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[Alternatives to Common Words]

[A SELECTION OF 75 TERMS WITH BUSINESS ENGLISH
EXAMPLES FROM THE BRITISH NATIONAL CORPUS]

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Introduction

If one wants to be specific in the message we want to convey, then by expanding the repertoire of words, when we write and speak, one will be able to use the most precise word for the meaning, not just the first word that comes to mind. And by using these more precise words, it is possible to communicate exactly what we mean and will do so in a fast and succinct manner.

ALTERNATIVES TO COMMON WORDS (A SELECTION OF 75 TERMS WITH BUSINESS ENGLISH EXAMPLES) is for those who write and speak in their profession and those who wish to improve their vocabulary to be more effective in what they say.

This compilation includes seventy-five of the most commonly overused words in the English language, based on research from several sources. Because these common words can often be imprecise, limiting, or unclear in a sentence, we'll show the reader specific alternatives to these common words that help her/him to more precisely convey the intended meaning.

Here's what the reader will find:

- The common word plus phonetic transcript.
- Part of speech.
- A brief definition or definitions of the common word.
- Alternatives to the common word.
- Examples of alternative words from the British National Corpus.
- List of common words in the last page.

absolutely /,æb sə'lut li, 'æb sə,lut-/

PART OF SPEECH adverb

DEFINITION without exception; completely; wholly; entirely; having no restriction, exception, or qualification

actually	easily	straight out
categorically	entirely	sure enough
completely	exactly	surely
conclusively	fully	thoroughly
consummately	ideally	truly
decidedly	positively	unambiguously
decisively	<u>precisely</u>	unconditionally
def	purely	<u>unquestionably</u>
definitely	really	utterly
doubtless	right on	wholly

It is precisely macro analysis that is critical to Baupost's returns for its understanding of the environment in which its targeted investments operate.

The temporary bonanza of revenue from North Sea oil should unquestionably be invested for the future.

activity /æk'tɪv ɪ ti/

PART OF SPEECH noun

DEFINITION a specific deed, action, function, or sphere of action

act	exercise	pursuit
avocation	game	racket
bag	hobby	scene
ball game	interest	scheme
bit	job	stunt
deed	labour	task
<u>endeavour</u>	occupation	<u>undertaking</u>
enterprise	pastime	venture
entertainment	project	work

But the author did not immediately turn her trading experience into entrepreneurial endeavour when she grew up.

Even where an undertaking does fall within the exemption, the competition rules will apply if their application does not obstruct the performance of the specific functions of the undertaking concerned.

affect /ə'fɛkt/

PART OF SPEECH verb

DEFINITION to act on; produce an effect or change in

act on	inspire	prevail
alter	interest	prompt
change	involve	regard
disturb	moderate	relate
impinge	<u>modify</u>	stir
impress	motivate	sway
incline	move	touch
induce	overcome	<u>transform</u>
influence	perturb	upset

For firms that have already invested abroad, there is a third motivation efficiency - seeking from investments that transform the workings of their international network.

How do such distortions modify the conclusions reached in the previous Lecture about the incidence of the corporation tax?

basic /'beɪ sɪk/

PART OF SPEECH adjective

DEFINITION of, relating to, or forming a base; fundamental

basal	foundational	<u>primary</u>
beginning	fundamental	primitive
capital	indispensable	principal
central	inherent	radical
chief	intrinsic	rudimentary

easy	introductory	simplified
elemental	<u>key</u>	substratal
elementary	main	underlying
essential	necessary	vital

To reinforce these brands by attracting and retaining the best talent available is a key objective.

Although the public enterprises have a primary economic task, such as the provision of railways, energy, postal services and so on, they also lend themselves to a wide range of other economic goals, precisely because they are under political control.

begin /bɪ'ɡɪn/

PART OF SPEECH verb

DEFINITION to proceed to perform the first or earliest part of some action;
commence; start

activate	generate	make
actualize	get going	make active
break ground	give impulse	motivate
bring about	go ahead	mount
cause	go into	occasion
<u>commence</u>	impel	open
create	inaugurate	originate
effect	induce	plunge into
embark on	initiate	prepare
enter on	instigate	produce
enter upon	institute	<u>set about</u>
establish	introduce	set up
eventuate	launch	trigger
found	lead	undertake

Naylor says it is important that these corporate - wide strategies should be worked out before the individual businesses commence their planning.

In 2005 the Bank set about reorganizing the market for government debt.

better /'bɛt ə/

PART OF SPEECH adjective

DEFINITION of superior quality or excellence

bigger	improved	more valuable
choice	larger	preferable
exceeding	more appropriate	preferred
<u>exceptional</u>	more desirable	prominent
finer	more fitting	sophisticated
fitter	more select	superior
<u>greater</u>	more suitable	surpassing
higher quality	more useful	worthier

Writing advertisements is quite an art but most jobs do not demand a particularly exceptional approach, merely a high degree of clarity about the kind of person needed.

If the risk - free hedge is seen to produce a greater return than the risk - free rate then arbitrage will take place as investors offer to write more calls and so bring down the price of the option.

big /bɪg/

PART OF SPEECH adjective

DEFINITION large, as in size, height, width, or amount

ample	gigantic	oversize
brimming	heavy-duty	ponderous
bulky	heavyweight	prodigious
burly	hefty	roomy
capacious	<u>huge</u>	sizable
chock-full	hulking	spacious
colossal	humungous	strapping
commodious	husky	stuffed

considerable	immense	substantial
copious	jumbo	thundering
enormous	king-sized	vast
<u>extensive</u>	mammoth	voluminous
fat	massive	walloping

The risk is that the shares may fall in value leaving the securities house with a huge loss.

There was a maximal specialization of jobs and functions and an extensive differentiation of segmental roles.

boring /'bɔːr ɪŋ, 'bɔːr-/

PART OF SPEECH adjective

DEFINITION causing or marked by boredom; dull

bomb	interminable	stuffy
bromidic	irksome	stupid
characterless	lifeless	tame
colourless	monotonous	tedious
commonplace	platitudinous	threadbare
drab	plebeian	tiresome
drag	<u>prosaic</u>	tiring
drudging	repetitious	trite
dull	routine	<u>unexciting</u>
flat	spiritless	vapid
ho-hum	stale	wearisome
humdrum	stereotypical	well-worn
insipid	stodgy	zero

Start with some life goals rather than merely the more prosaic work ones.

He knew how to get a product that was decent and rather unexciting on to the shop floor, but when it became necessary to add more to that product and to innovate in design terms, he didn't know how to go about it.

bring /brɪŋ/

PART OF SPEECH verb

DEFINITION to carry, convey, conduct, or cause (someone or something) to come with, to, or toward the speaker

accompany	escort	piggyback
attend	fetch	ride
back	gather	schlepp
bear	guide	shoulder
<u>carry</u>	heel	take
chaperone	hump	take along
companion	import	tote
conduct	lead	transfer
consort	lug	transport
convey	pack	truck
<u>deliver</u>	pick up	usher

Where possible, when your report returns from reprographics, deliver it yourself to the main users.

Foolish pride can carry a high price tag.

certain /'sɜr tən/

PART OF SPEECH adjective

DEFINITION free from doubt or reservation; confident; sure

absolute	incontrovertible	secure
assured	indubitable	set
believing	infallible	sound
calm	irrefutable	sure
clear	known	true
<u>conclusive</u>	plain	<u>unambiguous</u>
convinced	positive	undeniable
definite	predestined	unequivocal
evident	real	unerring
firm	reliable	unmistakable
fixed	safe	unquestionable

guaranteed

sanguine

verifiable

One would like the additional information to be conclusive so that the success or failure of the project could be predicted with certainty.

The analysis of function requires concise and unambiguous definition of the functions performed by the part investigated.

change /tʃeɪndʒ/

PART OF SPEECH verb

DEFINITION to make the form, nature, content, future course, etc., of (something) different from what it is or from what it would be if left alone

accommodate

modify

revolutionize

adapt

modulate

shape

adjust

mutate

shift

alter

naturalize

substitute

alternate

recondition

tamper with

commute

redo

transfigure

convert

reform

transform

diminish

regenerate

translate

diverge

remake

transmute

diversify

remodel

transpose

evolve

renovate

turn

fluctuate

reorganize

vacillate

make over

replace

vary

make innovations

resolve

veer

moderate

restyle

warp

A related problem is that some empirical studies convert the price changes or returns on separate futures contracts into a single time series by linking together the prices of consecutive futures contracts.

On the other hand, the foreign multinationals with branches in the UK could reorganize their production so that the UK itself occupies the subordinate role.

choose /tʃuːz/

PART OF SPEECH verb

DEFINITION to select from several possibilities; pick by preference

accept	fancy	set aside
adopt	favour	settle upon
<u>appoint</u>	finger	sift out
cast	fix on	single out
co-opt	glean	slot
crave	identify	sort
cull	judge	tag
decide on	love	take
designate	name	tap
desire	nominate	want
determine	<u>opt for</u>	weigh
elect	predestined	will
embrace	prefer	winnow
excerpt	see fit	wish
extract	select	wish for

The regulation treats parent companies as those having control over another company, such as where a company owns more than half of the share capital, or has the power to appoint more than half of the members of the board.

There, voters opt for the individual and a big chunk of campaign money is spent on what we call "name identification - getting voters to know your candidate's name.

common /'kɒm ən/

PART OF SPEECH adjective

DEFINITION ordinary; widespread; belonging equally to, or shared alike by, two or more or all in question

accepted	habitual	routine
average	hackneyed	run-of-the-mill
banal	homely	simple

bourgeois	humdrum	stale
casual	informal	standard
characteristic	mediocre	stereotypical
colloquial	monotonous	stock
<u>conventional</u>	natural	trite
current	obscure	<u>typical</u>
customary	passable	undistinguished
daily	plain	universal
everyday	prevailing	unvaried
familiar	prevalent	usual
frequent	prosaic	wearisome
general	regular	workaday

Path a - b represents the approach to a problem via a conventional, logical, pattern of thought without attempting to introduce new and untested ideas.

A typical example would be where the personnel manager specified the rules for disciplining and dismissal of employees.

correct /kə'rekt/

PART OF SPEECH adjective

DEFINITION conforming to fact or truth; free from error; accurate

actual	impeccable	right
amen	just	righteous
<u>appropriate</u>	legitimate	rigorous
equitable	nice	stone
exact	OK	strict
<u>factual</u>	on target	true
faithful	perfect	undistorted
faultless	precise	unmistaken
flawless	proper	veracious
for sure	regular	veridical

Any such media coverage should, in no way, present different factual information from that supplied to employees who should also hear about it first.

If a meeting has no objectives then it is unlikely to have an appropriate structure since the structure flows logically from the objectives.

correct /kə'rekt/

PART OF SPEECH verb

DEFINITION to set or make true, accurate, or right; remove the errors or faults from

alter	help	remedy
ameliorate	improve	remodel
amend	launder	reorganize
better	make over	repair
change	make right	retouch
clean up	<u>mend</u>	review
cure	pay dues	revise
debug	pick up	right
do over	polish	set right
doctor	reclaim	set straight
edit	reconstruct	shape up
emend	<u>rectify</u>	straighten out
fiddle with	redress	touch up
fix up	reform	turn around
go over	regulate	upgrade

However, the IMF requires increasingly detailed programmes of how the member concerned will rectify its payments imbalance before access to the higher credit tranches is granted.

(...) so that being given a warning and an opportunity to mend your ways would simply be a waste of time and might put the business at risk, it may be just to dismiss you as soon as the full extent of your failings comes to light.

decent /'di sɛnt/

PART OF SPEECH adjective

DEFINITION conforming to the recognized standard of propriety, good taste, modesty, etc., as in behaviour or speech

adequate	fit	reserved
appropriate	fitting	respectable
approved	good	right
becoming	honest	spotless
befitting	<u>honourable</u>	stainless
chaste	immaculate	standard
clean	mannerly	straight
comely	modest	suitable
conforming	moral	trustworthy
continent	nice	unblemished
correct	noble	undefiled
decorous	presentable	<u>untarnished</u>
delicate	proper	upright
ethical	prudent	virtuous
fair	pure	worthy

It proposed a shot - gun marriage between two parties who, so far from having anticipated the bliss of that honourable estate, had ventured nothing much more than the frozen smile of recognition that passes for politeness between opponents who see in one another much to dislike and little to love.

Equally, there exists a self - interest among the regulating profession to keep the reputations of their businesses untarnished by actively seeking out abuse rather than punishing offenders after the event.

develop /dɪ'vel əp/

PART OF SPEECH verb

DEFINITION to bring out the capabilities or possibilities of; bring to a more advanced or effective state

actualize	enlarge	materialize
advance	enrich	perfect
amplify	<u>evolve</u>	polish
augment	exploit	promote
beautify	extend	realize
broaden	finish	refine

build up	heighten	strengthen
cultivate	<u>improve</u>	stretch
deepen	intensify	unfold
dilate	lengthen	widen
elaborate	magnify	work out

In part it is simply descriptive of the employment foundations of the economy, and is sometimes related to theories of economic development which argue that national economies evolve through a series of stages dominated in turn by agriculture, manufacturing and services.

The high - performance approach had been introduced also to control costs, improve product quality and delivery, and to sustain the quality of work experience with skilled and flexible employees.

difficult /'dɪf ɪ,kəlt, -kəlt/

PART OF SPEECH adjective

DEFINITION not easily or readily done; requiring much labour, skill, or planning to be performed successfully; hard

ambitious	hard	prohibitive
arduous	hard-won	rigid
backbreaking	heavy	severe
bothersome	herculean	strenuous
burdensome	immense	titanic
<u>challenging</u>	intricate	toilsome
crucial	irritating	tough
demanding	laboured	troublesome
effortful	laborious	trying
exacting	onerous	<u>unyielding</u>
formidable	painful	uphill
galling	problem	upstream
gargantuan	problematic	wearisome

Thus an interesting, worthwhile and challenging job was deemed to be a motivator.

Joint training sessions give an opportunity to focus on fundamentals

away from an unyielding agenda and an opportunity to develop a variety of skills such as interviewing or meeting management.

direct /dɪ'rekt, daɪ-/

PART OF SPEECH adjective

DEFINITION honest; straightforward; proceeding in a straight line or by the shortest course; straight; undeviating; not oblique

absolute	frank	sincere
bald	genuine	straight
blunt	guileless	straightforward
candid	matter-of-fact	truthful
categorical	open	unambiguous
downright	outspoken	unconcealed
<u>explicit</u>	plain	undisguised
express	plain-spoken	<u>unequivocal</u>
forthright	point-blank	unreserved

Put another way, given the Government's unequivocal control of nationalized industries in the 1980s, being able to control the industries' current cost profit provides the best financial control of their behaviour.

As well as an explicit message, a letter contains an implicit one.

do /du; unstressed dʊ, də/

PART OF SPEECH verb

DEFINITION to execute, to perform (an act, duty, role, etc.)

accomplish	end	<u>perform</u>
achieve	engage in	perk
act	execute	prepare
arrange	finish	produce
<u>bring about</u>	fix	pull off
cause	fulfil	see to
complete	get ready	succeed
conclude	look after	take on
cook	make	transact
create	make ready	undertake

determine
discharge
effect

move
operate
organize

wind up
work
wrap up

They will not bring about change unless the rewards for change or the resolution of a crisis situation can be delivered.

We have said that depreciation in business can perform the function of maintaining capital.

easy /'i zi/

PART OF SPEECH adjective

DEFINITION not hard or difficult; requiring no great labour or effort

accessible

apparent

basic

child's play

cinch

clear

comfortable

effortless

elementary

evident

facile

inconsiderable

light

little

manageable

manifest

mere

natural

no bother

no problem

no sweat

no trouble

obvious

painless

paltry

picnic

plain

plain sailing

pleasant

pushover

relaxed

royal

simple

slight

smooth

snap

straightforward

uncomplicated

undemanding

uninvolved

untroublesome

yielding

Even when, sixteen years later in 1833, he saw in trade unionism the instrument through which to establish industrial democracy, the change was to be painless, to steal upon the country unaware, "like a thief in the night".

To say that information technology is transforming business enterprises is simple.

effective /ɪ'fɛk tɪv/

PART OF SPEECH adjective

DEFINITION producing the intended or expected result; adequate to accomplish a purpose

able	energetic	resultant
active	forceful	serviceable
adequate	forcible	serving
capable	impressive	sound
<u>cogent</u>	live	striking
compelling	moving	<u>successful</u>
competent	operative	sufficient
convincing	persuasive	telling
direct	potent	trenchant
effectual	powerful	useful
efficacious	powerhouse	valid
efficient	practical	virtuous

The regulationist school can, therefore, give a cogent account of the international economy in periods of structural change and its concept of the international economy as consisting of the relations between coherent national economies with one dominant over the others appears credible.

He showed immense energy in completing assignments and generating new business, and was especially successful at convincing clients of the wisdom of his choices and candidates of the importance of the opportunity on offer.

emphasize /'ɛm fə,saɪz/

PART OF SPEECH verb

DEFINITION to give emphasis to; lay stress upon; stress; to single out as important

accent	impress	prioritize
accentuate	indicate	pronounce
affirm	insist on	punctuate
articulate	italicize	<u>reiterate</u>
assert	maintain	repeat

charge	make clear	rub in
dramatize	mark	spot
enlarge	pinpoint	spotlight
enunciate	play up	underline
headline	point out	underscore
<u>highlight</u>	press	weight

The discussion so far is intended to highlight the point that macroeconomic objectives often conflict, and that the policy - maker has to choose the most desirable combination.

The invariable response of headquarters was, however, to reiterate their ideas on the desirability of centralised technical control and to ignore its cumbersome, deadening effect.

end /ɛnd/

PART OF SPEECH verb

DEFINITION to conclude; to terminate or cease; to bring to an end or conclusion

abolish	culminate	perorate
abort	cut short	postpone
accomplish	delay	quit
achieve	determine	relinquish
break off	<u>discontinue</u>	resolve
break up	dispose of	settle
call off	dissolve	sew up
<u>cease</u>	drop	shut down
close	expire	stop
close out	finish	terminate
complete	get done	ultimate
conclude	give up	wind up
consummate	halt	wrap
crown	interrupt	wrap up

Many companies have been obliged to cease trading while under the impression that they were doing well the press tends to report that they were "overstretched".

Note that with effect from July 1989, the Bank of England decided to discontinue the publication of statistics for M1 and M3.

excellent /'ɛk sə lənt/

PART OF SPEECH adjective

DEFINITION possessing outstanding quality or superior merit; remarkably good

accomplished	first-rate	remarkable
admirable	good	select
attractive	great	<u>skilful</u>
champion	high	splendid
choice	incomparable	sterling
desirable	invaluable	striking
distinctive	magnificent	superb
distinguished	<u>meritorious</u>	superior
estimable	notable	superlative
exceptional	noted	supreme
exemplary	outstanding	tiptop
exquisite	peerless	top-notch
fine	premium	transcendent
first	priceless	unsurpassed
first-class	prime	wonderful

I make a habit of sending a certain number of cases of wine each year to individuals at any level of the company who have done something which I have come across which seems to be particularly meritorious.

When a team is functioning at the skilful level and achieving these eight hallmarks, it alters the behaviour patterns in various ways.

fast /fæst, fast/

PART OF SPEECH adjective

DEFINITION moving or able to move, operate, function, or take effect quickly; quick; swift; rapid

accelerated	fleeting	post-haste
active	<u>flying</u>	presto
agile	hair-trigger	pronto
breakneck	hasty	quick
<u>brisk</u>	hot	racing
chop-chop	hurried	rapid
dashing	hypersonic	ready
double time	instant	screaming'
electric	lickety-split	snap
expeditious	like crazy	snappy
expeditive	mercurial	swift
flashing	nimble	velocious
fleet	PDQ	winged

You should walk with a brisk step which indicates that you are interested in your job, never slouch along, droop your shoulders or flop awkwardly in a chair your head should be held high, your shoulders back you should walk gracefully with good body line, and sit and bend down elegantly.

Although Haslam has been obliged to cut back on business travel, he and his wife still do a fair amount of travel for personal pleasure and grab as many long weekends as they can to get away from it all, making flying visits to the Mediterranean.

fill /fɪl/

PART OF SPEECH verb

DEFINITION to occupy to the full capacity; to make full; put as much as can be held into

block	heap	<u>replenish</u>
brim over	impregnate	sate
bulge out	inflate	satiate
charge	jam-pack	satisfy
choke	lade	saturate
clog	load	shoal
close	meet	stock
congest	<u>occupy</u>	store
cram	overflow	stretch

crowd	pack	stuff
distend	permeate	suffuse
fulfill	pervade	supply
furnish	plug	swell
glut	pump up	take up

A change in the public's desired cash holdings If the public decides to hold more cash and smaller bank deposits, the banks will need to replenish the cash in their tills by drawing on their balances at the Bank of England.

Control of the money supply should occupy centre stage in the conduct of macroeconomic policy.

final /'faɪn l/

PART OF SPEECH adjective

DEFINITION conclusive or decisive; pertaining to or coming at the end; last in place, order, or time

absolute	determinative	latest
bottom-line	ending	latter
closing	eventual	<u>settled</u>
concluding	finished	supreme
crowning	finishing	swan song
decided	hindmost	terminal
decisive	incontrovertible	terminating
definite	irrefutable	ultimate
definitive	<u>irrevocable</u>	unanswerable
determinate	last-minute	unappealable

If the domestic bank advising the exporter of the letter of credit confirms it, the document is known as a confirmed irrevocable letter of credit which means both the issuing and advising banks guarantee payment.

All that remains to be settled is the effect of the movement in the cash index between 9.05 am and 11.20 am on the last trading day.

finish /'fɪn ɪʃ/

PART OF SPEECH verb

DEFINITION to bring (something) to an end or to completion; complete

accomplish	crown	mop up
achieve	culminate	perfect
bag it	deplete	round off
break up	determine	scratch
carry through	discharge	scrub
cease	end	settle
chuck	execute	sew up
clinch	exhaust	<u>shut down</u>
close	finalize	shutter
<u>complete</u>	fold	stop
conclude	fulfil	terminate
consume	halt	wrap
cool it	make	wrap up

Our UK customers first began to look shaky and soon afterwards began to shut down at an alarming rate.

a week or so before the interview ask the subordinate to complete an appraisal preparation form so as to provide a starting point for the discussion

get /gɛt/

PART OF SPEECH verb

DEFINITION to receive or come to have possession, use, or enjoyment of

access	educate	parlay
accomplish	elicit	pick up
achieve	evoke	procure
<u>acquire</u>	extort	pull
annex	extract	rack up
attain	fetch	realize
bag	<u>gain</u>	reap
build up	glean	receive

buy out	grab	score
capture	inherit	secure
clean up	land	snag
come by	lock up	snap up
cop	make	take
draw	net	wangle
earn	obtain	win

By building up an army of individual shareholders the Conservatives may well have expected to gain political support.

This is such hard work that you may decide that it isn't worth the effort and abandon your attempt to acquire the skills in question.

give /gɪv/

PART OF SPEECH verb

DEFINITION to present voluntarily and without expecting compensation

accord	distribute	permit
administer	dole out	pony up
ante up	donate	present
award	endow	provide
bequeath	entrust	relinquish
bestow	fork over	<u>remit</u>
cede	furnish	sell
commit	grant	shell out
<u>confer</u>	hand	subsidize
consign	impart	supply
convey	lease	throw in
deed	let have	transfer

In this case, the retailers' locational choices confer a negative externality on the manufacturer leading to a suboptimal density of suppliers from the manufacturer's point of view.

It will not be very helpful to designate a foreign division a "cash cow" if it is located in a part of the world from which it is impossible to remit funds.

go /goʊ/

PART OF SPEECH verb

DEFINITION to move or proceed, especially to or from something

abscond	get going	quit
advance	hie	repair
approach	hightail	retire
beat it	journey	run away
bug out	lam	shove off
cruise	leave	skip out
decamp	light out	split
<u>depart</u>	mosey	take flight
escape	move	take off
exit	pass	tool
fare	proceed	travel
flee	progress	vamoose
fly	pull out	wend
get away	push on	withdraw

Back to back reservations Travel agents and tour operators often make back to back reservations which means that certain accommodation is booked over a period of time and as one group of guests depart another group takes their place.

Does it suit you to have a specific initial commitment, culminating in a natural break when you can leave and pursue other interests?

good /gʊd/

PART OF SPEECH adjective

DEFINITION pleasant; morally excellent; virtuous; righteous

acceptable	first-class	serviceable
ace	functional	shipshape
admirable	gratifying	sound
agreeable	great	spanking
bully	honourable	splendid
capital	marvellous	sterling

choice	nice	stupendous
commendable	pleasing	super
<u>competent</u>	positive	superb
congenial	precious	superior
deluxe	prime	tip-top
excellent	<u>reputable</u>	valuable
exceptional	satisfying	welcome

Rules governing investor protection seek to ensure that the investing public is not subjected to fraudulent or manipulative practices and, moreover, that they are given sound advice by competent professionals.

As Members of the International Air Transport Association (IATA), the firm represents the Hellman Worldwide Network, giving it the ability to work with other reputable agents throughout the world and provide consolidation air freight services at competitive costs.

good /gʊd/

PART OF SPEECH adjective

DEFINITION satisfactory in quality, quantity, or degree; skilled

able	experienced	serviceable
accomplished	expert	skilful
adept	first-rate	suitable
adroit	masterful	suited
au fait	<u>proficient</u>	talented
capable	proper	thorough
clever	qualified	trained
competent	reliable	trustworthy
dexterous	responsible	useful
efficient	<u>satisfactory</u>	wicked

The strategic aim of marketing for a profit - oriented company should therefore be to identify market opportunities, in which customer demand can be created and met in a way that gives the company a competitive advantage over rivals and provides the company with a satisfactory return/profit.

As well as becoming proficient in the techniques of lobbying such as public

campaigning and the use of the media, enterprises have frequently formed alliances with private interest groups.

great /greɪt/

PART OF SPEECH adjective

DEFINITION important; eminent; unusually or comparatively large in size or dimensions

august	highly regarded	paramount
capital	honourable	primary
celebrated	idealistic	principal
chief	illustrious	prominent
commanding	impressive	puissant
dignified	leading	regal
distinguished	lofty	remarkable
eminent	lordly	renowned
exalted	magnanimous	royal
excellent	major	stately
famous	noble	sublime
glorious	<u>notable</u>	superior
<u>grand</u>	noted	superlative
heroic	outstanding	talented

It is perhaps notable that a key piece of UK legislation is called the Fair-Trading Act and the main UK competition policy institution is the Office of Fair Trading.

From 1984 onwards IBM increasingly faced not only a series of alliances, but a grand alliance of nearly all other computer companies in the world.

grow /graʊ/

PART OF SPEECH verb

DEFINITION to expand or increase gradually by concerted effort

abound	fill out	pullulate
advance	flourish	raise
age	gain	ripen

amplify
arise
augment
breed
build
burgeon
cultivate
develop
dilate
enlarge
expand
extend

germinate
heighten
increase
issue
luxuriate
mature
mount
multiply
originate
produce
propagate

rise
shoot
spread
sprout
stem
stretch
swell
thicken
thrive
turn
wax
widen

This is because in a growing economy, business units multiply and existing businesses expand, leading to an increased demand for cash holdings for reasons of safety and liquidity.

Therefore, should cold war tension heighten, it would not be possible for the US authorities to place a moratorium upon the use of such dollar balances.

help /hɛlp/

PART OF SPEECH verb

DEFINITION to give or provide what is necessary to accomplish a task or satisfy a need; contribute strength or means to

abet
accommodate
advocate
aid
assist
back
ballyhoo
befriend
benefit
bolster
boost
buck up

cooperate
encourage
endorse
further
intercede
maintain
open doors
patronize
plug
promote
prop
puff

relieve
root for
sanction
save
second
serve
stand by
stimulate
stump for
succour
support
sustain

In contrast to this is Theory Y, where he argues that if the leaders see subordinates as willing and able then the leader will be less inclined to pursue an autocratic style but instead prefer a participative style of leadership and encourage subordinates to accept responsibility and authority.

Recent evidence suggests that buy - backs merely create banking commissions and do not stimulate growth.

important /ɪmˈpɔːtnt/

PART OF SPEECH adjective

DEFINITION substantial; of much or great significance or consequence

big-league	grave	ponderous
chief	great	pressing
considerable	heavy	primary
conspicuous	<u>imperative</u>	principal
critical	importunate	relevant
crucial	influential	salient
decisive	large	serious
earnest	marked	signal
essential	material	significant
exceptional	meaningful	something
exigent	momentous	standout
extensive	notable	substantial
<u>far-reaching</u>	of note	urgent
foremost	of substance	vital
front-page	paramount	weighty

The absence of any such shared background with an outside organization makes it imperative to formalize procedures to a much greater extent and to provide more information specific to the work to be carried out.

The analysis needs to be developed, for example in the treatment of uncertainty, information, and market power, and these factors may have quite far-reaching implications for the way in which we view the general equilibrium of the economy.

interesting /'ɪn təər ə stɪŋ, -trə stɪŋ, -təˌrɛs tɪŋ/

PART OF SPEECH adjective

DEFINITION engaging or exciting and holding the attention or curiosity

absorbing	engrossing	magnetic
affecting	entertaining	<u>pleasing</u>
alluring	enthraling	pleasurable
amusing	entrancing	provocative
arresting	exceptional	refreshing
captivating	exotic	riveting
charismatic	fascinating	stimulating
compelling	gracious	stirring
curious	gripping	striking
delightful	<u>impressive</u>	suspicious
elegant	inspiring	thought-provoking
enchancing	intriguing	unusual

Bills prepared by machine are neater and more legible, therefore more helpful to the staff and more pleasing to the customer.

Yet with its impressive lead in fee income over other firms worldwide, such criticism must inevitably contain an element of sour grapes.

keep /kip/

PART OF SPEECH verb

DEFINITION to hold or retain in one's possession; hold as one's own

accumulate	enjoy	place
amass	garner	possess
cache	grasp	preserve
care for	grip	put up
carry	have	reserve
conduct	heap	<u>retain</u>
conserve	hold back	save
control	<u>maintain</u>	stack
deposit	manage	stock
detain	own	store

direct

pile

withhold

This would preserve people's ability to take payment method into account when choosing their jobs, and maintain the present guarantee for existing workers that their payment method cannot be changed against their will.

For a large part of their career, employees retain the same job status and pay, and are not promoted.

know /nou/

PART OF SPEECH verb

DEFINITION to perceive or understand as fact or truth; to apprehend clearly and with certainty

apperceive

appreciate

apprehend

be acquainted

be cognizant

be informed

be read

be versed

cognize

comprehend

differentiate

discern

discriminate

distinguish

experience

fathom

feel certain

grasp

have

ken

learn

notice

perceive

realize

recognize

see

understand

The receiver must know who else is acquainted with the memo's contents.

We acknowledge that there are well - known problems with the domestic rate system in the UK, but leave it to readers to discern whether the emphasis on constraining local authority growth warrants this change of taxation.

leave /liv/

PART OF SPEECH verb

DEFINITION to depart from permanently; to quit; to go out of or away from, as a place

abandon

abscond

break away

flee

flit

fly

ride off

run along

sally

cast off	forsake	scram
clear out	go away	set out
cut out	go forth	slip out
decamp	head out	split
defect	migrate	step down
desert	<u>move out</u>	take leave
disappear	part	take off
ditch	pull out	vacate
embark	push off	vamoose
emigrate	quit	vanish
escape	relinquish	walk out
exit	retire	withdraw

Moreover, a basic premise of Dunlop's prescription for the advancement of knowledge in industrial relations is the need to break away from the restrictive and myopic confines of problem-solving.

People in regions with low house prices are usually unable to afford to purchase a house in a higher priced area, whereas those in the higher priced areas are unwilling to move out in view of the lower capital gains to be made.

main /meɪn/

PART OF SPEECH adjective

DEFINITION chief in size, extent, or importance; principal; leading

capital	foremost	<u>preeminent</u>
cardinal	fundamental	premier
central	head	prevailing
chief	leading	primary
controlling	major	prime
critical	necessary	special
crucial	outstanding	star
dominant	<u>paramount</u>	stellar
essential	particular	supreme
first	predominant	vital

The dissatisfaction with perfectly competitive theory produced new models dealing with various imperfectly competitive market structures, but these

have not succeeded in dislodging the perfectly competitive model from its preeminent position.

Three objectives are generally paramount in financial negotiations relating to the project.

more /mɔː, moʊə/

PART OF SPEECH adjective

DEFINITION additional or further; in greater quantity, amount, measure, degree, or number

added	extended	larger
additional	extra	likewise
amassed	farther	major
another	fresh	massed
augmented	<u>further</u>	new
bounteous	greater	numerous
<u>deeper</u>	heavier	other
enhanced	higher	replenishment
exceeding	increased	supplementary
expanded	innumerable	wider

Further growth, however, seems limited; it is expensive, very complicated and designing appropriate control mechanisms that limit the potential for losses in hedged positions has proved difficult.

The recession was much deeper than forecast, so that social security payments expanded as unemployment rose to over three million.

need /nid/

PART OF SPEECH noun

DEFINITION a requirement, necessary duty, or obligation

ache	duty	<u>requirement</u>
charge	exigency	requisite
commitment	extremity	right
committal	hunger	thirst
compulsion	itch	urge

craving	longing	urgency
<u>demand</u>	must	use
desire	obligation	weakness
devoir	occasion	wish

At industry level there was also a demand by individual firms for association services and technical assistance in applying and interpreting the legislation.

There is a requirement on all banks to hold 0.45 per cent of their eligible liabilities with the Bank.

new /nu, nyu/

PART OF SPEECH adjective

DEFINITION of recent origin, production, purchase, etc.; having but lately come or been brought into being

dewy	neoteric	unlike
different	new-fangled	unseasoned
dissimilar	<u>novel</u>	unskilled
distinct	now	unspoiled
edgy	original	untouched
fashionable	recent	untrained
fresh	strange	untried
inexperienced	topical	untrodden
just out	ultramodern	unused
latest	uncontaminated	unusual
modern	<u>unfamiliar</u>	up-to-date
modernistic	unique	virgin
modish	unknown	youthful

In general, British managers are unfamiliar with property rental and are unsure as to how to search for and conduct the necessary transactions.

Through the judicious mix of flexible computerized production technologies, upskilling and the subcontracting of standardized component manufacture, innovating companies can better balance economies of scale and economies of scope in novel organizational configurations.

next /nɛkst/

PART OF SPEECH adjective

DEFINITION immediately following in time, order, importance, etc.

abutting	closest	later
adjacent	coming	nearby
adjoining	connecting	nearest
after	<u>consecutive</u>	neighbouring
alongside	consequent	proximate
attached	contiguous	subsequent
beside	ensuing	succeeding
bordering	<u>following</u>	thereafter
close	immediate	touching

Against this background, following the implications of different formulations has often proved attractive.

A related problem is that some empirical studies convert the price changes or returns on separate futures contracts into a single time series by linking together the prices of consecutive futures contracts.

old /oʊld/

PART OF SPEECH adjective

DEFINITION having lived or existed for a relatively long time; far advanced in the years of one's or its life

aged	geriatric	seasoned
ancient	getting on	senile
broken down	gray-haired	<u>senior</u>
debilitated	grizzled	skilled
decrepit	hoary	superannuated
deficient	impaired	tired
doddering	inactive	used
elderly	infirm	venerable
enfeebled	mature	versed
exhausted	matured	veteran
experienced	olden	wasted

fossil

patriarchal

worn

Firstly, they provide you with information about two functional roles common in business - a senior member of the salesforce and the chairing of a committee planning the use of human resources.

A solicitor well versed in employment law or a freelance personnel expert may be able to help, although you will be charged for their services and you need to be sure that they have a feet-on-the-ground approach in addition to technical competence.

old /oʊld/

PART OF SPEECH adjective

DEFINITION obsolete; no longer in general use

aboriginal

hackneyed

previous

age-old

immemorial

primeval

antediluvian

late

primitive

antiquated

moth-eaten

primordial

antique

of yore

quondam

archaic

olden

remote

bygone

old fangled

rusty

cast-off

old-fashioned

stale

crumbling

old-time

superannuated

dated

onetime

time-worn

decayed

original

traditional

démodé

outdated

unfashionable

early

outmoded

unoriginal

erstwhile

pass

venerable

former

past

worn-out

It is possible to attempt to justify poor practice by claiming that it's response to parents' wishes silent classrooms brought about by severe discipline, numerous paper exercises completed to provide evidence of industry and antiquated forms of behaviour paraded as good manners are just some examples.

It stands to reason that a firm would find difficulty selling advanced microelectronic machinery to a culture with a primitive agriculturally - based economy.

open /'ou pən/

PART OF SPEECH adjective

DEFINITION not closed or barred at the time, as a doorway by a door, a window by a sash, or a gateway by a gate

accessible	gaping	unbolted
agape	naked	unburdened
airy	navigable	uncluttered
ajar	patent	uncovered
bare	patulous	unfolded
clear	peeled	unfurled
cleared	revealed	unimpeded
dehiscent	rolling	<u>unlocked</u>
<u>disclosed</u>	spacious	unobstructed
emptied	spread out	unsealed
expansive	stripped	unstopped
exposed	susceptible	vacated

By establishing a régime that promotes transparency, takeovers that are purely speculative in financing terms will be disclosed as such and investors will be able to make investment decisions on the best possible information.

Self, by contrast, felt that the creativity of the divisions could be unlocked if central controls over both design and expenditure were relaxed somewhat.

part /part/

PART OF SPEECH noun

DEFINITION a portion or division of a whole that is separate or distinct; piece, fragment, fraction, or section

allotment	helping	piece
apportionment	hunk	portion
articulation	ingredient	quantum
bit	instalment	ration
branch	item	scrap
<u>chunk</u>	limb	section
component	lot	sector

constituent	measure	<u>segment</u>
department	member	share
detail	module	side
division	moiety	slice
element	molecule	sliver
factor	organ	splinter
fraction	parcel	subdivision
fragment	particle	unit

In such segmented organizations with limited overall control it seems inevitable that there will be variable strengths in the links between the segments.

There, voters opt for the individual and a big chunk of campaign money is spent on what we call "name identification - getting voters to know your candidate's name.

perfect /'pɜːfɪkt/

PART OF SPEECH adjective

DEFINITION excellent or complete beyond practical or theoretical improvement

absolute	faultless	skilful
<u>accomplished</u>	finished	sound
aces	flawless	splendid
adept	fool proof	spotless
beyond compare	ideal	stainless
blameless	<u>immaculate</u>	sublime
classical	impeccable	superb
consummate	indefectible	supreme
crowning	masterful	ten
culminating	masterly	unblemished
defectless	matchless	unequaled
excellent	paradisiacal	unmarred
excelling	peerless	untainted
experienced	pure	untarnished
expert	skilled	utopian

A particular measurement focus is accomplished by considering not only which resources are measured (for example, financial or economic resources), but also when the effects of transactions or events involving those resources are recognized (the basis of accounting).

It is the responsibility of the staff to see that the reception area is immaculate at all times.

plain /pleɪn/

PART OF SPEECH adjective

DEFINITION straightforward; clear to the mind; evident, manifest, or obvious

abrupt	guileless	<u>straightforward</u>
artless	honest	true
blunt	impolite	unconcealed
candid	ingenuous	undisguised
direct	open	unfeigned
downright	outspoken	uninhibited
<u>forthright</u>	rude	unreserved
frank	sincere	unrestricted
genuine	straight arrow	unvarnished

The static welfare analysis of such practices is straightforward price is higher and output lower than it would otherwise have been, so there is a welfare triangle loss.

He gave the union leaders the opportunity to tell him in a forthright manner where they thought he was going wrong with his policies and he in turn did some pretty plain talking about what he saw as their shortcomings.

plan /plæn/

PART OF SPEECH noun

DEFINITION a scheme or method of acting, doing, proceeding, making, etc., developed in advance

aim	intendment	project
angle	intention	proposal

animus	layout	proposition
arrangement	machination	purpose
big picture	means	scenario
contrivance	method	<u>scheme</u>
deal	outline	stratagem
design	pattern	strategy
device	picture	suggestion
disposition	platform	system
expedient	plot	tactic
game plan	policy	treatment
gimmick	<u>procedure</u>	undertaking

As existing insurance institutions might not be keen to underwrite such a scheme without expecting their own profit from it, we think that the credit institutions themselves should explore the possibility of joining together to back a mutual non - profit credit insurance fund.

The (above) procedure gives a flavour of how the assumption of rational expectations can be used to give a model of the term structure of interest rates which can be tested.

plan /plæn/

PART OF SPEECH verb

DEFINITION to arrange a method or scheme beforehand for (any work, enterprise, or proceeding)

arrange	engineer	plot
bargain for	figure out	prepare
block out	fix to	project
blueprint	form	quarterback
brainstorm	<u>formulate</u>	ready
calculate	frame	reckon on
concoct	hatch	represent
<u>conspire</u>	intrigue	rough in
contemplate	invent	scheme
contrive	line up	set out
cook up	map	shape
craft	mastermind	sketch

design

devise

draft

meditate

organize

outline

steer

trace

work out

At first, the executives believed that the reason they could not formulate and implement a viable strategic plan was that they lacked sound financial data.

On the one hand, a bad debtor might conspire with an employee to remove or conceal evidence of his record, on the other an employee with a grudge might blacken someone's record.

problem /'prɒb ləm/

PART OF SPEECH noun

DEFINITION any question or matter involving doubt, uncertainty, or difficulty

box

challenge

complication

count

crunch

dilemma

disagreement

dispute

disputed point

doubt

headache

hitch

holy mess

hot potato

hot water

issue

mess

nut

obstacle

pickle

predicament

quandary

question

scrape

squeeze

trouble

worrimment

Thus, there was fundamental disagreement on what steps should be taken to resolve the problem, and cooperation between members of the international monetary system reached a low ebb.

The principal additional complication inherent in international equities investment is the exchange rate risk - that the returns of the investments made on the NYSE by British fund managers will be subject not only to the vagaries of the securities involved but also to the uncertain movements of the exchange rate between the US dollar and sterling.

prove /pru:v/

PART OF SPEECH verb

DEFINITION to establish the truth or genuineness of, as by evidence or argument

affirm	determine	result
analyse	document	settle
ascertain	end up	show
assay	establish	<u>substantiate</u>
<u>attest</u>	evidence	sustain
authenticate	evince	test
back	examine	testify
bear out	experiment	trial
certify	explain	try
check	find	turn out
confirm	fix	uphold
convince	justify	validate
corroborate	make evident	verify
declare	manifest	warrant
demonstrate	pan out	witness

Numerous studies attest to the validity of this insight within the industrial relations field.

A number of studies have found little evidence to substantiate the claim that programme trading was a major factor in the 1987 stock market crash.

put /put/

PART OF SPEECH verb

DEFINITION to move or place (anything) so as to get it into or out of a specific location or position

bring	insert	plop
concentre	install	plunk
concentrate	invest	quarter
<u>deposit</u>	lay	repose
embed	nail	rest
establish	park	rivet
fasten	peg	seat
fix	<u>place</u>	settle

fixate
focus

plank
plant

situate
stick

Several important European trading centres established banks to enable traders to deposit a variety of gold and silver coins then in circulation, in exchange for paper claims, e.g.

In order to try and place the problems faced by the British car industry into an international perspective, the car industries of Italy and Spain are briefly considered.

quick /kwɪk/

PART OF SPEECH adjective

DEFINITION done, proceeding, or occurring with promptness or rapidity

abrupt

accelerated

active

agile

alert

animated

ASAP

breakneck

brief

brisk

cursor

curt

double time

energetic

expeditious

express

fleet

hasty

headlong

hurried

immediate

impatient

impetuous

instantaneous

keen

lively

mercurial

nimble

perfunctory

post-haste

prompt

pronto

rapid

responsive

snappy

speedy

spirited

sprightly

spry

sudden

swift

winged

Then, if there is, for whatever reason, a large permanent fall in aggregate demand there will be an immediate fall in prices and a drop in output.

On the other hand, the service provided is more likely to be responsive to customer demand.

quick /kwɪk/

PART OF SPEECH adjective

DEFINITION prompt to understand, learn, etc.

able	competent	<u>prompt</u>
active	deft	quick-witted
acute	dexterous	ready
adept	discerning	receptive
adroit	effective	savvy
all there	effectual	sharp
apt	intelligent	shrewd
astute	keen	skilful
bright	knowing	slick
canny	nimble-witted	vigorous
<u>capable</u>	perceptive	whiz
clever	perspicacious	wise

But a capable, competent, intelligent person is also needed to ensure that the many tasks that have to be dealt with every day in the office are carried out smoothly and efficiently, and that good relationships and communications with all other departments in the hotel are maintained.

Monitoring of project progress and expenditure, to enable prompt corrective measures to be taken when needed, is essential if project plans are to be achieved and planned return on investment in new products realized.

ready /'rɛd i/

PART OF SPEECH adjective

DEFINITION completely prepared or in fit condition for immediate action or use

accessible	covered	on call
adjusted	equipped	on hand
all set	expectant	on tap
anticipating	fit	open to
apt	fixed for	organized
arranged	handy	primed
<u>at hand</u>	<u>in line</u>	qualified

available	in order	ripe
bagged	in place	set
completed	in position	waiting
convenient	near	wired

They are also influenced by individual employees, whose standards may or may not be in line with those of the official organization.

But it also varies, as we shall see in the case studies in later chapters, according to the resources that the government has at hand to defuse the political consequences of disruption.

regular /'rɛɡ yə lər/

PART OF SPEECH adjective

DEFINITION usual; normal; customary; recurring at fixed times; periodic

approved	general	proper
<u>bona fide</u>	habitual	routine
classic	lawful	run-of-the-mill
common	legitimate	sanctioned
commonplace	natural	standard
correct	normal	time-honoured
customary	official	traditional
daily	<u>ordinary</u>	typical
established	orthodox	unexceptional
everyday	prevailing	unvarying
formal	prevalent	usual

Typically, this could occur in the context of a bona fide business reorganisation, which involves a change in your terms of employment.

Sometimes Chinese Walls are used at other times firewalls, whereby a certain type of business is conducted separate from ordinary business, within a specialized subsidiary set up specifically for this purpose.

short /ʃɔrt/

PART OF SPEECH adjective

DEFINITION abridged; brief or concise

abbreviated	curtate	pointed
aphoristic	cut short	precise
bare	decreased	sententious
boiled-down	decurtate	shortened
breviloquent	diminished	short-lived
brief	epigrammatic	short-term
compendiary	fleeting	<u>succinct</u>
compendious	laconic	summarized
compressed	lessened	summary
concise	little	terse
condensed	momentary	undersized
curtailed	pithy	unsustained

The problem with USPs, it seems to me, is that while they can undoubtedly be very powerful and succinct statements, they are very limiting.

Certainly, recent suggestions from the USA that commercials are (in some sense) just as effective when they are abbreviated from 30 to 20 or even 10 seconds could be taken to confirm this.

simple /'sɪm pəl/

PART OF SPEECH adjective

DEFINITION easy to understand, deal with, use, etc.

child's play	manageable	snap
clean	mild	straightforward
easy	no problem	transparent
<u>effortless</u>	no sweat	uncomplicated
<u>elementary</u>	picnic	understandable
facile	plain	uninvolved
incomplex	quiet	unmistakable
intelligible	royal	unmixed
light	self-explanatory	untroublesome
lucid	smooth	vanilla

In these circumstances, elementary competitive theory suggests that money

wages will fall.

This was not an effortless process as considerable effort went into making the new operation successful.

small /smɔl/

PART OF SPEECH adjective

DEFINITION of limited size; of comparatively restricted dimensions; not big

baby	microscopic	puny
bantam	mini	pygmy
bitty	miniature	runty
cramped	minuscule	scanty
diminutive	minute	short
humble	modest	slight
immature	<u>narrow</u>	small-scale
inadequate	paltry	stunted
inconsequential	petite	teeny
inconsiderable	petty	toy
<u>insignificant</u>	picayune	trifling
insufficient	pint-sized	trivial
limited	pitiful	undersized
little	pocket-sized	wee
meagre	poor	young

However, while a narrow range of assets may maximise yield it also increases the exposure to risk.

Accounting as a means of collecting and reporting on patterns of expenditure has played a not insignificant role in shaping the policies pursued by the various public sector organizations.

special /'spɛʃ əl/

PART OF SPEECH adjective

DEFINITION of a distinct or particular kind or character

certain	festive	primo
---------	---------	-------

characteristic	first	proper
chief	gala	rare
choice	important	red-letter
defined	individual	reserved
definite	limited	restricted
designated	main	select
determinate	major	set
different	<u>marked</u>	significant
<u>distinctive</u>	memorable	smashing
earmarked	momentous	specialized
exceptional	particular	specific
exclusive	peculiar	uncommon
express	personal	unique
extraordinary	primary	unusual

A number of writers have argued that the peculiarities of the environment in which the public enterprise operates create distinctive managerial processes.

Nationally, there has been a marked increase in the sale and consumption of pies.

stay /steɪ/

PART OF SPEECH verb

DEFINITION to spend some time in a place, in a situation, with a person or group, etc.

abide	hang out	respite
bide	hover	roost
bunk	lag	settle
continue	last	sit tight
dally	linger	sojourn
delay	loiter	squat
dillydally	nest	stand
<u>endure</u>	outstay	stay out
establish oneself	pause	stay put
halt	perch	stick around
hang	procrastinate	stop
hang about	<u>remain</u>	sweat
hang around	reprieve	sweat it

hang in

reside

tarry

To derive this relationship, we assume that the nominal money supply, the level of government expenditure and tax rates all remain unchanged and we examine the effect on real income of a change in the price level.

When workers experience a rise in the real wage rate they face a decoding problem they must decide whether this increase is a permanent rise, that is a rise which is likely to endure into the foreseeable future, or a temporary rise, that is a rise which is likely to be reversed in the near future.

strange /streɪndʒ/

PART OF SPEECH adjective

DEFINITION unusual, extraordinary, or curious; odd

aberrant

idiosyncratic

perplexing

abnormal

ignorant

quaint

astonishing

inexperienced

queer

astounding

irregular

rare

atypical

marvellous

remarkable

bizarre

mystifying

singular

curious

new

unaccountable

different

new-fangled

unaccustomed

eccentric

odd

uncanny

erratic

oddball

uncommon

exceptional

off

unfamiliar

extraordinary

offbeat

unheard of

fantastic

outlandish

unseasoned

far-out

out-of-the-way

unusual

funny

peculiar

weird

Such views about the executive search industry are relatively uncommon, yet these views should not be entirely ignored.

Typewritten business letters have different conventions to handwritten letters.

take /teɪk/

PART OF SPEECH verb

DEFINITION to get into one's hold or possession by voluntary action or by force, skill, or artifice

abduct	earn	obtain
accept	ensnare	overtake
acquire	entrap	pick up
arrest	gain possession	pull in
<u>attain</u>	gather up	reach
bag	glom	reap
<u>capture</u>	grab	receive
carry off	grasp	secure
carve out	grip	seize
catch	handle	select
choose	haul in	snag
clasp	have	snatch
clutch	hold	strike
collar	nab	take in
collect	nail	win

Of course, the rival may fight back, but the point is not that this type of calculation ensures a successful barrier to entry, but that it provides a way of assessing what it will cost the rival to surmount the barrier to attain cost leadership.

This entrepreneur's capture of his monopoly position was a step toward eliminating the inconsistencies between the decisions of consumers and those of the earlier resource owners.

think /θɪŋk/

PART OF SPEECH verb

DEFINITION to have a conscious mind, to some extent of reasoning, remembering experiences, making rational decisions, etc.

analyse	evaluate	noodle
appraise	examine	ponder

appreciate	figure out	rationalize
brood	ideate	reason
cerebrate	imagine	reflect
chew	<u>infer</u>	resolve
cogitate	intellectualize	ruminate
comprehend	judge	sort out
<u>conceive</u>	logicalize	speculate
consider	meditate	stew
deduce	mull	study
deliberate	mull over	turn over
estimate	muse	weigh

Since he cannot conceive of a situation where the financial accounts would be determined by the budgetary information, he suggests that users' needs can be developed in financial accounting terms.

However, its efficiency advantages in these circumstances should not be used to infer that it is a panacea of organizational design.

try /traɪ/

PART OF SPEECH verb

DEFINITION to attempt to do or accomplish

aim	endeavour	shoot for
aspire	essay	speculate
attack	exert oneself	strive
<u>attempt</u>	go after	struggle
bear down	hump it	tackle
buckle down	labour	undertake
compete	lay to	venture
contend	propose	vie for
contest	risk	work
drive for	<u>seek</u>	wrangle

Venture capitalists attempt to fill the information gap by close examination and control of companies, which should reduce the risk of loss.

Alternatively, they can seek to avoid the protective wall by setting up

subsidiaries and branches within the Community.

use /yuz/

PART OF SPEECH verb

DEFINITION to employ for some purpose; put into service; make use of

accept	exhaust	ply
<u>adopt</u>	expend	practice
apply	exploit	put forth
bestow	govern	regulate
capitalize	handle	relate
consume	make do	run
control	make use	run through
do with	make with	spend
draw on	manage	utilize
<u>employ</u>	manipulate	waste
exercise	operate	wield
exert	play on	work

In other words, the salesperson can relate product benefits to match the potential buyer's buying behaviour and adopt a more creative approach, rather than concentrating upon a pre - prepared sales routine.

Most of the large banks employ trade promotion experts who can give information on local economies and trading practices.

usual /'yu zu əl, 'yuʒ wəl/

PART OF SPEECH adjective

DEFINITION commonplace; habitual or customary

accepted	frequent	prevalent
accustomed	garden variety	quotidian
average	general	regular
chronic	grind	rife
commonplace	groove	routine
constant	habitual	so-so
conventional	<u>mainstream</u>	standard

current	matter-of-course	stock
customary	natural	<u>typical</u>
everyday	normal	unremarkable
expected	ordinary	vanilla
familiar	plain	wanted
fixed	prevailing	workaday

The reaction of the mainstream in macroeconomics was to pursue a second, less extreme line of inquiry.

Even in 1948, this was already a poor proxy for peak demand, but ten years later, when the peak demand of a typical domestic consumer was significantly higher, no adjustment other than increases proportionate to the increased bulk capacity charges had been made.

want /wɒnt, wɒnt/

PART OF SPEECH verb

DEFINITION to feel a need or a desire for; to wish for

ache	fancy	need
<u>aspire</u>	hanker	pine
be greedy	have ambition	prefer
choose	hunger	<u>require</u>
covet	incline toward	spoil for
crave	itch for	thirst
cream for	lech for	wish
desiderate	long	yearn
die over	lust	yen for

None the less, this description serves as a useful goal to which countries can aspire.

Many business decisions require input from lawyers in several member states, who can advise on the inter - relationship between their national rules and the Community rules.

well /wɛl/

PART OF SPEECH **adverb**

DEFINITION in a good, proper, commendable, or satisfactory manner;

excellently

ably	conscientiously	profoundly
accurately	correctly	properly
adeptly	effectively	readily
<u>adequately</u>	efficiently	rightly
admirably	effortlessly	satisfactorily
agreeably	excellently	<u>skilfully</u>
attentively	expertly	smoothly
capably	famously	soundly
capitally	favourably	splendidly
carefully	fully	strongly
closely	irreproachably	successfully
commendably	nicely	suitably
competently	pleasantly	thoroughly
completely	proficiently	with skill

This needs to be done skilfully, and is usually done by trained researchers, who are adept at getting people to talk and at avoiding asking leading questions.

All the suggestions for improvement had been adequately implemented so the conclusion could only be that neither party had grasped the size and nature of the problem.

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LIST OF TERMS

absolutely	good	small
activity	good	special
affect	great	stay
basic	grow	strange
begin	help	take
better	important	think
big	interesting	try
boring	keep	use
bring	know	usual
certain	leave	want
change	main	well
choose	more	
common	need	
correct	new	
correct	next	
decent	old	
develop	old	
difficult	open	
direct	part	
do	perfect	
easy	plain	
effective	plan	
emphasize	plan	
end	problem	
excellent	prove	
fast	put	
fill	quick	
final	quick	
finish	ready	
get	regular	
give	short	
go	simple	

N.B. Some data cited herein have been extracted from the British National Corpus, distributed by the University of Oxford on behalf of the BNC Consortium.