

The Importance of Business Cards

- WORDLIST

ritual – C2 a set of fixed actions and sometimes words performed regularly, especially as part of a ceremony:

- *Coffee and the newspaper are part of my morning ritual.*

swap – C1 to give something and be given something else instead:

- *When you've finished reading your book, and I've finished mine, shall we swap?*

discreet – C2 careful not to cause embarrassment or attract too much attention, especially by keeping something secret:

- *The family made discreet enquiries about his background.*

Do not confuse with discrete (distinct). Both are pronounced /dɪ'skri:t/

crammed – very full of people or things:

- *a crammed train/room*
- *The platform was crammed with / crammed full of people trying to board the train.*

prohibit – B2 to officially refuse to allow something:

- *Motor vehicles are prohibited from driving in the town centre.*

miniature – C2 describes something that is a very small copy of an object:

- *I bought some miniature furniture for my niece's dolls' house.*

provoke – C2 to cause a reaction, especially a negative one:

- *The prospect of increased prices has already provoked an outcry.*

composition – (FORMED FROM) C2 the parts, substances, etc. that something is made of:

- *the composition of the atmosphere*

gimmick – (mainly disapproving) something that is not serious or of real value that is used to attract people's attention or interest temporarily, especially to make them buy something:

- *a publicity gimmick*
- *They give away free gifts with children's meals as a sales/marketing gimmick.*

correspondence – the action of writing, receiving, and reading letters, especially between two people:

- *Her correspondence with Jim lasted many years.*

thrive – C1 to grow, develop, or be successful:



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- His business **thrived** in the years before the war.

forceful – C2 expressing opinions strongly and demanding attention or action:

- The opposition leader led a very **forceful** attack on the government in parliament this morning.

timeless – describes something that does not change as the years go past:

- The city has a **timeless** quality as if it had existed forever.

inescapable – If a fact or a situation is inescapable, it cannot be ignored or avoided:

- The noise in the city center was **inescapable**.

key – B2 very important and having a lot of influence on other people or things:

- She was a **key** figure in the international art world.

vital – B2 necessary for the success or continued existence of something; extremely important:

- [+ to infinitive] **It is vital to get** medical supplies to the area as soon as possible.

acquaintance – C1 [C] a person that you have met but do not know well:

- a business **acquaintance**

acquaintanceship – (formal)

- Ours was a strictly professional **acquaintanceship** (= relationship).

rapid – B2 fast or sudden:

- The 1990s were a period of **rapid change/growth**.

doubly (adv.) – twice as much, or very much more:

- Losing both the Cup and the League is **doubly** disappointing.

a pile of sth/piles of sth – (informal) a lot:

- I've got **piles/a pile of things** to do today.

enhance – C1 to improve the quality, amount, or strength of something:

- These scandals will not **enhance** the organization's reputation.

obsessed – B2 unable to stop thinking about something; too interested in or worried about something:

- Why are people so **obsessed with** money?