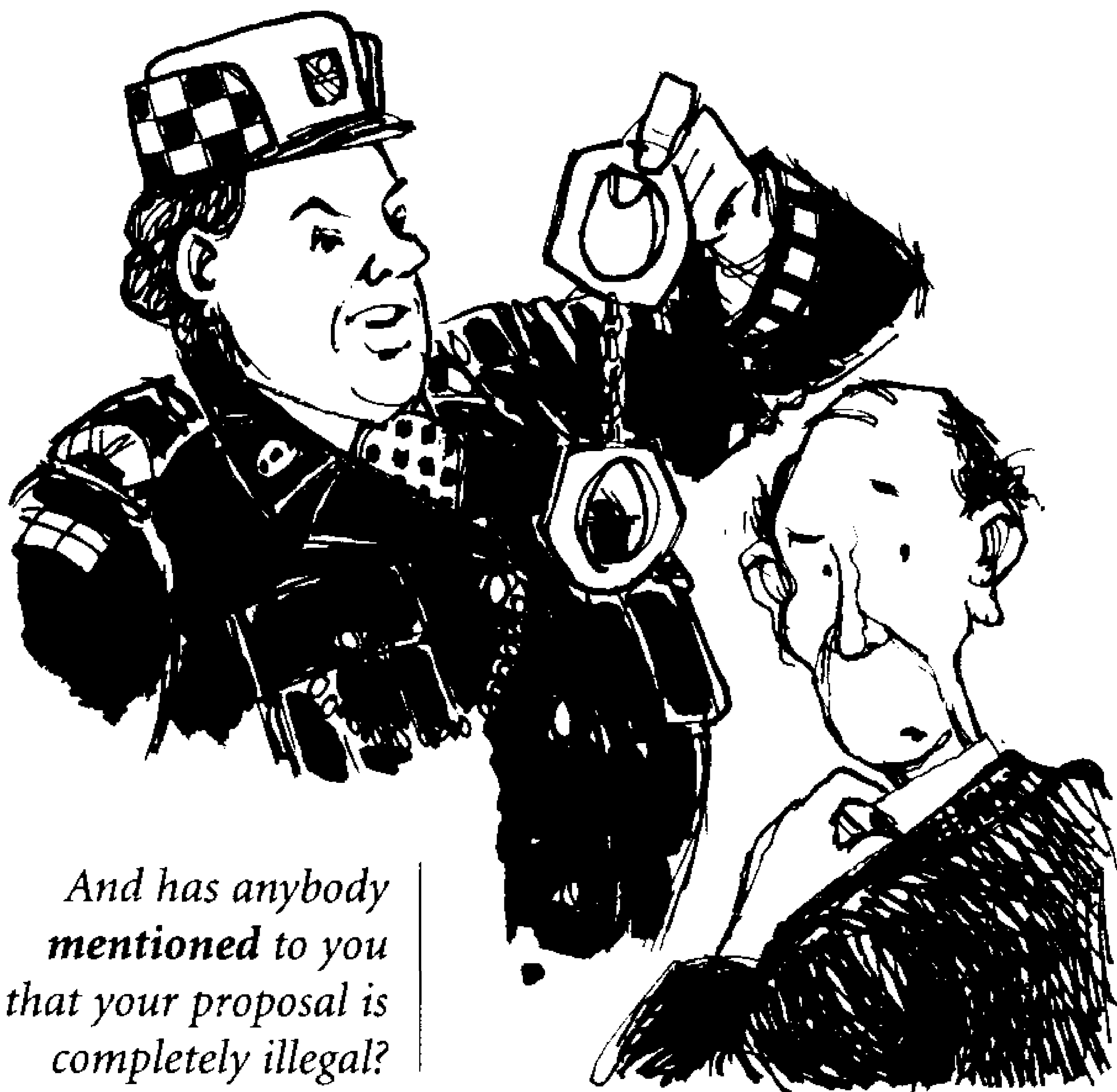
Right, let me **summarise** in just a few words what I've been saying. I began by **presenting** the company's results for the last financial year. I **explained** why these figures were rather disappointing and **described** the difficult market conditions that we are facing.

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?

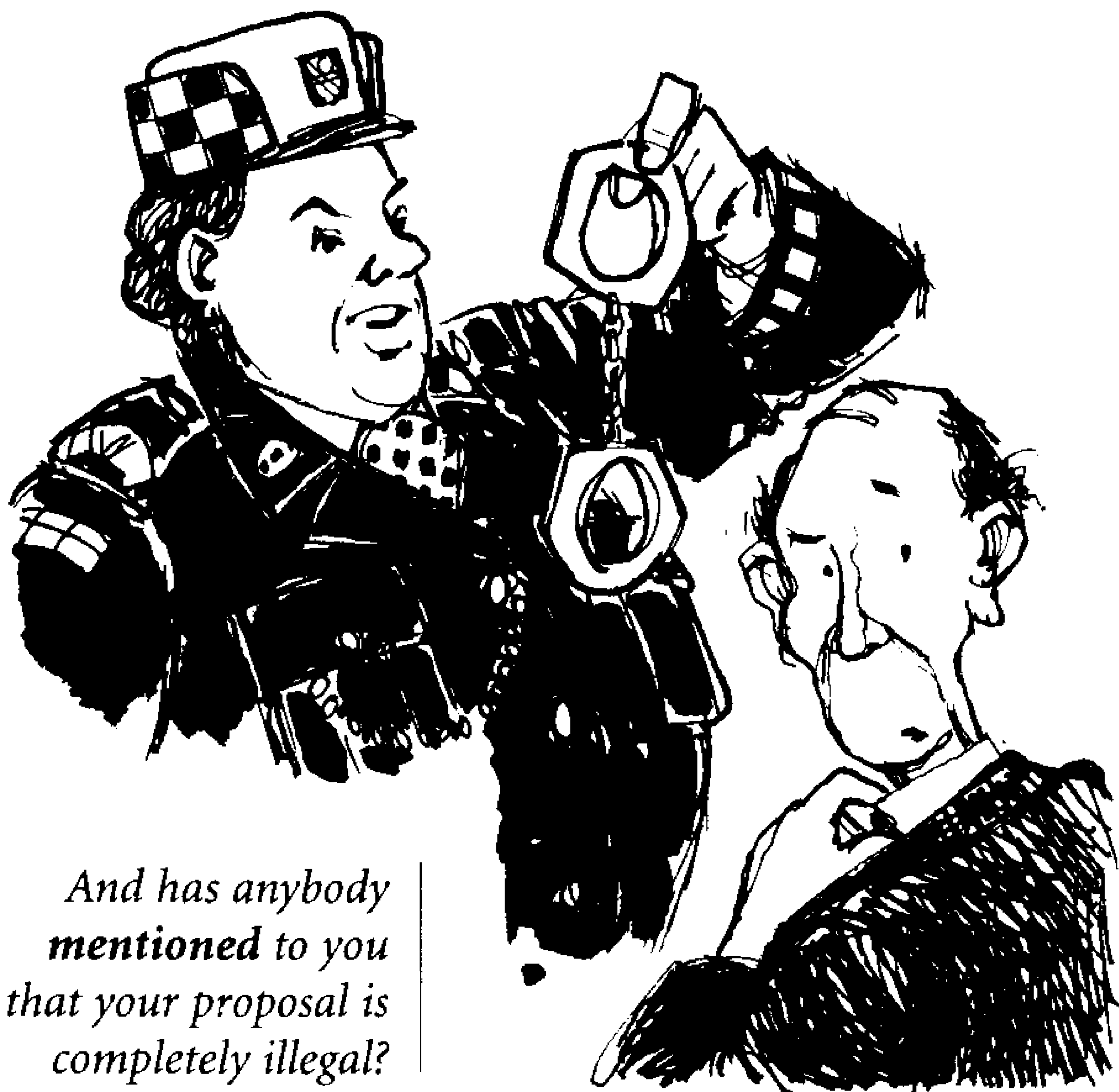
claim

define

influence

mention

Influencing



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

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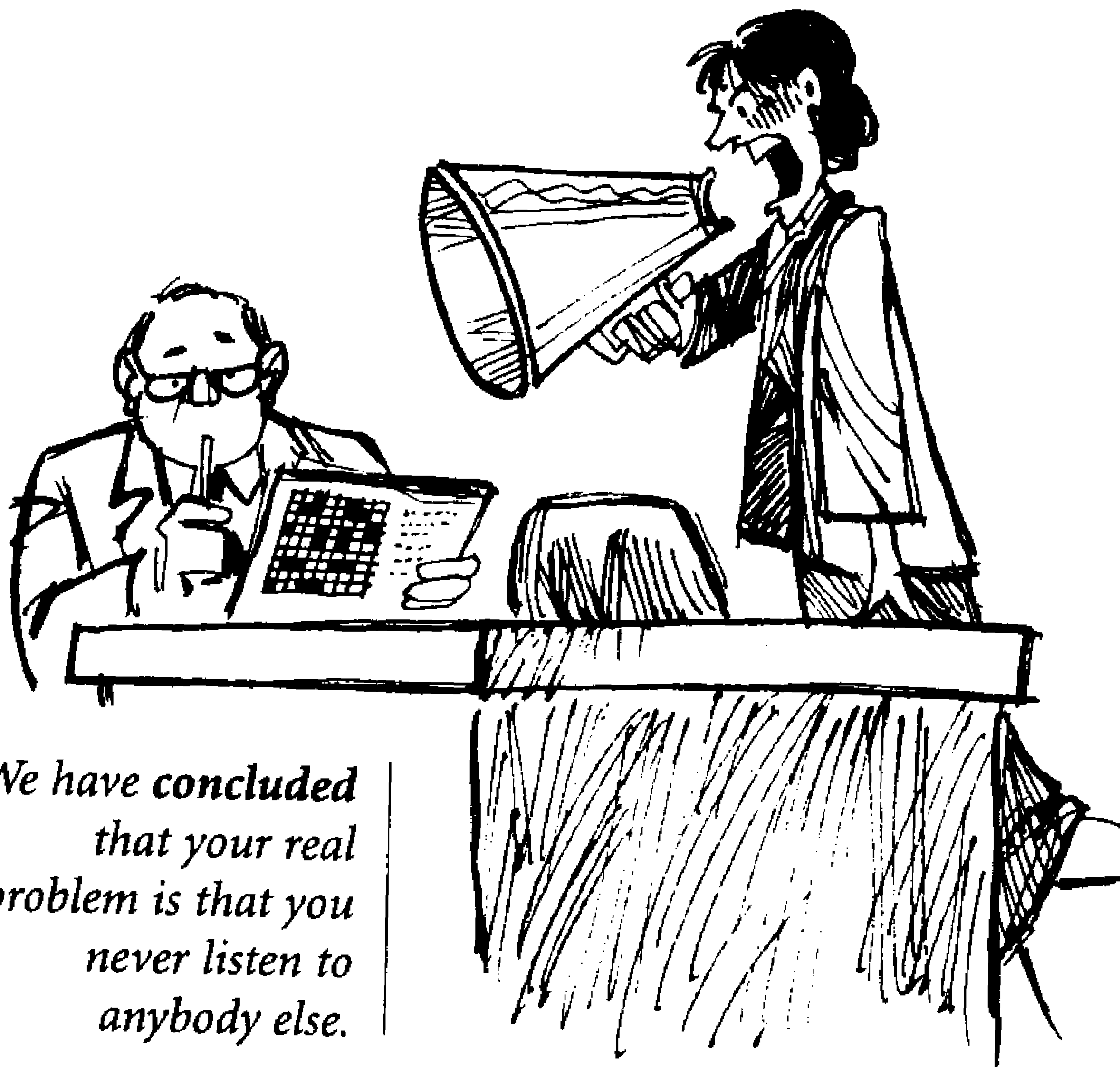
claim

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

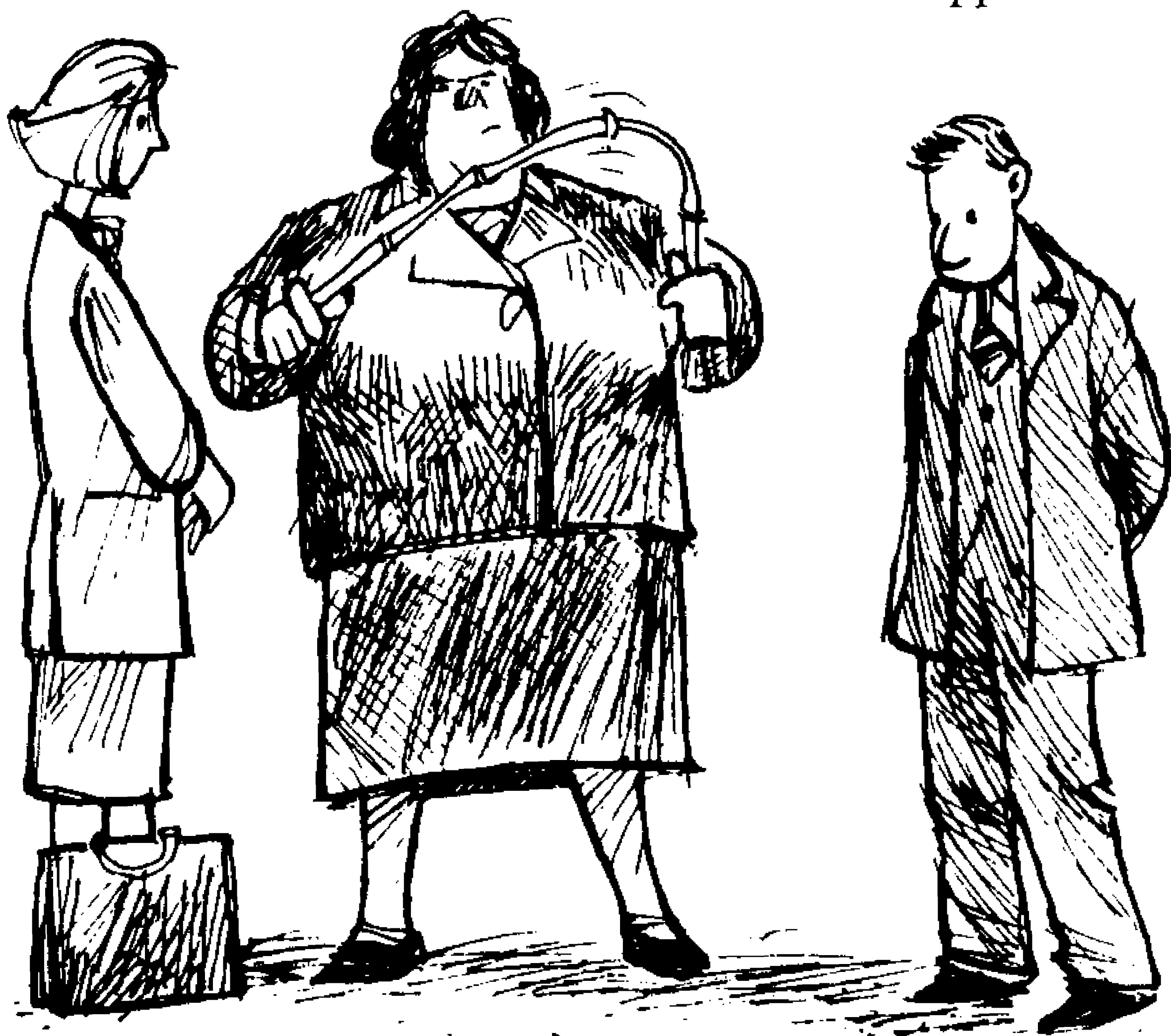
conclude

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

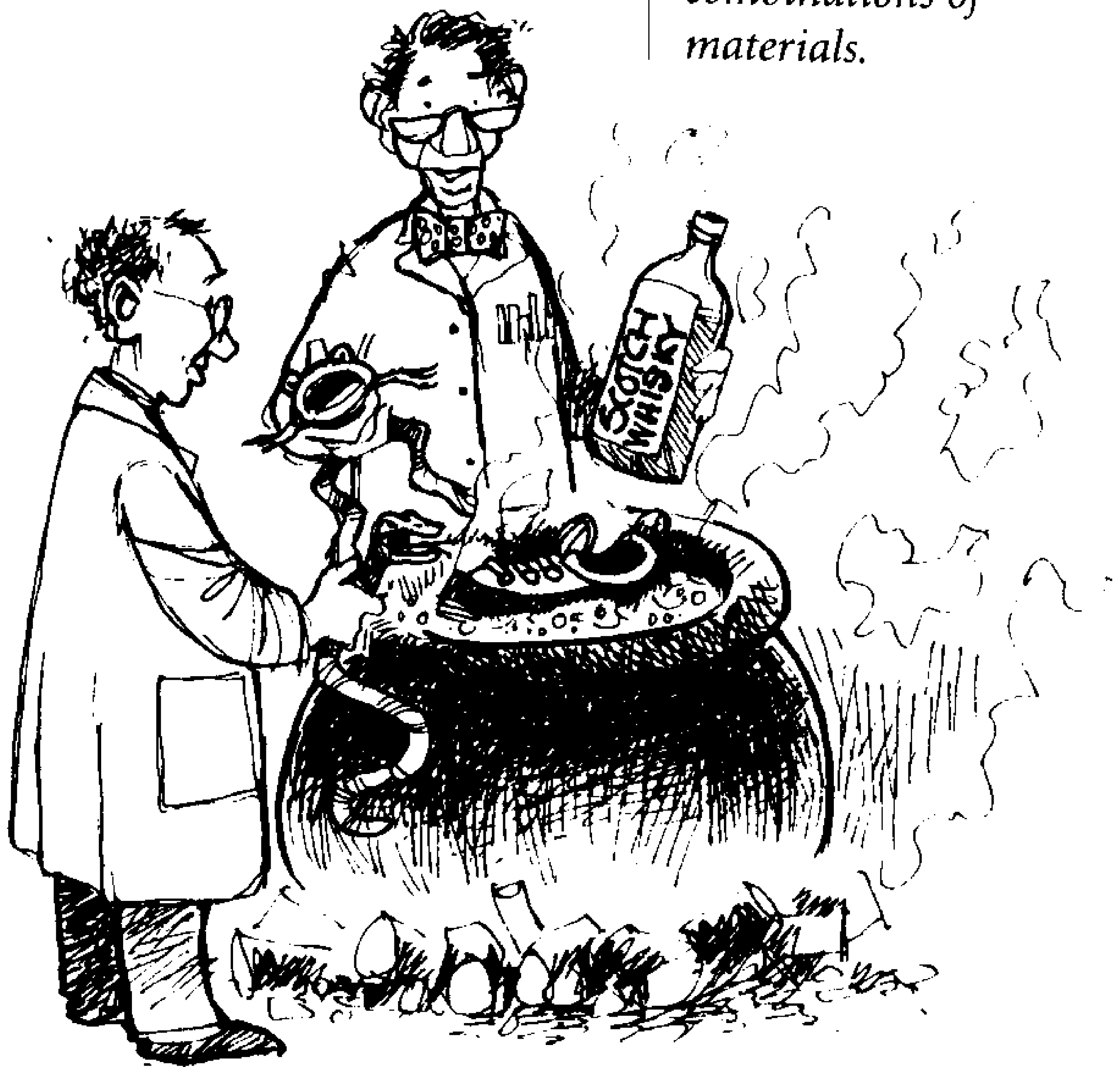
package

Research and development

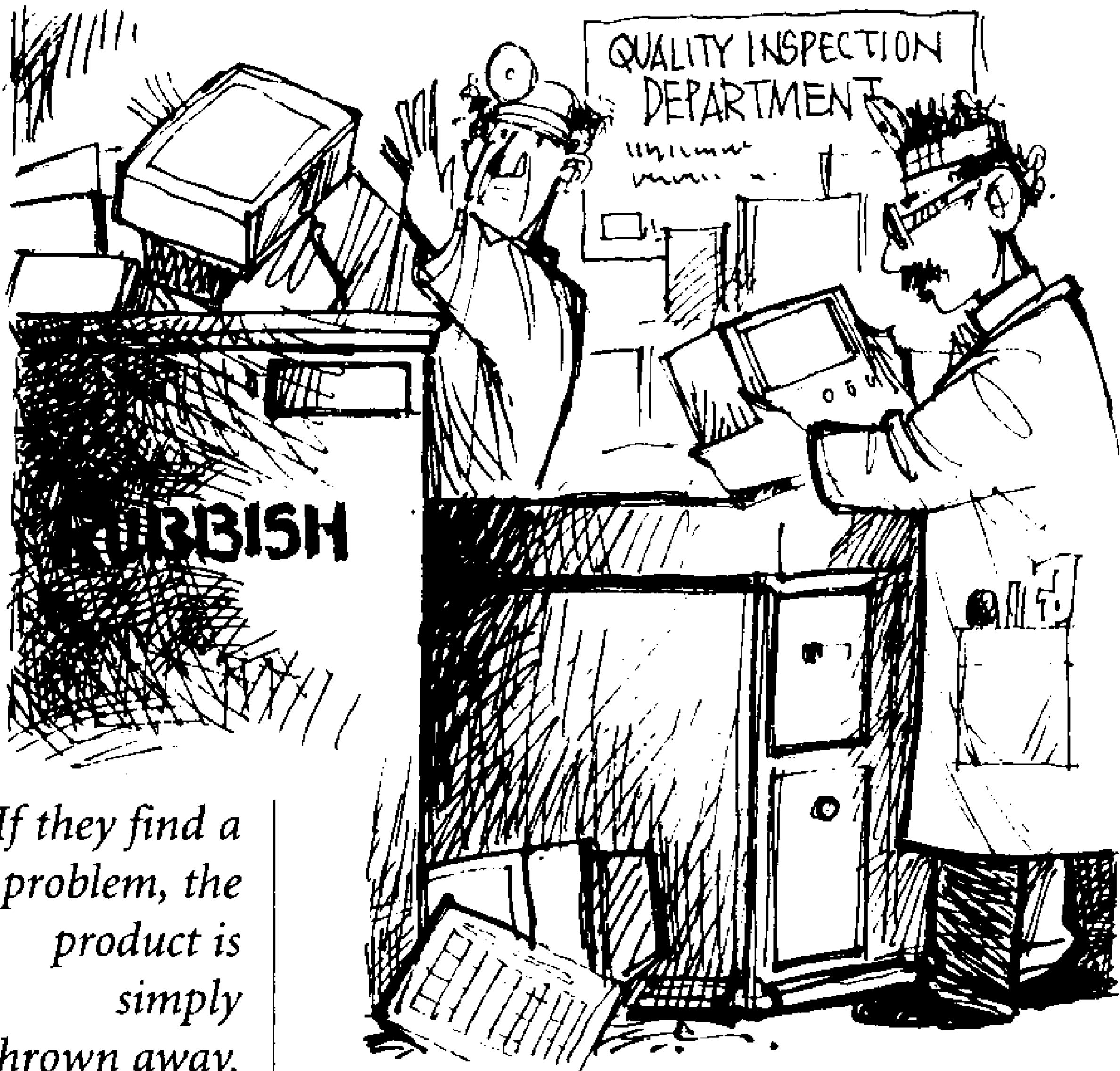
develop
experiment
research
pilot
monitor
design

THE 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.

We 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.

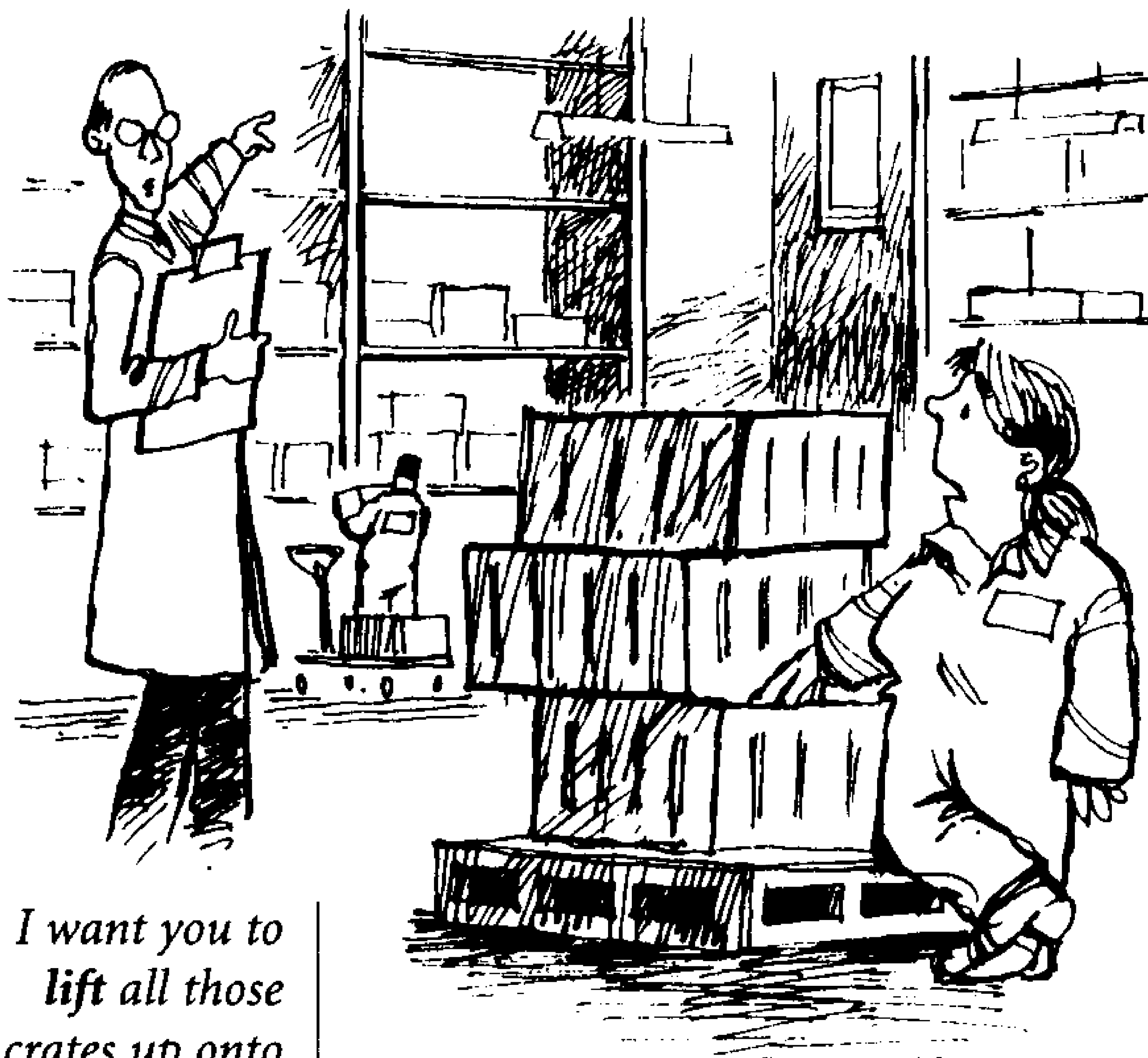
A: And what about the paintwork?

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 /ədvaʊns/

He advanced me £100 for materials.

advertise /ədvətaɪz/

They've been advertising on TV.

advise /ədvaɪz/

They advised us to go to another bank.

agree /əɡriː/

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 ɪn/

You need your passport to check in.

check out /tʃek aʊt/

You have to check out before midday.

choose /tʃu:z/

You can choose any colour you like.

claim /kleɪm/

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 /kʊrɪə/

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 /dɪfrɔːd/

He defrauded his business partner. _____

delete /dɪliːt/

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 /dɪpɑːt/

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 /iːmaɪl/

I'll e-mail you with the news.

emphasise /emfəsaɪz/

He emphasised the key points.

employ /ɪmplɔɪ/

The company only employs six people.

endorse /ɪndɔːs/

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 fiːdbæk/

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 ʃɔːt/

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 /hæmər aʊt/

We have to hammer out a deal today.

hedge /hedʒ/

He hedged his investments.

hire¹ /haɪə/

They're hiring people for the factory.

hire² /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 /ɪntəʁʌpt/

He always interrupts other people.

interview /ɪntəvjuː/

She interviewed twenty people.

introduce /ɪntrədʒuːs/

Let me introduce my colleagues.

invest /ɪnvest/

Invest in government bonds this year.

invite /ɪnvait/

I've been invited to two parties.

invoice /ɪnvoɪs/

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 up¹ /pɪk ʌp/

He picked up three new shirts for £25.

pick up² /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

promote¹ /prəməʊt/

She was promoted to finance director.

promote² /prəməʊt/

They promote new books very well.

propose /prəpəʊz/

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.

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 /rɪkwɛst 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 /staɪt aʊt/

She started out with \$1,000.

state the obvious /steɪt ðiː ɒbvɪəs/

He was always stating the obvious.

stock /stɒk/

We stock all the spare parts.

store /stɔː/

Can you store it in the warehouse?

strip /striːp/

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 off¹ /teɪk ɒf/

The plane takes off at 7 pm.

take off² /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.

transfer¹ /trænsfɜː/

I'll transfer your call to Ms Hart.

transfer² /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

