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- ✓ Learn over 250 useful business words and expressions!
- ✓ Over 20 up-to-date business topics!
- ✓ More than 50 useful business idioms & phrasal verbs!
- ✓ Business videos and audio files to improve your listening skills!



Business English ^{Book} 2

Learn 250 useful business English words and expressions.

This book for intermediate to advanced-level students will really improve your knowledge of business English!

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**İK
YÖNETİCİLERİNİN
DİKKATİNE !**

Hot English, seviyelendirilmiş popüler konularla, çalışanların motivasyonlarını yüksek tutarak İngilizcelerini geliştiriyor, canlı tutuyor..

...tüm firma çalışanlarına!

Dünyanın birçok ülkesinde 2001 yılından bu yana yayınlanan "Hot English" Dergisi, seviyelendirilmiş güncel ve popüler konularla ilgi, ilgi ve motivasyonu her zaman yüksek tutarak daha kolay öğrenmeyi; aylık okunmasıyla da dil öğrenmede sürekliliği sağlayarak, yorulmadan- zorlanmadan-farkettirmeden İngilizceyi geliştirmektedir.



- Sıkılmadan, yorulmadan, severek okunma
- Canlı, renkli, resimli, zengin görsel içerikli anlatım
- Hayattan farklı, güncel, eğlenceli ve ilgi çekici konular
- Yaşıyor canlılığında, rahatlığında ve pratikliğinde İngilizce

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- Toplu kurumsal abonelikler için pratiklik ve kolaylık

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WELCOME TO THE BUSINESS ENGLISH BOOKLET

This booklet will teach you the words and expressions you need to do business in English.

- Learn over 500 useful business English words and expressions.
- Over 30 articles on up-to-date business topics.
- All the latest news on business trends and business leaders.
- Learn more than 100 useful business idioms and phrasal verbs.



There are five key features to this booklet:

1

Key language

The language in these booklets has been carefully selected so you'll only learn the most important words and expressions.

2

Images

The photos and illustrations will help you understand the business idioms and phrasal verbs by creating an association between the images and the language.

3

Up-to-date articles

The up-to-date articles with audio files on a variety of interesting business topics will improve your reading and listening skills, and show you how the language is used in context.

4

Definitions

The English-language definitions of the key terms and expressions will help you to start thinking in English.

5

Exercises

The exercises on the business topics will check your comprehension of the main topics, and test your understanding of any new language or vocabulary. whole range of typical situations.

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Good luck!

And we hope you enjoy learning lots of English with this booklet.

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CONTENTS

Page	
6	PHRASAL VERBS: MEETINGS
8	HOW TO TELL IF YOUR BOSS IS A PSYCHOPATH!
10	STAFF SICKNESS
12	PHRASAL VERBS: NEGOTIATING
14	PRODUCT PLACEMENT
16	UNUSUAL PRODUCTS
18	WORK CONTRACTS
20	TRENDS & GRAPHS
22	RIDICULOUS REQUESTS
24	PHRASAL VERBS: NEGOTIATING (2)
26	HOW TO SAVE MONEY
28	PHRASAL VERBS: ADVERTISING
30	HOW TO MAKE A MILLION!
32	SIX THINGS NOT TO DO IN A JOB INTERVIEW
34	FOUR BUSINESS TIPS FROM SHARON OSBOURNE
36	MERCHANDISING MANIA
38	MONEY PROBLEMS? WATCH OUT FOR THE DEBT COLLECTOR!
40	ONLINE REVIEWS
42	IS GOOGLE THE BEST PLACE TO WORK?
44	PHRASAL VERBS: SALES FIGURES
46	ANSWERS



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PHRASAL VERBS: MEETINGS

Complete the sentences (1 to 8) with the words from below.

report useful remember proposals concisely idea figures fail

1



Press on / ahead

To continue in a determined way, despite the difficulties.
 "They pressed on with the meeting despite knowing that it was doomed to _____."

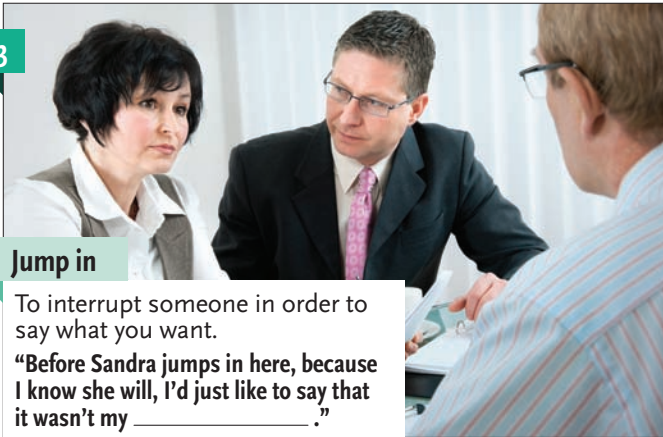
2



Put across

To communicate your ideas / feelings successfully
 "She managed to put her ideas across clearly and _____."

3



Jump in

To interrupt someone in order to say what you want.
 "Before Sandra jumps in here, because I know she will, I'd just like to say that it wasn't my _____."

4



Speak for

To act as a representative for someone as you say something for them.
 "I think I speak for everyone here when I say that this meeting has been extremely _____."

5



Sum up

To explain the main points of something in a few words.
 "So, just to sum up, there are three main points to _____"

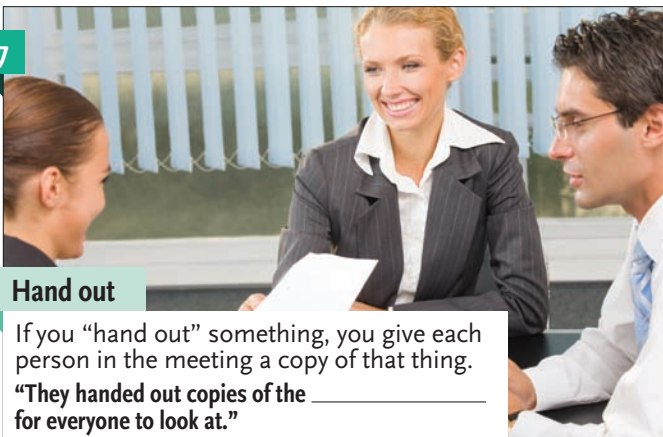
6



Hand over to someone

If you "hand over" to someone during a discussion, you invite or allow that other person to start talking after you have finished.
 "Now I'd just like to hand over to Marsha, who'll explain the _____ in more detail."

7



Hand out

If you "hand out" something, you give each person in the meeting a copy of that thing.
 "They handed out copies of the _____ for everyone to look at."

8



Put together


If you "put something together", you organise and create it by arranging and joining its separate parts.
 "They put together a series of _____ for us to consider."

Top tips on how to save money.

HOW TO SAVE MONEY

Are you good at saving money? Here are some of our top tips.

 When you're buying something expensive, ask for a discount for using cash. If you use a credit card, the shop has to pay two to four percent to the bank. So, if you pay cash (or write a cheque), you're saving them money.

 In general, it never hurts to ask for a 10 or 20% **discount** when you're buying something big such as a TV, a refrigerator or a computer. Simply say that you might be interested in buying it, but aren't sure and only have X amount to spend. They can only say no!


 Don't buy **extended warranties**. Eighty percent are never used, and they're a major profit item for the **vendor**, which is why they're also so desperate for you to buy them!

 Choose the times you go shopping very carefully. For example, you'll make a **huge** saving if you buy next year's Halloween costume on 1st November (just after Halloween), or your Christmas decorations in January, right after Christmas.

 Always shop with a list. That way, you'll avoid making any **snap purchases**. Depending on what you're shopping for, you can easily save between 10 and 15% with this tip alone.


 Never go shopping for food when you're hungry as you'll **inevitably** buy more than you need. Also avoid shopping if you're feeling a bit depressed. It may **lift your spirits** temporarily, but you'll also probably end up with something you don't really need.

 Keep your **receipts** and don't **hesitate** to return things you don't want. Also, **bear in mind** that many shops will **refund** the difference if you find an item cheaper elsewhere after you've bought it.

 Get a **store card** and use your discount **coupons** whenever you get them.

 Don't pay for features you don't need. **Fancy** gadgets or extras on everything from cars to MP3 players are often high-profit-margin items for **manufacturers** and **dealers**. Even if it only costs "a little more", why buy things you'll never use? Fewer gadgets can also mean less in repair bills.

 Sell things you don't need or use any more. Simply register with eBay or any other **auction site**. Also, use these sites to buy second-hand goods. Some items may be as good as new, but they're only half the price!

 Walking or jogging in your neighbourhood is free, and fresh air is better for you than the **stuffy** atmosphere of a health club

or gym. Also, don't buy expensive sports equipment until you're sure you really need it.

 Always buy second-hand cars. New vehicles lose about 50% of their value in their first year, but may still have 70% of their useful life left. That's why used cars are nearly always a better deal than new ones. Plus, the insurance cost is lower. *

GLOSSARY

- a **discount** *n*
a reduced price on a product
- extended** *adj*
an "extended warranty" lasts for longer than the usual 12 months
- a **warranty** *n*
a written promise by a company that they will repair or replace a product if it doesn't work
- a **vendor** *n*
a person who sells something
- huge** *adj*
very big
- a **snap purchase** *n*
something you buy spontaneously without thinking about it
- inevitably** *adv*
certainly; surely
- to **lift your spirits** *exp*
to make you feel happier
- a **receipt** *n*
a piece of paper given to you by a shop with information about the product you have just bought
- to **hesitate** *v*
if you "hesitate", you pause or wait before doing something
- to **bear in mind** *exp*
to consider; to think about
- a **refund** *n*
if you get a "refund", the shop returns your money because the product you bought doesn't work, etc.
- a **store card** *n*
a type of credit card produced by a shop that allows you to buy things with the card at that shop
- a **coupon** *n*
a part of a ticket with information on it about a discount / a gift, etc.
- fancy** *adj*
sophisticated, expensive, special, unusual, elaborate
- a **manufacturer** *n*
a company that makes things: a car manufacturer, etc.
- a **dealer** *n*
a person whose business involves buying and selling things
- a **website** *n*
a website that sells things in a public sale
- the person who offers the most for an object can buy it
- stuffy** *adj*
if you describe the atmosphere in a room as "stuffy", you're saying that there's no fresh air in it

Answers at the back

1 Pre-reading

Think of three tips for saving money. Make notes.

2 Reading I

Read the article once and compare your ideas from the Pre-reading task. Were any of your ideas similar to the ones you thought of?

3 Reading II

Read the article again and complete the information with any words from the article. Try to do it without referring back to the text.

1. Avoid buying any extended _____ – in most cases they're never used.
2. Always shop with a _____ in order to avoid making any snap purchases.
3. Never go shopping for food when you're _____.
4. Keep your _____ so you can return things you don't want.
5. Use auction sites such as _____ to sell any unwanted possessions.
6. Don't get any expensive sports _____ until you're sure you really like the sport.

HOW TO MAKE A MILLION!

Answers at the back

1 Vocabulary: prepositions

Complete the sentences with the correct prepositions.

- They were complaining _____ the service.
- We spent a lot of money _____ it.
- I've come _____ with another good idea.
- They got a bit of help _____ us.
- They made a lot of money _____ it.
- The idea _____ clothing for dogs is nothing new.
- It takes it _____ a whole new level
- Prices start _____ \$40 and go up to over \$600.
- They come _____ two colours.
- It's for dogs _____ restricted eyesight.
- She was squinting _____ the sun.
- It's designed to fit the shape _____ a dog's head.
- They come _____ elastic straps.
- They're produced _____ a small company in California.
- They were ranked number six _____ a list of top 10 ideas.
- By 2004, the specs were being sold _____ 4,500 countries.
- She invested the money _____ stocks and shares.
- As part of the marketing plan, they gave away some _____ free.
- It was full _____ good ideas.

2 Parts of speech

Complete the table with the correct parts of speech. Then, write three sentences with any of the words.

Noun	Adjective
1. Invest	
2. Complain	
3. Instruct	
4. Explain	
5. Attack	
6. Prescribe	
7. Restrict	
8. Develop	
9. Protect	
10. Produce	
11. Invent	
12. Sell	

3 Vocabulary drill

Answer the questions with full answers. Invent where necessary.

- Have you come up with an



interesting idea lately? What was it?

- Have you ever had to write an instruction manual? What was it for?
- What's the most complicated instruction manual you've ever had to read? Why was it so complicated?
- How long did the last meeting you went to last?
- What sort of overheads do small businesses have?
- What are your top tips for becoming a millionaire?
- When was the last time you complained about something? What was it?
- How much money do you spend on entertainment a week?
- Have you ever made any money from something that you created? What was it? How much did you make?
- Have you ever invested in stocks and shares? How much? Did you make any money?
- Have you ever put together a sales plan? What was it for?

4 Video

Watch a video on becoming a millionaire. Search YouTube for "The Absolute Best Ways to Save Money". [up to 2:26]

First viewing

Watch the video on how to become a millionaire by the time you retire. What do you think of the advice? [Watch the video up to 2:26 only.]

Second viewing

Watch the video again. Then, answer the questions.

- What is the one principle in the book *The Richest Man in Babylon* (by George Samuel Clason)?
- What percentage of your income should you save and invest throughout your working life?
- How can you become a millionaire by the time you retire?
- What's the "latte factor"?
- Who does the speaker say can achieve this over their lifetime?
- What two personal qualities does the lifelong habit require?
- What's the key to managing to do this?

5 Extension

Think of an idea for a new product. Then, present it and answer any questions. Include the following information: the name of the product, who it's aimed at, what it does, a description of the product, its USP (unique selling proposition), its price...