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About this ebook

Introduction

Welcome to *Essential Business Words* from [EnglishClub.com](https://www.englishclub.com).

This ebook presents you with selected keywords in different areas of Business English (British and American).

The concept is simplicity:

- **clear** presentation
- **uncomplicated** definitions
- **twenty** key-words per subject area

Essential Business Words is not a bi-lingual dictionary - there are plenty of excellent dictionaries that you can use for your own language if you need to translate a particular word. What *Essential Business Words* does is help you identify some of the most important words for you to learn.

Abbreviations used in this ebook are described here.

Pages are arranged simply, mainly in black and white, so that you can easily print out any page you wish for personal study.

And do remember to revise regularly. When you learn new words, test yourself after...

- 5 minutes, and then
- 1 day, and then
- 1 week

You'll never forget them.

More resources for Business English at:

<https://www.englishclub.com/business-english>

Advertising

- 1 **ad** *abbr.* advertisement - **advert** *abbr.*
- 2 **advertisement** *n.* item of publicity for a product or service, in magazine, on TV etc
- 3 **advertising agency** *n.* company specialising in producing and placing advertisements for clients
- 4 **AIDA** *abbr.* Attention, Interest, Desire, Action - the objective of most advertisements
- 5 **benefit** *n.* advantage of a product or service, usually derived from its features
- 6 **billboard**^{US} *n.* signboard, usually outdoors, for advertising posters; hoarding^{UK}
- 7 **circulation** *n.* average number of copies of a magazine sold in a particular period
- 8 **classified ads** *n.* small advertisements in magazine or newspaper categorised by subject
- 9 **commercial** *n.* paid advertisement on radio or TV
- 10 **coupon** *n.* part of a printed advertisement used for ordering goods, samples etc
- 11 **double-page spread** *n.* advertisement printed across 2 pages in a magazine or newspaper
- 12 **eye-catcher**^{US} *n.* something that especially attracts one's attention - **eye-catching** *adj.*
- 13 **features** *n.* special characteristics of a product, usually leading to certain benefits
- 14 **hoarding**^{UK} *n.* signboard, usually outdoors, for advertising posters; billboard^{US}
- 15 **poster** *n.* large sheet of paper, usually illustrated, used as advertisement
- 16 **prime time** *n.* hours on radio & TV with largest audience, esp. the evening hours
- 17 **promote** *v.* to (try to) increase sales of a product by publicising and advertising it
- 18 **slot** *n.* specific time in a broadcasting schedule, when a commercial may be shown
- 19 **target** *n.* objective; what one is aiming at - **target audience** *n.*
- 20 **U.S.P.** *abbr.* Unique Selling Proposition; what makes a product different from others

See also: [Marketing](#), [Selling](#)

Company Structure

- 1 **Accounts Dept.** *n.* department responsible for administering a company's financial affairs
- 2 **A.G.M.**^{UK} *abbr.* Annual General Meeting of a company's shareholders
- 3 **board of directors** *n.* a group of people chosen to establish policy for and direct or control a company
- 4 **chairman**^{UK} *n.* person who heads a Board of Directors; head of a company; chairperson
- 5 **director** *n.* a member of the board of directors
- 6 **executive officer**^{US} *n.* person who manages the affairs of a corporation - **chief executive officer** *n.*
- 7 **headquarters** *n.* a company's principal or main office or centre of control
- 8 **manager** *n.* person responsible for day-to-day running of a dept.; executive officer^{US}
- 9 **managing director**^{UK} *n.* senior director after the chairman responsible for day-to-day direction
- 10 **Marketing Dept.** *n.* dept. responsible for putting goods on market, inc. packaging, advertising etc
- 11 **organisation chart** *n.* a table or plan showing a company's structure graphically
- 12 **Personnel Dept.** *n.* department responsible for recruitment and welfare of staff or employees
- 13 **president**^{US} *n.* the highest executive officer of a company; head of a company
- 14 **Production Dept.** *n.* department responsible for physical creation of product
- 15 **Purchasing Dept.** *n.* department responsible for finding and buying everything needed by a company
- 16 **R & D Department** *n.* department responsible for Research and Development of (new) products
- 17 **reception** *n.* the place where visitors and clients report on arrival at a company
- 18 **Sales Department** *n.* department responsible for finding customers and making sales
- 19 **shareholder** *n.* person who holds or owns shares in or a part of a company or corporation
- 20 **vice president**^{US} *n.* any of several executive officers, each responsible for a separate division

Money

- 1 **A.T.M.** *abbr.* Automated Teller Machine; cash dispenserUK
- 2 **banknote** *n.* a piece of paper money; bill^{US}
- 3 **bill**^{US} *n.* a banknote; a piece of paper money
- 4 **black market** *n.* illegal traffic in officially controlled commodities such as foreign currency
- 5 **bureau de change** *n.* establishment where currencies of different countries may be exchanged
- 6 **cash** *n.* 1 coins or bank notes (not cheques); 2 actual money paid as opposed to credit
- 7 **cash dispenser**^{UK} *n.* automatic machine from which clients of a bank may withdraw money; ATM
- 8 **cashier** *n.* person dealing with cash transactions in a bank, store etc
- 9 **coin** *n.* a piece of metal money
- 10 **currency** *n.* the money in general use or circulation in any country
- 11 **debt** *n.* money etc owed by one person to another
- 12 **exchange rate** *n.* the rate at which one currency can be exchanged for another
- 13 **foreign exchange** *n.* the currency of other countries
- 14 **hard currency** *n.* currency that will probably not fall in value and is readily accepted
- 15 **invest** *v.* to put money for profit into business, land etc - **investment** *n.*
- 16 **legal tender** *n.* currency that cannot legally be refused in payment of a debt
- 17 **petty cash**^{UK} *n.* a cash fund for small, everyday expenses
- 18 **soft currency** *n.* currency that will probably fall in value and is not readily accepted
- 19 **speculate** *v.* (risky) buying of foreign currency, land etc for rapid gain - **speculation** *n.*
- 20 **transaction** *n.* a (usually commercial) exchange; a deal - **to transact** *v.*

See also: [Banking](#)

Presentations

- 1 **audience rapport** *n.* relationship of presenter with audience, esp. when good
- 2 **body language** *n.* non-verbal communication through facial expressions, body movements etc
- 3 **Finally . . .** Typical word used to signal the last of several points or subjects
- 4 **flip chart** *n.* a pad of large paper sheets on a stand for presenting information
- 5 **For example . . .** Typical phrase used to signal an illustration or sample of a particular point
- 6 **handout** *n.* anything (report, sample etc) handed or given to people at a presentation
- 7 **In conclusion . . .** Typical phrase used to signal the summing up or final part of a presentation
- 8 **ladies & gentlemen** Polite phrase often used to address an audience of men and women
- 9 **marker** *n.* **whiteboard marker** a pen with a broad, felt tip for writing on whiteboards
- 10 **microphone** *n.* electrical instrument that one speaks into for amplification of the voice etc
- 11 **O.H.T.** *abbr.* **overhead transparency**; sheet of film with image for overhead projector
- 12 **overhead projector** *n.* device that projects an o.h.t. onto a screen - **O.H.P. abbr.**
- 13 **pointer** *n.* device (rod or electric torch etc) for indicating things on a map, screen etc
- 14 **screen** *n.* large, flat, reflective white surface on which films, slides etc are projected
- 15 **signal** *v.* to help the audience understand where one is in a presentation - **signalling n.**
- 16 **slide** *n.* small (usually 35mm) photographic transparency - **slide projector n.**
- 17 **To start with . . .** Typical phrase used to signal the beginning of a particular subject or topic
- 18 **Turning now to . . .** Typical phrase used to signal a change from one subject or topic to another
- 19 **visual aids** *n.* things that one can look at in a presentation [eg: films, maps, charts etc]
- 20 **whiteboard** *n.* large, flat, white surface or board on which to write or draw with markers

Selling

- 1 **after-sales service** *n.* service that continues after a product has been sold [eg: repairs etc]
- 2 **buyer** *n.* 1 any person who buys anything 2 a person employed by a firm to buy
- 3 **client** *n.* a person who buys services from a lawyer, architect or other professionals
- 4 **close** *v.* to finalise a deal or sale; to make a sale
- 5 **cold call** *v.* to telephone a prospect without previous contact - *also n.*
- 6 **customer** *n.* a person who buys goods or services from a shop or business
- 7 **deal** *n.* a business transaction - *also v. dealer n.*
- 8 **discount** *n.* a reduction in the price; a deduction [usually expressed as a percentage (%)]
- 9 **follow up** *v.* to continue to follow persistently; to maintain contact [eg: after a lead]
- 10 **guarantee** *n.* a promise that a product will be repaired or replaced etc if faulty - *also v.*
- 11 **in bulk** in large quantity, usually at a lower price
- 12 **lead** *n.* useful indication of a possible customer to be followed up
- 13 **objection** *n.* a reason given by a prospect for not buying - **to object v.** *see* overcome
- 14 **overcome** *v.* [-came, -come] **to overcome an objection** to show an objection is invalid
- 15 **product** *n.* something made and usually for sale - **to produce v.** *see* service
- 16 **prospect** *n.* a possible or probable customer; prospective customer
- 17 **representative** *n.* **sales representative** person who represents & sells for a firm; salesperson
- 18 **retail** *v.* to sell in small quantities (as in a shop to the public) - *also n. see* wholesale
- 19 **service** *n.* work done usually in return for payment - **to serve v.** *see* product
- 20 **wholesale** *v.* to sell in bulk (as to a shop for resale to the public) - *also n. see* retail

See also: [Marketing](#), [Advertising](#)

British/American Financial Terms

British

Annual General Meeting (AGM)
Articles of Association
authorised share capital
barometer stock
base rate
bonus *or* capitalisation issue
bridging loan
building society
cheque
company
creditors
current account
debtors
gilt-edged stock (gilts)
labour
Memorandum of Association
merchant bank
ordinary share
overheads
profit and loss account
property
quoted company
retail price index (RPI)
share
share premium
shareholder
shareholders' equity
stock
trade union
unit trusts
visible trade

American

Annual Stockholders Meeting
Bylaws
authorized capital stock
bellwether stock
prime rate
stock dividend *or* stock split
bridge loan
savings and loan association
check
corporation
accounts payable
checking account
accounts receivable
Treasury bonds
labor
Certificate of Incorporation
investment bank
common stock
overhead
income statement
real estate
listed company
consumer price index (CPI)
stock
paid-in surplus
stockholder
stockholders' equity
inventory
labor union
mutual funds
merchandise trade

Abbreviations used in this ebook

The following abbreviations are used on these pages:

Abbreviation	Meaning
abbr.	abbreviation (n): a short form of a word, for example <i>Ltd</i> (Limited), <i>Co.</i> (Company), <i>adj.</i> (adjective), <i>UN</i> (United Nations)
n.	noun (n): a word in a sentence that is an object, person or place, for example <i>apartment, music, cat, Anthony, Paris</i> : ' <i>Antony</i> lives in an <i>apartment</i> in <i>Paris</i> .'
adj.	adjective (n): a word that tells us more about a noun, for example <i>big, green, beautiful</i> : 'Tara has <i>beautiful</i> hair.'
v.	verb (n): the 'action' word in a sentence, for example <i>to speak, to work</i> : 'You <i>speak</i> English.' Irregular verb forms are shown in square brackets [].
adv.	adverb (n): a word that tells us more about a verb, for example <i>quietly, softly, quickly</i> : 'Ram walks <i>quickly</i> .'
UK	British English
US	American English

About this ebook

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