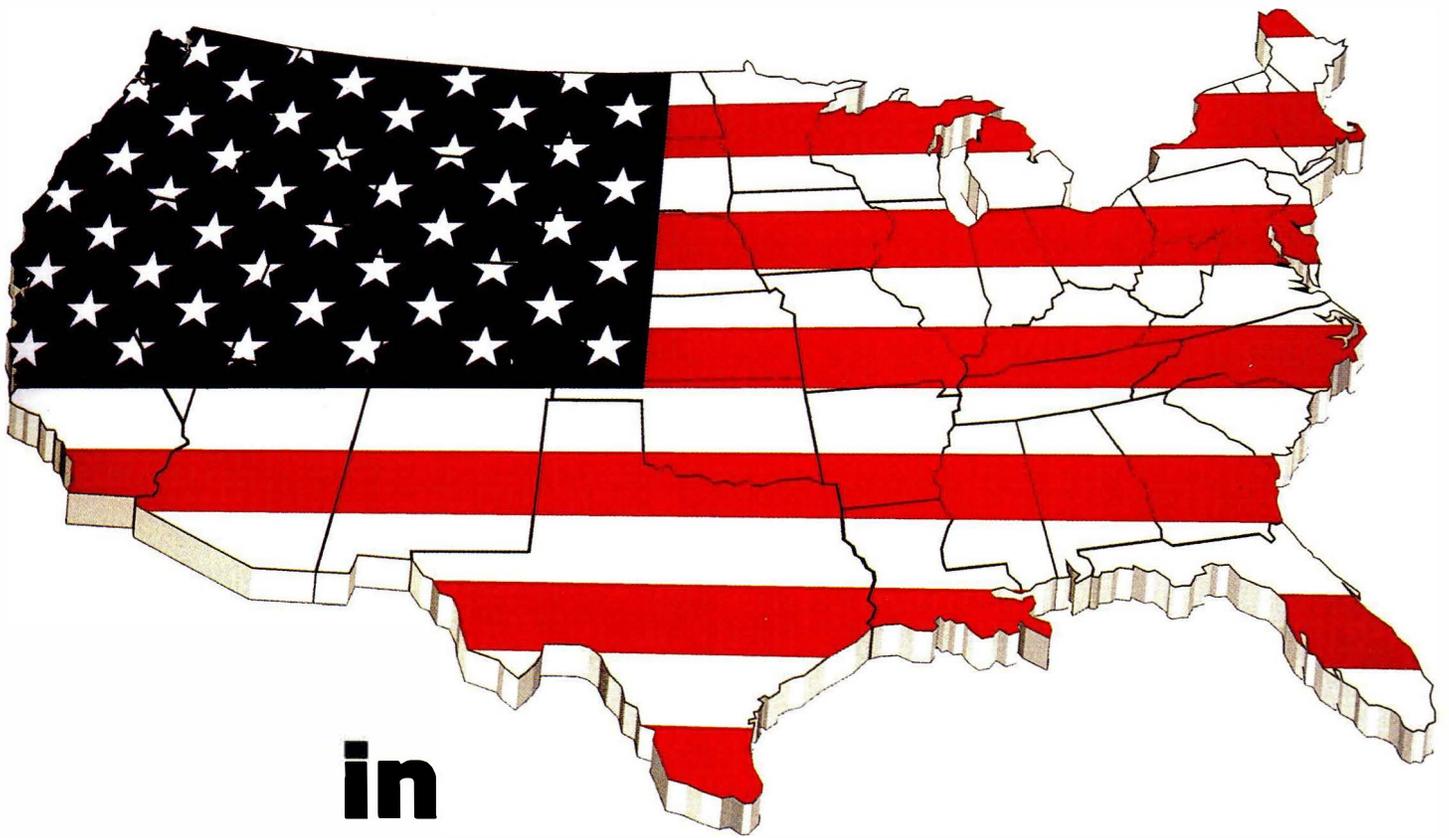


Nova Press

Business Idioms

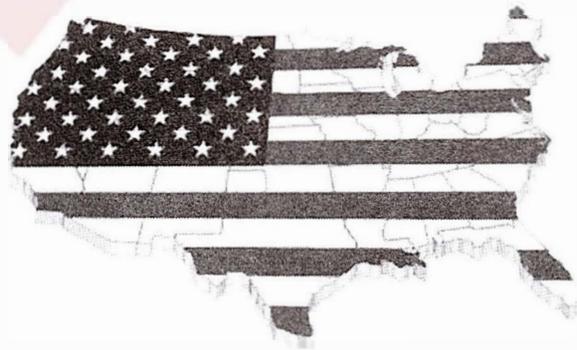


in

America

by Bruce Stirling

Business Idioms in America



Bruce Stirling

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How to Use this Book

Business Idioms in America consists of twenty lessons. Combined, they describe a day-in-the-life of a Joan Austen, a rising star in the advertising business in New York City. Each lesson stands alone as a single unit of study. However, it is best to work your way through from beginning to end. By doing so, you will follow Joan and her staff as they deal with myriad business and personal challenges. You will also be able to recycle idioms from one lesson to the next. Recycling idioms will help you remember and apply those idioms to future lessons and in real-world business situations.

Format

Each lesson consists of seven steps. Each step has been designed to help you develop the English skills you need to communicate proficiently in any English-speaking business environment. The seven steps are as follows.

- 1 → **Main Dialogue** - Each lesson starts with a main dialogue. The main dialogue introduces a business-related conflict that is resolved by Joan and her staff. In the main dialogue, 15 common business idioms/phrases/words are introduced.
- 2 → **Definitions** - This section defines the 15 idioms/phrases/words introduced in the main dialogue.
- 3 → **Practice** - This section is a fill-in-the-blanks exercise using the 15 idioms/phrases/words.
- 4 → **The Story Continues** - In this section, the story introduced in the main dialogue continues. The characters might expand the topic or they might switch to a new topic. After you finish reading, you will answer questions.
- 5 → **Expansion** - This section expands the topic in the main dialogue with 20 topically-related business idioms/phrases/words. This section is a multiple-choice test.
- 6 → **Writing Practice** - For this section, you will write 15 separate sentences. Each sentence will use one of the 15 idioms/phrases/words introduced in the main dialogue and/or the expansion (step 5).
- 7 → **More Writing Practice** - For this section, you will write a short passage using as many idioms/phrases/words from the lesson studied.

Shakespeare (S)

William Shakespeare (1564-1616) was an English poet and playwright. He is considered the greatest writer in the English language. We all know his plays. The most famous are *Romeo and Juliet* and *Hamlet*. What, you ask, is Shakespeare doing in a book about business idioms? That, indeed, is the \$64,000.00 question.

The answer is simple: Shakespeare added over 5,000 words, phrases and idioms to the English language. Many are still widely used, such as *to budge not an inch*, which means *cannot be moved or persuaded*, for example:

Mary: Hey, Dave. Did you ask the boss for a raise?

Dave: I did. But he wouldn't budge an inch.

Because you cannot learn English without learning Shakespeare, I have included in each lesson a famous Shakespearean idiom or phrase that is applicable to business English today. That idiom or phrase is indicated by (S).

Okay, so what is an idiom?

An idiom is a comparison. Let me explain. Look at the following examples.

1. Jack eats like a wolf.
2. Jack is as hungry as a wolf.
3. Hey, wolfman! How are you? Long time, no see!
4. Jack's an animal. The guy's crazy.

In examples 1 and 2, I am comparing Jack to a wolf. A wolf is a wild animal and when hungry, watch out! When I say, "Jack is as hungry as a wolf," I am speaking (writing) figuratively. Is my friend Jack a real (literal) wolf? No. Instead, I am figuratively (idiomatically) comparing him to a wolf to create a picture in your mind. That picture emphasizes the degree of Jack's hunger. How hungry is Jack? As hungry as a wolf. As you can see, an idiom is a comparison that paints a figurative picture using words.

In examples 3 and 4, I am still figuratively (idiomatically) comparing Jack to an animal. However, I am not using the comparatives like or as. This kind of idiomatic comparison (not using like or as) is called an indirect comparison or a *metaphor* (met-ah-for). A metaphor is an implied (suggested) comparison. Notice how in examples 1 and 2, I do use like and as. This kind of idiomatic comparison is called a direct comparison or a *simile* (sim-ah-lee).

Remember → An idiom is either a metaphor or a simile.

How do you know if what you are reading, saying or hearing is an idiom or not? Look for the comparison. If there is a comparison (a simile or a metaphor), then it is an idiom. If there is no comparison (no simile or metaphor), it is not an idiom. If it sounds like an idiom—but there is no comparison—it is probably a common expression, a prepositional phrase, a literal phrasal verb, or slang.

And that, in a nutshell, is the skinny on idioms. It's time to get the show on the road. For definitions, remember to check the word list starting on page 188.

Bruce Stirling

1.A → Definitions

- 1) *stuck in traffic (to be)*
 - to be in a vehicle but not moving due to heavy traffic/accident
- 2) *beat the traffic (to)*
 - to avoid rush-hour by leaving early
- 3) *rubberneck (to)*
 - to slow down and look at an accident
- 4) *put a fire under it (to)*
 - to hurry up; to get moving
- 5) *bottom line (the)*
 - the message; the conclusion
- 6) *seal the deal (to)*
 - to come to an agreement
- 7) *hit it out of the park (to)*
 - to hit a homerun; to think of a great idea; to succeed beyond expectation
- 8) *go to bat for someone (to)*
 - to support a friend/colleague/cause
- 9) *pull out all the stops (to)*
 - to do whatever is necessary to succeed
- 10) *bring something in under budget (to)*
 - to complete a project, etc., below the budgeted cost
- 11) *happy camper (to be not a)*
 - a person who is not happy
- 12) *work up something (to)*
 - to develop ideas; to brainstorm
- 13) *go back to the drawing board (to)*
 - to rethink; to start over
- 14) *working lunch (a)*
 - working during lunch
- 15) *hold something (to)*
 - to not include; to leave off/out

1.B → Practice

Task → Fill in the blanks using the idioms on the previous page.

1. Bob got up early because he wanted _____ .
2. When you are _____ , you have no choice but to sit and wait it out.
3. Al is _____ . He just learned that he is going to be let go.
4. After Joan and Alexander _____ , they celebrated with dinner and a Broadway show.
5. Yurica is always _____ the homeless.
6. When people slow down _____ , they often cause fender benders.
7. When Carol ordered a hamburger, she told the server _____ the onions.
8. To meet the deadline, the team had _____ .
9. Maria never fails _____ a project _____ .
10. Joan wanted Rick _____ a new slogan by tomorrow.
11. Carla has arranged to have _____ with the new client.
12. After the prototype failed, the team had _____ .
13. In business, making a profit is _____ .
14. Bob's last idea was terrible, but this time he _____ .
15. Steve told the lazy intern _____ .

1.C → The Story Continues

Task → Read the rest of the conversation, then answer the questions.

Maria: Anything else, Joan?

Joan: Nothing for now. I'll see you when I get in.

Maria: Have you thought about what we talked about?

Joan: Thought about what?

Maria: You know, my raise.

Joan: Right. Sorry, I have so much on my plate, it slipped my mind.

Maria: You said I'm in line for one.

Joan: I did. But we're facing a budget crunch. The move to a bigger office is going to eat into our cash flow.

Maria: So that means no raise?

Joan: Not necessarily. Let's circle back to it when I get in, okay?

Questions

1. How many idioms can you identify in the passage above? Compare your choices to those on pg. 156. For definitions, see the word list, pg. 188.
2. Did Maria get what she wanted? Explain.
3. What is the traffic like in your country? Do you prefer to drive to work, take public transportation, go by bike or on foot? Explain.
4. In your country, how often do employees get a raise? What is the procedure for getting a raise? Explain.
5. Verbally summarize this lesson. Time yourself. You have 2 minutes.

1.D → Expansion

Task → Match the expressions in column A with the definitions in column B.

A

- 1) fender bender (a) ____
- 2) tailgater (a) ____
- 3) D.U.I. ____
- 4) backseat driver (a) ____
- 5) pinch hit (to) ____
- 6) in the ballpark (to be) ____
- 7) on fire (to be) ____
- 8) put the pedal to the metal (to) ____
- 9) beat around the bush (to) ____
- 10) march to the beat of one's own drummer (to) ____
- 11) pound the pavement (to) ____
- 12) budge not an inch (to) (S) ____
- 13) my way or the highway ____
- 14) You do the math. ____
- 15) asleep at the wheel (to be) ____
- 16) the wheels fell off something when... ____
- 17) take one for a ride (to) ____
- 18) get the show on the road (to) ____
- 19) traffic jam (a) ____
- 20) bottleneck (a) ____

B

- A) a driver following dangerously close behind
- B) to substitute for someone
- C) to be within range; approximate
- D) to go around in circles; to miss the point
- E) to go and look for work/customers
- F) an ultimatum: ship up or shape out
- G) to take advantage of someone; to cheat
- H) a delay caused by heavy traffic
- I) to be an individual; to go your own way
- J) a narrow point in a road slowing traffic
- K) to be paying no attention; negligent
- L) to begin; to buckle down
- M) the point when everything went wrong
- N) The conclusion is obvious.
- O) to move not at all; to refuse to change
- P) to have a series of successes/hits
- Q) to hit the gas; to take action quickly
- R) someone always telling you what to do without invitation or request
- S) driving under the influence (of alcohol)
- T) a minor car accident

1.E → Writing Practice

Task → Write a sentence using each idiom.

1) stuck in traffic (to be)

2) beat the traffic (to)

3) rubberneck (to)

4) put a fire under it (to)

5) bottom line (the)

6) seal the deal (to)

7) hit it out of the park (to)

8) go to bat for someone (to)

9) pull out all the stops (to)

10) bring something in under budget (to)

Lesson #2 → **A Rain Check**

→ **9:25 a.m.** Joan chats with Don Reed as she takes the elevator up to her office.

Joan: Good morning, counselor. I see you got stuck in traffic too.

Don: Death, taxes and traffic jams. The only certainties in life.

Joan: Tell me about it. I hear you won the Boeing case.

Don: We did. The icing on the cake is I'll finally get my name on the shingle. *Marshall, O'Connor, Burger and Reed*. Not bad for a country boy.

Joan: Congratulations.

Don: Thanks. The firm is throwing me a bash tonight at the Waldorf. You should come and rub elbows. All the heavy hitters will be there. Bill Clinton might even put in an appearance.

Joan: Thanks but I'll have to take a rain check.

Don: You never were much of a schmoozer, were you?

Joan: I'm too busy burning the midnight oil.

Don: Are you still in the market for a new office?

Joan: Yes. We're bursting at the seams. Business is really ramping up.

Don: So I've heard. Kudos on winning the Saks' account. Saks this week. Tiffany last week. I'd say you were on a roll.

Joan: We are. And we need space. Do you know of any?

Don: The scuttlebutt is the firm is moving to a new office on Park Avenue. Very upscale, so I've heard. That means the floor below you will be empty soon.

Joan: Thanks for the heads up.

Don: You should grab it. In this neck of the woods, rental space is at a premium.

Joan: And through the roof. I'd need to check it out first, then run the numbers. God only knows where I'm going to find the time.

Don: Don't wait too long. Remember: you snooze, you lose.

(The elevator stops. The door opens.)

2.A → Definitions



- 1) *icing on the cake (the)*
- the best part; the added benefit
- 2) *shingle (a)*
- traditionally a wooden sign advertising a law practice
- 3) *rub elbows (with someone) (to)*
- to socialize with the purpose of making connections; to schmooze
- 4) *heavy hitter (a)*
- a person with power and influence
- 5) *take a rain check (to)*
- to promise to do another time
- 6) *schmoozer (a)*
- one who socializes for personal gain
- 7) *burn the midnight oil (to)*
- to work late often to meet a deadline
- 8) *in the market for something (to be)*
- to be looking to buy or rent
- 9) *burst at the seams (to)*
- to break open and overflow
- 10) *ramp up (to)*
- to increase in speed
- 11) *scuttlebutt (the)*
- the latest rumor(s)/gossip
- 12) *heads up (the)*
- the information/warning/notice
- 13) *in this neck of the woods*
- in this neighborhood/town/city
- 14) *through the roof (to be)*
- to be very expensive
- 15) *run the numbers (to)*
- to do financial calculations

2.B → Practice

Task → Fill in the blanks using the idioms on the previous page.

1. Anne is _____ a new house.
2. Apple had _____ production to meet the Christmas demand.
3. _____ , you'll always get stuck in traffic.
4. Before you seal a deal, you had better _____ first.
5. _____ is the boss is not a happy camper.
6. Don pulled out all the stops to get his name on _____ .
7. The bottom line is our cash flow is _____ .
8. The auditors are coming? Really? Thanks for _____ .
9. Adriana had _____ to meet the morning deadline.
10. In Hollywood, Stephen Spielberg is definitely _____ .
11. This subway system is so old, it is _____ .
12. Linda is such _____ . She'll do anything to seal the deal.
13. Frank loves _____ heavy hitters.
14. Jason got a raise and a promotion. He really hit it out of the park this time.
The _____ is his new corner office.
15. I can't make the working lunch, sorry. I'll have to _____ .

none. Don't hang up until you get your foot in the door. Offer them lunch, dinner. Whatever it takes. You have to convince them that we are the only game in town.

Maria: This is so unexpected. Really. I don't know how to thank you.

Joan: Don't. You deserve it. You've always gone the extra mile. When it's crunch time, you've always come through. Anything else?

Maria: Yes. Does this mean I get a raise?

Joan: Bring me some good news and we'll talk. Oh, and you'll need to find and train a replacement—and get yourself an assistant.

13.D - Expansion - pg. 102

- | | | | |
|------|-------|-------|-------|
| 1. H | 6. R | 11. K | 16. J |
| 2. A | 7. Q | 12. E | 17. G |
| 3. S | 8. C | 13. I | 18. D |
| 4. O | 9. P | 14. L | 19. N |
| 5. B | 10. T | 15. M | 20. F |

Lesson #14 → The New Normal → pg. 105

14.B - Practice - pg. 107

- Working from home is quickly becoming the new normal (10).
- Patti and Lily are going to hook up (5) over a working lunch to iron out the details in the letter-of-intent.
- A bull market is a seller's market (13). Caveat emptor.
- Joe, I know you always take no prisoners, but when you meet with the IRS next week, please keep an open mind (3).
- I ran the numbers and, unfortunately, the PSF is a bit too steep (12). Is there any wiggle room?
- Ann looks like the cat that ate the canary. It's written all over her face (11).
- If you like that apartment, you'd better grab it (14). Seriously. In this neck of the woods, it will be gone in a New York minute.
- Living in Manhattan is to die for (1). Absolutely. If that is your dream, then you'd better start climbing the corporate ladder.
- During lunch, Elvia was able to squeeze in a look at (2) the new Audi over at the dealer's. She thinks it's a steal. I beg to differ.
- When Swati saw the new iPad, it was love at first sight (4).

11. **When word gets out that (15)** we won't be getting bonuses this year, more than a few are going to hit the roof.
12. Car dealers always peddle the car with the most **bells and whistles (9)**.
13. Stop being so wishy-washy. If you don't step up to the plate and bid on that contract, you are going **to be kicking yourself for the rest of your life (6)**.
14. On TV, **state-of-the-art (8)** products, like the new Cadillac, are pitched using soft selling.
15. The best time **to list (7)** a house is in early spring.

14.C - The Story Continues - pg. 108

- Joan: This place is much bigger than I need. Is the one in Tribeca still available?
- Abby: Forget Tribeca. Trust me, in the long run, this place will give you more bang for your buck. Central Park West always sells even when the market tanks. It's money in the bank, believe me. And remember: a bird in hand is worth two in the bush.
- Joan: It is rather nice. It should be for what they're asking.
- Abby: Joanie, I hate to beat a dead horse, but it's high noon*, honey.
- Joan: What about parking?
- Abby: You get a space in the basement. Totally secure. *(Her cell phone rings, and rings)*. The clock's running, Joanie. The wolves are at the door.
- Joan: I'll take it.
- Abby: Good girl. You won't regret it. This place is you all over.
- Joan: Will they knock five percent off if I pay cash?
- Abby: No harm in asking. What about your Greenwich place?
- Joan: List it. It's time to move on.

14.D - Expansion - pg. 109

- | | | | |
|------|-------|-------|-------|
| 1. K | 6. S | 11. Q | 16. L |
| 2. C | 7. E | 12. P | 17. D |
| 3. G | 8. I | 13. A | 18. M |
| 4. F | 9. O | 14. B | 19. N |
| 5. J | 10. R | 15. H | 20. T |

Lesson #15 → No Free Lunch → pg. 112

15.B - Practice - pg. 114

1. If I were you, I'd fix up your house, then list it. Right now, it's not **ready for prime time (1)**.

2. Tom might be able to charm the birds out of the trees, but in his monthly reports, he never **dots his i's or crosses his t's** (2).
3. Joan does not want back-of-the-envelope calculations. She is **a stickler for detail** (3). Please give her the final numbers.
4. Another upgrade? That's the second one this year. Microsoft is **nothing if not predictable** (5).
5. The Waldorf Astoria **caters to** (6) the nouveau riche and to old money.
6. **Road warriors** (7) love freebies because they are usually on tight budgets.
7. Retailers who target **niche markets** (8) are closed on Black Friday.
8. I'm **calling the shots** (11) around here. It's either my way or the highway.
9. At the eleventh hour, the board **ponied up** (13) the cash needed to complete the project on time.
10. I'd love to give you a corner office, but **my hands are tied** (10).
11. Once a year, the world's **movers and shakers** (9) meet in Davos, Switzerland to discuss world problems and to schmooze.
12. This laptop is **the bane of my existence** (4). It is always crashing. I wish Dell would step up to the plate and replace it.
13. It's high time we gave Maria a raise. Since she came on board, she's been doing **a bang-up job** (15). She has a real can-do attitude.
14. Sorry, but we can't make lemonade out of lemons on **a shoe-string budget** (12).
15. In this firm, there are **no free lunches** (14). At the end of the day, bill the client for everything—pencils, stamps, coffee—the works.

15.C - The Story Continues - pg. 115

(Later Rick and Beth eat pizza at a pizza joint.)

- Rick**: When I grabbed a coffee at Mickey-D's this morning, I noticed that they've got oatmeal and blueberries on the menu.
- Beth**: Healthy fast-food is the new normal. Fast-food chains are waking up to the fact that their customers are becoming more health conscious. Did you know that eight million Americans have diabetes and that 79 million have prediabetes?
- Rick**: Amazing.
- Beth**: High-fructose corn syrup is the culprit. It's in everything. I don't touch the stuff. I read every label before I buy.
- Rick**: You on a diet?
- Beth**: Isn't everyone? So what was the coffee like?

Rick: At Mickey D's? Great. It wasn't run-of-the-mill at all. It was a medium roast. For a buck, you can get a small, medium or large. Your choice for a buck! I don't know how Starbucks competes. They're pricing themselves out of the market. What?

Beth: Are you going to eat that last slice?

Rick: Knock yourself out.

15.D - Expansion - pg. 116

- | | | | |
|------|-------|-------|-------|
| 1. Q | 6. B | 11. T | 16. J |
| 2. G | 7. O | 12. D | 17. P |
| 3. H | 8. R | 13. E | 18. K |
| 4. M | 9. N | 14. F | 19. L |
| 5. A | 10. C | 15. I | 20. S |

Lesson #16 → Pushing My Buttons → pg. 119

16.B - Practice - pg. 121

- Hector is a wiz at **tracing (8)** computer problems.
- In Manhattan, trying to beat the traffic is **for the birds (3)**.
- No raise? Again? That's **the last straw (4)**. Tomorrow, I intend to jump ship. This accounting firm is not the only game in town.
- Let me lay it on the line. This company will never be **a fast-follower (10)**. We'll always make state-of-the-art products for an upscale, niche market.
- No, I did not **touch base with (15)** that company. Why not? Because they're small potatoes. We have much bigger fish to fry.
- Joe had **a melt down (2)** when Joan told him that his idea was half-baked. No surprise there. Joe is nothing if not predictable.
- What's good for my ego? When I **deliver (12)**.
- Your report is great. A real bang-up job. You don't have to change a thing. **Leave well enough alone (5)** until you get more feedback.
- People who are anal often end up **shooting themselves in the foot (6)** because they can never leave well enough alone.
- If you want to take a shot at swimming with the sharks, you'd better leave the **TLC (14)** at home. Trust me, heavy hitters take no prisoners.
- I'm glad Diana is well and **back in business (13)**. She has always been a tower of strength.

The ICAO Spelling Alphabet

Years ago, English became the official language of commercial flying. However, English-speaking pilots were not enough. Airline pilots had to pronounce the same way when speaking English. By doing so, flight instructions would be clearer and flying safer. The ICAO (International Civil Aviation Organization) did all that by implementing the ICAO Spelling Alphabet (see chart below). This spelling alphabet is an essential communication tool not only for flying but for business as well. This is how I spell my name Bruce using this system.

"Bruce. B for Bravo. R for Romeo. U for uniform. C for Charlie. E for echo."

Note how I always put for between the letter and the code word. Look at the next example. Note how I just say the code words.

"Bruce. Bravo. Romeo. Uniform. Charlie. Echo."

Task → Learn how to spell your full name using this system. Practice until you can spell your name automatically. Do the same with your company name, school name, your email address, work address—everything.

A	for	alpha (al-fah)
B	for	bravo (brah-voh)
C	for	Charlie (Char-lee)
D	for	delta (dell-tah)
E	for	echo (eck-oh)
F	for	foxtrot (foks-trot)
G	for	golf (golf)
H	for	hotel (hoh-tel)
I	for	India (In-dee-ah)
J	for	Juliet (Jew-lee-ett)
K	for	kilo (kee-loh)
L	for	Lima (Lee-mah)
M	for	Mike (Mike)
N	for	November (No-vem-ber)
O	for	Oscar (Oss-car)
P	for	papa (pah-pah)
Q	for	Quebec (Ka-pec)
R	for	Romeo (Row-may-oh)
S	for	sierra (see-air-rah)
T	for	tango (tang- go)
U	for	uniform (you-nee-form)
V	for	Victor (Vik-ter)
W	for	whiskey (wiss-key)
X	for	x-ray (ecks-ray)
Y	for	yankee (yang-key)
Z	for	Zulu (Zoo-loo)

Idiom and Word List

A

A-player (an)

- *a heavy hitter; a power player*

abandon ship (to)

- *to give up; to throw in the towel*

absolutely

- *yes/of course/certainly/by all means*

ad hoc (Latin)

- *temporarily for a specific purpose*

ad nauseum (Latin)

- *to repeat endlessly*

after the bell

- *after the New York Stock Exchange (NYSE) closes at 4:00 pm*

ageism

- *age discrimination*

all bright-eyed and bushy-tailed (to be)

- *to be young and enthusiastic*

all ears (to be)

- *to be listening closely*

all set (to be)

- *to be ready*

all the rage (to be)

- *to be fashionable/trendy/popular*

alpha

- *"A" type; A-player; the strongest*

alpha male (an)

- *top dog; dominant player*

ambush marketing

- *advertising free in a competitor's paid-for market*

ameliorate (to)

- *to make better; to improve*

amendment

- *an adjustment/correction*

anal (to be)

- *to be a stickler for detail*

and get this...

- *and listen to this...*

and then some

- *and more*

annoy (to)

- *to bother/irritate*

arrive on the button (to)

- *to show up at exactly the right time*

artery (an)

- *a connecting road/highway*

ASAP

- *as soon as possible*

as easy as pie (to be)

- *to be no problem; a piece of cake*

as tough as nails (to be)

- *to be strong/determined*

asleep at the wheel (to be)

- *to be paying no attention; negligent*

asset (an)

- *a thing of value that creates income*

at a crossroads (to be)

- *to be facing a difficult choice*

at a premium (to be)

- *to be expensive and in short supply*

at the eleventh hour

- *at the last minute/second*

at the end of one's rope (to be)

- *to have run out of patience/options*

at the end of the day...

- *in the final analysis...; when all is said and done...*

at the top of one's game (to be)

- *to be performing one's best*

attorney-client privilege

- *the right of the attorney and client*

to keep all issues raised between them private; doctor-patient privilege

augur well (for)(to)

- *to look good (for)*

axiom (an)

- *a statement accepted as true*

B

back in business (to be)

- *to be fixed; to be ready once again*

back-of-the-envelope calculations

- *a rough estimate on paper*

- have (got) it covered (to)
- *to take control/action*
- have kittens (to)
- *to express extreme worry/fear*
- have much (a lot) on one's plate, (to)
- *to have too much to do; overwhelmed*
- have one's ducks in a row (to)
- *to be organized*
- have one's finger on the button (to)
- *to be in a position to control events*
- have someone in your corner (to)
- *to have the help/support of one from whom you will benefit*
- have the upper hand (to)
- *to have the advantage*
- have to inherit a reservation (to)
- *to wait forever to get a reservation*
- have wiggle room (to)
- *to have room to negotiate; to be flexible*
- have zero tolerance for something (to)
- *to have no room for unethical behavior*
- head up something (to)
- *to manage/run a company, charity, school, etc.*
- headhunter (a)
- *a job recruiter*
- heads up (the)
- *the information/warning/notice*
- heavy hitter (a)
- *a person with power and influence; an A-player; a big gun/top dog*
- here's the deal...
- *this is the bottom line...*
- hiccups
- *problems*
- high-fructose corn syrup
- *low-cost, calorie-rich sweetener made from corn; used in fast-food*
- high time
- *about time; time to act*
- hired gun (a)
- *a specialist brought in to fix a problem*
- hit (a)
- *a financially successful product*
- hit all the right notes (to)
- *to say/do everything right; perfect*
- hit and miss (to be)
- *to be irregular in quality/outcome*
- hit it out of the park (to)
- *to hit a homerun; to succeed; to think of a great idea; to succeed beyond expectation*
- hit the gas (to)
- *to go faster; to work harder*
- hit the glass ceiling (to)
- *to hit an invisible male barrier that stops females from advancing*
- hit the ground running (to)
- *to do immediately and quickly, adjusting to conditions as one goes*
- hit the jackpot (to)
- *to win the big prize*
- hit the panic button (to)
- *to lose emotional control; to freak out*
- hit the reset button (to)
- *to go back to the drawing board; to rethink; to reboot a computer*
- hit the roof (to)
- *to be very upset/angry; to go ballistic*
- hit the wall (to)
- *to have run out of energy*
- hold all the cards (to)
- *to be in the best position to win/gain*
- hold something (to)
- *to not include; to leave off/out*
- hold water (to not)
- *to lack persuasiveness*
- homestretch (the)
- *the final part/phase of a project*
- hook someone/something (to)
- *to get/obtain/hire*
- hook up (with) (to)
- *to meet (with)*
- hooked (to be)
- *to be interested/curious to know more*
- hot-button issue (a)
- *a controversial topic*
- hound (to)
- *to bother; to go after continually*
- howl at the moon (to)
- *to believe the impossible is doable; crazy*

hypoallergenic (to be)
 - *to be non allergenic*

I

I take it (that)...

- *I assume (that)...*

icing on the cake (the)

- *the best part; the added benefit*

If it ain't (isn't) broke (broken), don't fix it.

- *Why mess with success? Why change a winning plan?*

If the shoe fits, wear it.

- *If it works, do it/ go for it.*

I'll get back to you on that one.

- *I'm not interested/ not impressed; I don't think so.*

I'm all ears.

- *I'm listening. Shoot.*

in a New-York minute

- *instantly; immediately*

in a nut shell

- *in brief; in short*

in a pinch (to be)

- *to be in a situation in which a substitute is the only alternative*

in a quandary (to be)

- *in a state of confusion/ doubt*

in light of...

- *considering the fact that...*

in line for something (to be)

- *to be next in line for something*

in one's corner

- *on one's side/team*

in one's sights (to be)

- *to be aiming at a target/ goal in for*

in the bag (to be)

- *to be guaranteed*

in the ballpark (to be)

- *to be approximate; within range*

in the black (to be)

- *to be showing a profit/ gain*

in the doghouse (to be)

- *to be out of favor; under a cloud*

in the long run

⇒ *over a long period of time*

in the loop (to be)

- *to be in the circle of communication; connected*

in the market for (to be)

- *to be looking to buy or rent*

in the pipeline (to be)

- *to be in the development process*

in the public eye (to be)

- *to be open for all to see/ review, etc.*

in the red (to be)

- *to be showing a loss; in debt; negative*

in this neck of the woods

- *in this neighborhood/ town/ city*

in too deep (to be)

- *to be too involved to exit without a loss*

in turn

- *as a result; it follows*

incentive (an)

- *a reason to perform, i.e., a bonus*

incur (to)

- *to take on; to take possession of inventory*

- *a list of goods/ property on hand to support production / sales, etc.*

IPO

- *initial public offering; the first day shares of a new public company are sold to the public*

iron fist in a velvet glove (an)

- *to be diplomatic yet strict*

iron out something (to)

- *to correct/ fix/ resolve*

itching to do something (to be)

- *impatiently waiting to proceed*

It's a dog-eat-dog world.

- *everyone for themselves; no mercy*

It's money in the bank.

- *a safe bet; guaranteed*

It's not what you know, but who you know.

- *connections are better than knowledge when seeking gain*

shingle (a)
 - *traditionally a wooden sign advertising a law practice*

shoe-in (a)
 - *a definite winner*

shoe is on the other foot (the)
 - *the tables have been turned*

shoe-string budget (a)
 - *a budget set as low as possible*

Shoot.
 - *Go ahead. I'm all ears.*

shoot (a)
 - *a photo shoot; when products/ models are photographed*

shoot down in flames (to)
 - *to throw cold water on*

shoot oneself in the foot (to)
 - *to do/ say something that negatively effects oneself*

shop around (to)
 - *to look for a better deal*

shopping spree (a)
 - *shopping with no regard for cost*

short-term costs
 - *current expenses*

shot (a)
 - *a chance*

shot in the arm (a)
 - *a stimulus; inspiration*

sign on the dotted line (to)
 - *to sign a contract; to seal the deal*

sign someone (to)
 - *to sign a contract; to cut a deal*

sink the ship (to)
 - *to destroy/ negatively impact a business*

sit in the catbird seat (to)
 - *to be sitting pretty*

sit on it (to)
 - *to take no action*

sit on the fence (to)
 - *to make no decision either way*

sitting duck (a)
 - *an easy target*

sitting pretty (to be)
 - *to be in an advantageous position*

size up (to)
 - *to inspect in detail*

skedaddle (to)
 - *to leave/ go*

skill set
 - *one's abilities/ talents/ expertise*

skinny on (the)
 - *the basic facts about something; the latest news*

sky is the limit (the)
 - *unlimited opportunities*

slam-dunk (a)
 - *a sure thing*

slave driver (a)
 - *a superior with no compassion; dictator*

slave over something (to)
 - *to work at continually with slow progress*

slave to something (to be a)
 - *to have a strong desire for; addicted*

sleep on it (to)
 - *to consider and make a decision at a later date*

sleep (a)
 - *a product that becomes a hit due to word-of-mouth advertising*

slice of the pie (a)
 - *a piece of the market/ action*

slip one's mind (to)
 - *to forget*

slipshod (to be)
 - *to be of poor quality*

small potatoes (to be)
 - *to be insignificant/ minor*

smoking gun (a)
 - *evidence of a crime/ guilt*

snag something (to)
 - *to land/ get/ win/ hook*

snowed under (to be)
 - *to be swamped/ overwhelmed*

soft selling
 - *appealing to consumer needs and wants; opposite of hard selling*

soirée (French)
 - *an evening party*

sole proprietorship (a)
 - *a business in which one assumes all the risks and benefits; a sole proprietor*

solutioning
 - *problem + solution; finding a solution to a problem*



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