Top 20 Business Vocabulary

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Introduction

Welcome to *Top 20 Business Vocabulary* from 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

Top *Top 20 Business Vocabulary* 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 *Top 20 Business Vocabulary* 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.

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Advertising

	O	
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	<i>abbr.</i> 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.	<i>abbr.</i> Unique Selling Proposition; what makes a product different from others

See also: Marketing, Selling

Banking

balance n, the difference between credits and debits in an account bank charges **n.** money paid to a bank for the bank's services etc branch **n.** local office or bureau of a bank 3 checkbook^{US} **n.** book containing detachable checks; chequebook UK check^{US} **n.** written order to a bank to pay the stated sum from one's account; cheque UK **n.** money in a bank a/c; sum added to a bank a/c; money lent by a bank - also credit 7 credit card **n.** (plastic) card from a bank authorising the purchasing of goods on credit current account **n.** bank a/c from which money may be drawn at any time; checking account US 9 debit n. a sum deducted from a bank account, as for a cheque - also v. **n.** bank a/c on which interest is paid; savings account US 10 deposit account 11 fill in UK v. to add written information to a document to make it complete; to fill out US 12 interest *n*. money paid for the use of money lent - interest rate *n*. 13 loan n. money lent by a bank etc and that must be repaid with interest - also v. 14 overdraft **n.** deficit in a bank account caused by withdrawing more money than is paid in 15 pay in v. [paid, paid] to deposit or put money in to a bank account 16 payee **n.** person to whom money is paid

n. small document recording money that you pay in to a bank account

v. [-drew, -drawn] to take money out of a bank account - withdrawal n.

n. an instruction to a bank to make regular payments

n. a record of transactions in a bank account

See also: Money

19 statement

20 withdraw

17 paying-in slip

18 standing order

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	<i>n</i> . person who manages the affairs of a corporation - chief executive officer <i>n</i> .
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

Contracts

agreement **n.** an arrangement between two or more people, countries etc; contract 2 appendix n. additional or supplementary material at end of contract, book etc arbitration n. settlement of a dispute by a person chosen by both parties - to arbitrate v. article **n.** a particular statement or stipulation in a contract etc; clause clause **n.** a particular statement or stipulation in a contract etc; article condition n. anything necessary before the performance of something else force majeure **n.** superior, power; unforeseeable event excusing one party from fulfilling contract 8 fulfil v: to satisfy a condition; to complete the required task; to fulfill US herein adv: in here; in this (document etc) 10 hereinafter adv: in the following part (of this document etc) 11 hereto adv: to this (document etc) [eg: attached hereto] 12 heretofore adv: up until now; until the present; before this 13 in behalf of in the interests of (person etc); for (person etc); on behalf of UK 14 null and void invalid; without legal force; not binding 15 on the one hand on one side - on the other hand on the other side 16 party **n.** the person or persons forming one side of an agreement 17 stipulate v. to specify as an essential condition - stipulation n. 18 terms n. conditions or stipulations

v. to give formal assurance; to guarantee

conj: it being the case that; in view of the fact that [in introduction to contracts]

See also: Law

19 warrant

20 whereas

Employment

1	bonus	n. additional pay given to employee as incentive or reward
2	curriculum vitae ^{UK}	<i>n</i> . short account of one's education, career etc; CV ^{UK} ; résumé ^{US} ; resume ^{US}
3	dismiss	v. to remove or discharge from employment; to sack [colloq.]; to fire US
4	employer	<i>n</i> . person or firm who employs people - employee <i>n</i> . person employed
5	fire ^{US}	v. [colloq.] to dismiss
6	interview	v. an oral examination of an applicant for a job - also v.
7	make redundant ^{UK}	v. [made, made] to dismiss because of not being needed - redundancy N. n.
8	maternity leave	n. period of absence from work (for a woman) when having a baby
9	notice	<i>n</i> . advance warning of intention to resign - to give or tender one's notice <i>v</i> .
10	perk	<i>abbr.</i> perquisite; something additional to regular salary [eg: free meals; a car]
11	personnel	<i>n</i> . the people who work for a firm
12	personnel officer	n. manager responsible for recruitment, training and welfare of personnel
13	promotion	n. advancement in rank or position - to promote v.
14	prospects	n. opportunity for success, promotion etc
15	recruit	<i>n</i> . to look for and employ personnel - recruitment <i>n</i> .
16	resign	v. to give up a job - letter of resignation n.
17	retire	v. to leave employment, esp. because of age - retirement n.
18	salary	n. a fixed, regular payment, usually monthly, made by employer to employee
19	staff	n. the people who work for a firm or a particular department; employees
20	take on	v. [took, taken] to employ; to hire

Import/Export

1	bill of lading	n. list of goods and shipping instructions; waybill
2	c.&f.	abbr. cost & freight: includes shipping to named port but not insurance
3	c.i.f.	abbr. cost, insurance & freight: includes insurance and shipping to named port
4	cargo	n. goods or products that are being transported or shipped
5	certificate of origin	n. a document that shows where goods come from
6	container	<i>n</i> . huge box to hold goods for transport - container port <i>n</i> . to containerise <i>v</i> .
7	customs	n. 1 government tax or duty on imported goods 2 the people who collect this tax
8	declare	v. to make a statement of taxable goods - customs declaration form n .
9	f.a.s.	abbr. free alongside ship [includes delivery to quayside but not loading]
10	f.o.b.	abbr. free on board: includes loading onto ship
11	freight	n. goods being transported; cargo
12	irrevocable	<i>adj.</i> that cannot be undone; unalterable - irrevocable letter of credit <i>n</i> .
13	letter of credit	n. a letter from a bank authorising a person to draw money from another bank
14	merchandise	n. things bought and sold; commodities; wares - also v.
15	packing list	n. a document that is sent with goods to show that they have been checked
16	pro forma invoice	n. an invoice or request for payment sent in advance of goods supplied
17	quay	<i>n</i> . a solid, artificial landing place for (un)loading ships; wharf - quayside <i>n</i> .
18	ship	v. to send or transport by land, sea or air - also n. shipment n.
19	shipping agent	n. a person acting for or representing a ship or ships at a port
20	waybill	n. list of goods and shipping instructions; bill of lading - air waybill n.

Insurance

1	actuary	n. a person who calculates risks for insurance companies
2	assessor	<i>n</i> . a person who calculates the value of something [eg: a building, car etc]
3	claim	n. an application for payment under an insurance policy - to make a claim v .
4	comprehensive	n. [of an insurance policy] all-inclusive; providing complete protection
5	consequential loss	n. a loss that happens as a consequence of or as a result of another
6	cover ^{UK}	n. the protection given by an insurance policy [eg: public liability cover]
7	employer's liability	n. liability or responsibility of a firm for damage caused to one of its employees
8	goods in transit	n. property, merchandise or any goods in the process of being transported
9	insurance broker	n. agent who arranges insurance; middleman between insurer & policyholder
10	liability	n. 1 the state of being liable 2 anything for which a person is liable
11	liable	adj. legally obliged to pay for damage, injury etc; responsible - liability n.
12	loss	n. death, injury, damage etc that is the basis for a claim - to lose v .
13	loss adjuster	n. a person who assesses the amount of compensation arising from a claim
14	policy	n. a contract of insurance [eg: a product liability policy]
15	policyholder	n. the person to whom an insurance policy is issued
16	premium	n. a payment, usually monthly, yearly etc, for an insurance policy
17	product liability	n. liability or responsibility of a firm for damage caused by one of its products
18	public liability	n. responsibility of a firm for damage caused to a member of the public
19	reinsurance	<i>n</i> . the insuring of a risk by one insurance company with another - to reinsure <i>v</i> .
20	risk	n. 1 chance or possibility of injury, loss etc 2 person or thing causing risk

Law

1	attorney	n . 1 a person appointed to act for or represent another 2^{US} lawyer
2	barrister ^{UK}	n. a lawyer who pleads before a superior court
3	brief	$n. 1^{UK}$ instructions to a barrister - also $v. 2^{US}$ written statement of facts for a court
4	case	n. statement of the facts in a trial, esp. the argument of one side
5	contract	n. a formal agreement, usually in writing, between two or more parties
6	court of law	$\it n.$ the place where law cases are heard and decided; court - courtroom $\it n.$
7	evidence	n. information presented to a court to prove or support a point in question
8	guilty	adj. responsible for wrong; culpable - guilt n. not guilty adj.
9	judge	n. public official with authority to hear and decide cases in a court of law - also v.
10	jury	n. a group of people chosen to hear the evidence of a case and give a decision
11	lawsuit	n. a trial at court between two private parties
12	lawyer	n. a person trained in law and who advises or represents others
13	plead	v. 1 to defend a law case 2 to declare oneself to be guilty or not guilty - plea n.
14	sentence	n. 1 decision of a court, esp. as to the punishment 2 the punishment - also v.
15	solicitor	n. 1 ^{UK} lawyer advising clients & briefing barristers 2 ^{US} law officer for a city etc
16	sue	v. to start legal action against someone in a court of law - lawsuit n.
17	sum up	v. to summarise & review the evidence of a case [said of a judge] - summing up n.
18	trial	n. a formal examination of a case in a court of law - to try v.
19	verdict	n. the formal decision or finding of a judge or jury
20	without prejudice	without detriment or damage to a legal right or claim

See also: Contracts

Marketing

	J	
1	brand	n. a particular make of product - to brand v branded adj.
2	consumer	n. the person who buys and uses a product or service - to consume v .
3	cost	v. [cost, costed, costed] to estimate the price of making a product - costing n .
4	develop	v. to create a new product or improve an existing one - product development n.
5	distribution	n. the delivering of products to end-users, inc. advertising, storing etc
6	end-user	n. the person, customer etc who is the ultimate (and so real) user of a product
7	image	n. the concept or perception of a firm or product held by the general public
8	label	n. small piece of paper, metal etc on a product giving information about it
9	launch	v. to introduce a new product, with publicity etc - product launch n.
10	mail order	n. the selling of goods by post - mail-order catalogue n.
11	market research	n. study of consumers' needs & preferences, often for a particular product
12	packaging UK	n. the wrapping or container for a product
13	point of sale	<i>n</i> . the place where a product is actually sold to the public - point-of-sale <i>adj</i> .
14	product	$\it n.$ something made to be sold; merchandise [includes services] - to produce $\it v.$
15	public relations	n. creation and maintenance of a good public image - public relations officern.
16	registered	adj. registered or officially recorded as a trademark - ® abbr to register v.
17	sponsor	n. firm supporting an organisation in return for advertising space - also v.
18	S.W.O.T.	abbr. Strength, Weaknesses, Opportunities, Threats
19	total product	n. the whole product, inc. name, packaging, instructions, reliability, after-sales etc
20	trademark	n. special symbol, design, word etc used to represent a product or firm - "abbr.

See also: Advertising, Selling

Meetings

1	A.G.M.	abbr. Annual General Meeting
2	A.O.B.	abbr. Any Other Business [usually the last item on an agenda]
3	absent	adj. not here; not at the meeting; not present
4	agenda	n. a written programme or schedule for a meeting
5	apologies	n. item on agenda announcing people who are absent; apologies for absence
6	ballot	<i>n</i> . a type of vote, usually in writing and usually secret- secret ballot <i>n</i> .
7	casting vote	n. a deciding vote (usually by the chairman) when the votes are otherwise equal
8	chairman	n. the person who leads or presides at a meeting; chairperson; chair
9	conference	n. formal meeting for discussion, esp. a regular one held by an organisation
10	conference call	n. telephone call between three or more people in different locations
11	consensus	n. general agreement
12	decision	n. a conclusion or resolution to do something - to decide v.
13	item	n. a separate point for discussion [as listed on an agenda]
14	matters arising	n. item on agenda for discussion of what has happened as a result of last meeting
15	minutes	n. a written record of everything said at a meeting
16	proxy vote	n. a vote cast by one person for or in place of another
17	show of hands	n. raised hands to express an opinion in a vote
18	unanimous	adj. in complete agreement; united in opinion
19	videoconference	n. conference of people in different locations linked by satellite, TV etc
20	vote	v. to express opinion in a group by voice or hand etc - also n to cast a vote v.

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	<i>n</i> . 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}	<i>n</i> : 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.
	_	

n. a (usually commercial) exchange; a deal - to transact v.

See also: Banking

20 transaction

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
	OHT	
11	O.H.T.	abbr. overhead transparency; sheet of film with image for overhead projector
12		projector
12 13	overhead projector	 n. device that projects an o.h.t. onto a screen - O.H.P. abbr. n. device (rod or electric torch etc) for indicating things on a map, screen
12 13 14	overhead projector pointer	 n. device that projects an o.h.t. onto a screen - O.H.P. abbr. n. device (rod or electric torch etc) for indicating things on a map, screen etc n. large, flat, reflective white surface on which films, slides etc are
12 13 14	overhead projector pointer screen	 n. device that projects an o.h.t. onto a screen - O.H.P. abbr. n. device (rod or electric torch etc) for indicating things on a map, screen etc n. large, flat, reflective white surface on which films, slides etc are projected v. to help the audience understand where one is in a presentation -
12 13 14 15	overhead projector pointer screen signal	 n. device that projects an o.h.t. onto a screen - O.H.P. abbr. n. device (rod or electric torch etc) for indicating things on a map, screen etc n. large, flat, reflective white surface on which films, slides etc are projected v. to help the audience understand where one is in a presentation - signalling n.
12 13 14 15 16	overhead projector pointer screen signal slide	 n. device that projects an o.h.t. onto a screen - O.H.P. abbr. n. device (rod or electric torch etc) for indicating things on a map, screen etc n. large, flat, reflective white surface on which films, slides etc are projected v. to help the audience understand where one is in a presentation - signalling n. n. small (usually 35mm) photographic transparency - slide projector n.
12 13 14 15 16 17 18	overhead projector pointer screen signal slide To start with	 n. device that projects an o.h.t. onto a screen - O.H.P. abbr. n. device (rod or electric torch etc) for indicating things on a map, screen etc n. large, flat, reflective white surface on which films, slides etc are projected v. to help the audience understand where one is in a presentation - signalling n. n. small (usually 35mm) photographic transparency - slide projector n. Typical phrase used to signal the beginning of a particular subject or topic

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	<i>n.</i> 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 American

Annual General Meeting (AGM) Annual Stockholders Meeting

Articles of Association Bylaws

authorised share capital authorized capital stock

barometer stock bellwether stock

base rate prime rate

bonus *or* capitalisation issue stock dividend *or* stock split

bridging loan bridge loan

building society savings and loan association

cheque check

company corporation

creditors accounts payable current account checking account debtors accounts receivable

gilt-edged stock (gilts)

Treasury bonds

labour labor

Memorandum of Association Certificate of Incorporation

merchant bank investment bank ordinary share common stock

overheads overhead

profit and loss account income statement

property real estate

quoted company listed company

retail price index (RPI) consumer price index (CPI)

share stock

share premium paid-in surplus shareholder stockholder

shareholders' equity stockholders' equity

stock inventory
trade union labor union
unit trusts mutual funds

visible trade 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),
	adj. (adjective), UN (United Nations)
n.	noun (n): a word in a sentence that is an object, person or place, for example
	apartment, music, cat, Anthony, Paris: 'Antony lives in an apartment in Paris.'
adj.	adjective (n): a word that tells us more about a noun, for example big, green,
	beautiful: 'Tara has beautiful hair.'
v.	verb (n): the 'action' word in a sentence, for example to speak, to work: 'You speak
	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</i> , <i>softly</i> , <i>quickly</i> :
	'Ram walks <i>quickly</i> .'
UK	British English
US	American English

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