[Alternatives to Common Words]

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

HELDER FANHA MARTINS – 2017
LISBON ACCOUNTING AND BUSINESS SCHOOL – LABS – ISCAL
LISBON POLYTECHNIC INSTITUTE
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 əˈlut li, ˈæb əˌlut-/  
PART OF SPEECH  adverb  
DEFINITION  without exception; completely; wholly; entirely; having no restriction, exception, or qualification

actually  
categorically  
completely  
conclusively  
consummately  
decidedly  
decisively  
def  
definitely  
doubtless  
easily  
entirely  
exactly  
fully  
ideally  
positively  
precisely  
purely  
really  
right on  
sure enough  
surely  
thoroughly  
true  
unambiguously  
unconditionally  
unquestionably  
utterly  
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 /əˈktɪv ɪ ti/  
PART OF SPEECH  noun  
DEFINITION  a specific deed, action, function, or sphere of action

act  
avocation  
bag  
ball game  
bet  
deed  
endeavour  
enterprise  
entertainment  
exercise  
game  
hobby  
interest  
job  
labour  
occupation  
pastime  
project  
pursuit  
racket  
scene  
scheme  
stunt  
task  
undertaking  
venture  
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 /əˈfekt/**

**PART OF SPEECH** verb

**DEFINITION** to act on; produce an effect or change in

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

**PART OF SPEECH** adjective

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

- basal
- beginning
- capital
- central
- chief
- foundational
- fundamental
- indispensable
- inherent
- intrinsic
- primary
- primitive
- principal
- radical
- rudimentary
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.

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 /ˈbet ər/**

**PART OF SPEECH** adjective

**DEFINITION** of superior quality or excellence

<table>
<thead>
<tr>
<th>better equivalent</th>
<th>improved</th>
<th>more valuable</th>
</tr>
</thead>
<tbody>
<tr>
<td>choice</td>
<td>larger</td>
<td>preferable</td>
</tr>
<tr>
<td>exceeding</td>
<td>more appropriate</td>
<td>preferred</td>
</tr>
<tr>
<td>exceptional</td>
<td>more desirable</td>
<td>prominent</td>
</tr>
<tr>
<td>finer</td>
<td>more fitting</td>
<td>sophisticated</td>
</tr>
<tr>
<td>fitter</td>
<td>more select</td>
<td>superior</td>
</tr>
<tr>
<td>greater</td>
<td>more suitable</td>
<td>surpassing</td>
</tr>
<tr>
<td>higher quality</td>
<td>more useful</td>
<td>worthier</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>big equivalent</th>
<th>gigantic</th>
<th>oversize</th>
</tr>
</thead>
<tbody>
<tr>
<td>ample</td>
<td>heavy-duty</td>
<td>ponderous</td>
</tr>
<tr>
<td>brimming</td>
<td>heavy-weight</td>
<td>prodigious</td>
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<tr>
<td>bulky</td>
<td>hefty</td>
<td>roomy</td>
</tr>
<tr>
<td>burly</td>
<td>huge</td>
<td>sizable</td>
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<tr>
<td>capacious</td>
<td>hulking</td>
<td>spacious</td>
</tr>
<tr>
<td>colossal</td>
<td>humungous</td>
<td>strapping</td>
</tr>
<tr>
<td>commodious</td>
<td>husky</td>
<td>stuffed</td>
</tr>
</tbody>
</table>
considerable  immense  substantial
copious  jumbo  thundering
enormous  king-sized  vast
extensive  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  /ˈbɔrɪŋ, ˈbɔrɪŋ-/  
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  prosaic  tiring
drudging  repetitious  trite
dull  routine  unexciting
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
- carry  heel  take
- chaperone  hump  take along
- companion  import  tote
- conduct  lead  transfer
- consort  lug  transport
- convey  pack  truck
- deliver  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** /ˈsɜːr tn/  
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
- conclusive  plain  unambiguous
- 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

<table>
<thead>
<tr>
<th>accommodate</th>
<th>modify</th>
<th>revolutionize</th>
</tr>
</thead>
<tbody>
<tr>
<td>adapt</td>
<td>modulate</td>
<td>shape</td>
</tr>
<tr>
<td>adjust</td>
<td>mutate</td>
<td>shift</td>
</tr>
<tr>
<td>alter</td>
<td>naturalize</td>
<td>substitute</td>
</tr>
<tr>
<td>alternate</td>
<td>recondition</td>
<td>tamper with</td>
</tr>
<tr>
<td>commute</td>
<td>redo</td>
<td>transfigure</td>
</tr>
<tr>
<td>convert</td>
<td>reform</td>
<td>transform</td>
</tr>
<tr>
<td>diminish</td>
<td>regenerate</td>
<td>translate</td>
</tr>
<tr>
<td>diverge</td>
<td>remake</td>
<td>transmute</td>
</tr>
<tr>
<td>diversify</td>
<td>remodel</td>
<td>transpose</td>
</tr>
<tr>
<td>evolve</td>
<td>renovate</td>
<td>turn</td>
</tr>
<tr>
<td>fluctuate</td>
<td>reorganize</td>
<td>vacillate</td>
</tr>
<tr>
<td>make over</td>
<td>replace</td>
<td>vary</td>
</tr>
<tr>
<td>make innovations</td>
<td>resolve</td>
<td>veer</td>
</tr>
<tr>
<td>moderate</td>
<td>restyle</td>
<td>warp</td>
</tr>
</tbody>
</table>

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
appoint finger sift out
cast fix on single out
coop gleaning slot
crave identify sort
cull judge tag
decide on love take
designate name tap
desire nominate want
determine opt for 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 /ˈkɒmən/

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

9
bourgeois humdrum stale
casual informal standard
characteristic mediocre stereotypical
colloquial monotonous stock
conventional natural trite
current obscure typical
customary passable undistinguished
daily plain unvaried
everyday prevailing usual
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 /kəˈrekt/

PART OF SPEECH adjective
DEFINITION conforming to fact or truth; free from error; accurate

actual impeccable right
amen just righteous
appropriate legitimate rigorous
equitable nice stone
exact OK strict
factual on target true
faithful perfect undistorted
faultless precise unmistakable
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 /kəˈrɛkt/

PART OF SPEECH verb
DEFINITION to set or make true, accurate, or right; remove the errors or faults from
alter
ameliorate
amend
better
change
clean up
cure
download
do over
doctoredit
emend
fiddle with
fix up
go over
help
improve
launder
make over
make right
mend
pay dues
pick up
polish
reclaim
reconstruct
rectify
refurbish
regenerate
repair
reorganize
retouch
review
right
set right
set straight
shape up
straighten out
touch up
turn around
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 /ˈdi sənt/

PART OF SPEECH adjective
DEFINITION conforming to the recognized standard of propriety, good taste, modesty, etc., as in behaviour or speech
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** /dɪˈvɛl 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 evolve polish  
augment exploit promote  
beautify extend realize  
broaden finish refine
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** /ˈdɪf ɪˌkəlt, -kəlt/  
**PART OF SPEECH** adjective  
**DEFINITION** not easily or readily done; requiring much labour, skill, or planning to be performed successfully; hard

- ambitious  
- arduous  
- backbreaking  
- bothersome  
- burdensome  
- challenging  
- crucial  
- demanding  
- effortful  
- exacting  
- formidable  
- galling  
- gargantuan

- hard  
- hard-won  
- heavy  
- herculean  
- immense  
- intricate  
- irritating  
- laboured  
- laborious  
- onerous  
- painful  
- problem  
- problematic

- prohibitive  
- rigid  
- severe  
- strenuous  
- titanic  
- toilsome  
- tough  
- troublesome  
- trying  
- unyielding  
- uphill  
- upstream  
- 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** /dɪˈrɛkt, 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 |
| explicit | plain | undisguised |
| express  | plain-spoken | unequivocal |
| 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** /dʊ; unstressed də, də/  
PART OF SPEECH verb  
DEFINITION to execute, to perform (an act, duty, role, etc.)

| accomplish | end | perform |
| achieve   | engage in | perk |
| act       | execute | prepare |
| arrange   | finish | produce |
| bring about | fix | pull off |
| cause     | fulfil | see to |
| complete  | get ready | succeed |
| conclude  | look after | take on |
| cook      | make | transact |
| create    | make ready | undertake |
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 /ˈiːzi/  
PART OF SPEECH adjective  
DEFINITION not hard or difficult; requiring no great labour or effort  

accessible manageable pleasant  
apparent manifest pushover  
basic mere relaxed  
child’s play natural royal  
cinch no bother simple  
clear no problem slight  
comfortable no sweat smooth  
effortless no trouble snap  
elementary obvious straightforward  
evident painless uncomplicated  
facile paltry undemanding  
inconsiderable picnic uninvolved  
light plain untroublesome  
little plain sailing 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.
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.
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.

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 /ˈɛk sə lənt/
PART OF SPEECH adjective
DEFINITION possessing outstanding quality or superior merit; remarkably good

accomplished first-rate remarkable
admirable good select
attractive great skilful
champion high splendid
choice incomparable striking
desirable invaluable superb
distinctive magnificent
distinguished meritigious
estimable notable superior
exceptional noted
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, fɑst/
PART OF SPEECH adjective
DEFINITION moving or able to move, operate, function, or take effect quickly; quick; swift; rapid
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  replenish
brim over  impregnate  sate
bulge out  inflate  satiate
charge  jam-pack  satisfy
d choke  lade  saturate
clog  load  shoal
close  meet  stock
congest  occupy  store
cram  overflow  stretch
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** /ˈfain l/  
**PART OF SPEECH** adjective  
**DEFINITION** conclusive or decisive; pertaining to or coming at the end; last in place, order, or time

- absolute  
- bottom-line  
- closing  
- concluding  
- crowning  
- decided  
- decisive  
- definite  
- definitive  
- determinate

- determinative  
- ending  
- eventual  
- finished  
- finishing  
- hindmost  
- incontrovertible  
- irrefutable  
- irrevocable  
- last-minute

- latest  
- latter  
- settled  
- supreme  
- terminal  
- terminating  
- ultimate  
- unanswerable  
- 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

**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 | shut down |
| close | finalize | shutter |
| complete | 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

**PART OF SPEECH**: verb  
**DEFINITION**: to receive or come to have possession, use, or enjoyment of

| access | educe | parlay |
| accomplish | elicit | pick up |
| achieve | evoke | procure |
| acquire | extort | pull |
| annex | extract | rack up |
| attain | fetch | realize |
| bag | gain | reap |
| build up | glean | receive |
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 |
| adminster| dole out   | pony up|
| ante up  | donate     | present|
| award    | endow      | provide|
| bequeath | entrust    | relinquish|
| bestow   | fork over  | remit |
| cede     | furnish    | sell |
| commit   | grant      | shell out|
| confer   | 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

**PART OF SPEECH** verb  
**DEFINITION** to move or proceed, especially to or from something

<table>
<thead>
<tr>
<th>verb</th>
<th>verb</th>
<th>verb</th>
</tr>
</thead>
<tbody>
<tr>
<td>abscond</td>
<td>get going</td>
<td>quit</td>
</tr>
<tr>
<td>advance</td>
<td>hie</td>
<td>repair</td>
</tr>
<tr>
<td>approach</td>
<td>hightail</td>
<td>retire</td>
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<tr>
<td>beat it</td>
<td>journey</td>
<td>run away</td>
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<td>bug out</td>
<td>lam</td>
<td>shove off</td>
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<tr>
<td>cruise</td>
<td>leave</td>
<td>skip out</td>
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<td>decamp</td>
<td>light out</td>
<td>split</td>
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<td>depart</td>
<td>mosey</td>
<td>take flight</td>
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<tr>
<td>escape</td>
<td>move</td>
<td>take off</td>
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<td>exit</td>
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<td>travel</td>
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<td>progress</td>
<td>vamoose</td>
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<tr>
<td>fly</td>
<td>pull out</td>
<td>wend</td>
</tr>
<tr>
<td>get away</td>
<td>push on</td>
<td>withdraw</td>
</tr>
</tbody>
</table>

**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

**PART OF SPEECH** adjective  
**DEFINITION** pleasant; morally excellent; virtuous; righteous

<table>
<thead>
<tr>
<th>adjective</th>
<th>adjective</th>
<th>adjective</th>
</tr>
</thead>
<tbody>
<tr>
<td>acceptable</td>
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<tr>
<td>ace</td>
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<td>shipshape</td>
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<tr>
<td>admirable</td>
<td>gratifying</td>
<td>sound</td>
</tr>
<tr>
<td>agreeable</td>
<td>great</td>
<td>spanking</td>
</tr>
<tr>
<td>bully</td>
<td>honourable</td>
<td>splendid</td>
</tr>
<tr>
<td>capital</td>
<td>marvellous</td>
<td>sterling</td>
</tr>
</tbody>
</table>
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 proficient talented
capable proper thorough
clever qualified trained
competent reliable trustworthy
dexterous responsible useful
efficient satisfactory 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** /gret/

**PART OF SPEECH** adjective

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

- august: highly regarded
- capital: honourable
- celebrated: idealistic
- chief: illustrious
- commanding: impressive
- dignified: leading
- distinguished: lofty
- eminent: lordly
- exalted: magnanimous
- excellent: major
- famous: noble
- glorious: notable
- grand: noted
- heroic: outstanding

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** /gruː/

**PART OF SPEECH** verb

**DEFINITION** to expand or increase gradually by concerted effort

- abound
- advance
- age
- fill out
- flourish
- gain
- pullulate
- raise
- ripen
- superlative

- notable
- not
ted

-lofty

-remarkable

-royal

-stately

-superior

-superlative

-talented
<table>
<thead>
<tr>
<th>amplify</th>
<th>germinate</th>
<th>rise</th>
</tr>
</thead>
<tbody>
<tr>
<td>arise</td>
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<td>shoot</td>
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<tr>
<td>augment</td>
<td>increase</td>
<td>spread</td>
</tr>
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<td>breed</td>
<td>issue</td>
<td>sprout</td>
</tr>
<tr>
<td>build</td>
<td>luxuriate</td>
<td>stem</td>
</tr>
<tr>
<td>burgeon</td>
<td>maturate</td>
<td>stretch</td>
</tr>
<tr>
<td>cultivate</td>
<td>mature</td>
<td>swell</td>
</tr>
<tr>
<td>develop</td>
<td>mount</td>
<td>thicken</td>
</tr>
<tr>
<td>dilate</td>
<td>multiply</td>
<td>thrive</td>
</tr>
<tr>
<td>enlarge</td>
<td>originate</td>
<td>turn</td>
</tr>
<tr>
<td>expand</td>
<td>produce</td>
<td>wax</td>
</tr>
<tr>
<td>extend</td>
<td>propagate</td>
<td>widen</td>
</tr>
</tbody>
</table>

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.
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**

PART OF SPEECH adjective

DEFINITION substantial; of much or great significance or consequence

| big-league | grave | ponderous |
| chief | great | pressing |
| considerable | heavy | primary |
| conspicuous | imperative | 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 |
| far-reaching | 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 /ˈɪn tər ə stɪŋ, -tr ə stɪŋ, -təˌrɛs tɪŋ/

**PART OF SPEECH**  adjective

**DEFINITION**  engaging or exciting and holding the attention or curiosity

- absorbing
- affecting
- alluring
- amusing
- arresting
- captivating
- charismatic
- compelling
- curious
- delightful
- elegant
- enchanting
- engrossing
- entertaining
- enthralling
- entrancing
- exceptional
- exotic
- fascinating
- gracious
- gripping
- impressive
- inspiring
- intriguing
- magnetic
- pleasing
- pleasurable
- provocative
- refreshing
- riveting
- stimulating
- stirring
- striking
- thought-provoking
- 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 /kɪp/

**PART OF SPEECH**  verb

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

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

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

leave /liv/

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

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.
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
- preeminent
- cardinal
- fundamental
- premier
- central
- head
- prevailing
- chief
- leading
- primary
- controlling
- major
- prime
- critical
- necessary
- special
- crucial
- outstanding
- star
- dominant
- paramount
- 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** /mɔr, mɔr/  
**PART OF SPEECH** adjective  
**DEFINITION** additional or further; in greater quantity, amount, measure, degree, or number

- added  
- additional  
- amassed  
- another  
- augmented  
- bounteous  
- deeper  
- enhanced  
- exceeding  
- expanded  
- extended  
- extra  
- farther  
- fresh  
- further  
- greater  
- heavier  
- higher  
- increased  
- innumerable  
- larger  
- likewise  
- major  
- massed  
- new  
- numerous  
- other  
- replenishment  
- supplementary  
- 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  
- charge  
- commitment  
- committal  
- compulsion  
- duty  
- exigency  
- extremity  
- hunger  
- itch  
- requirement  
- requisite  
- right  
- thirst  
- urge
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
- different
- dissimilar
- distinct
- edgy
- fashionable
- fresh
- inexperienced
- just out
- latest
- modern
- modernistic
- modish
- neoteric
- novel
- original
- recent
- strange
- topical
- ultramodern
- uncontaminated
- unfamiliar
- unique
- unknown
- unlike
- unseasoned
- unskilled
- untouched
- untrained
- untried
- untrodden
- unused
- unusual
- up-to-date
- virgin
- 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.
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.
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 /ˈould/  
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 /ˈou ən/  
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 unlocked  
disclosed 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  
chunk limb section  
component lot sector
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** /ˈpɜːfɪkt/  
**PART OF SPEECH** adjective  
**DEFINITION** excellent or complete beyond practical or theoretical improvement
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
- artless
- blunt
- candid
- direct
- downright
- forthright
- frank
- genuine

- guileless
- honest
- impolite
- ingenuous
- open
- outspoken
- rude
- sincere
- straight arrow

- straightforward
- true
- unconcealed
- undisguised
- unfeigned
- uninhibited
- unrestrained
- unrestricted

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
- angle
- intendment
- intention

- project
- proposal

unvarnished
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.
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.

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.
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  substantiate
attest  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
/pʊt/
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
deposit  lay  repose
embed  nail  rest
establish  park  rivet
fasten  peg  seat
fix  place  settle
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

<table>
<thead>
<tr>
<th>abrupt</th>
<th>expeditious</th>
<th>perfunctory</th>
</tr>
</thead>
<tbody>
<tr>
<td>accelerated</td>
<td>express</td>
<td>post-haste</td>
</tr>
<tr>
<td>active</td>
<td>fleet</td>
<td>prompt</td>
</tr>
<tr>
<td>agile</td>
<td>hasty</td>
<td>pronto</td>
</tr>
<tr>
<td>alert</td>
<td>headlong</td>
<td>rapid</td>
</tr>
<tr>
<td>animated</td>
<td>hurried</td>
<td>responsive</td>
</tr>
<tr>
<td>ASAP</td>
<td>immediate</td>
<td>snappy</td>
</tr>
<tr>
<td>breakneck</td>
<td>impatient</td>
<td>speedy</td>
</tr>
<tr>
<td>brief</td>
<td>impetuous</td>
<td>spirited</td>
</tr>
<tr>
<td>brisk</td>
<td>instantaneous</td>
<td>sprightly</td>
</tr>
<tr>
<td>cursory</td>
<td>keen</td>
<td>spry</td>
</tr>
<tr>
<td>curt</td>
<td>lively</td>
<td>sudden</td>
</tr>
<tr>
<td>double time</td>
<td>mercurial</td>
<td>swift</td>
</tr>
<tr>
<td>energetic</td>
<td>nimble</td>
<td>winged</td>
</tr>
</tbody>
</table>

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.

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

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** /ˈred i/

**PART OF SPEECH** adjective  
**DEFINITION** completely prepared or in fit condition for immediate action or use

<table>
<thead>
<tr>
<th>accessible</th>
<th>covered</th>
<th>on call</th>
</tr>
</thead>
<tbody>
<tr>
<td>adjusted</td>
<td>equipped</td>
<td>on hand</td>
</tr>
<tr>
<td>all set</td>
<td>expectant</td>
<td>on tap</td>
</tr>
<tr>
<td>anticipating</td>
<td>fit</td>
<td>open to</td>
</tr>
<tr>
<td>apt</td>
<td>fixed for</td>
<td>organized</td>
</tr>
<tr>
<td>arranged</td>
<td>handy</td>
<td>primed</td>
</tr>
<tr>
<td>at hand</td>
<td>in line</td>
<td>qualified</td>
</tr>
</tbody>
</table>
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** /ˈrɛɡ ələr/

**PART OF SPEECH** adjective

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

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

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
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.

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 /smɔːl/

PART OF SPEECH adjective

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

- baby
- bantam
- bitty
- cramped
- diminutive
- humble
- immature
- inadequate
- inconsequential
- inconsiderable
- insignificant
- insufficient
- limited
- little
- meagre

- microscopic
- mini
- miniature
- minuscule
- minute
- modest
- narrow
- paltry
- petite
- petty
- picayune
- pint-sized
- pitiful
- pocket-sized
- poor

- puny
- pygmy
- runty
- scanty
- short
- slight
- small-scale
- stunted
- teeny
- toy
- trifling
- trivial
- undersized
- wee
- 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 /ˈspɛʃəl/

PART OF SPEECH adjective

DEFINITION of a distinct or particular kind or character

- certain
- festive
- primo
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** /ster/

**PART OF SPEECH** verb

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

<table>
<thead>
<tr>
<th>abide</th>
<th>hang out</th>
<th>respite</th>
</tr>
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<tr>
<td>bide</td>
<td>hover</td>
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<tr>
<td>bunk</td>
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<td>continue</td>
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<td>sit tight</td>
</tr>
<tr>
<td>daily</td>
<td>linger</td>
<td>sojourn</td>
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<tr>
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<td>loiter</td>
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<tr>
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<td>stand</td>
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<tr>
<td>endure</td>
<td>outstay</td>
<td>stay out</td>
</tr>
<tr>
<td>establish oneself</td>
<td>pause</td>
<td>stay put</td>
</tr>
<tr>
<td>halt</td>
<td>perch</td>
<td>stick around</td>
</tr>
<tr>
<td>hang</td>
<td>procrastinate</td>
<td>stop</td>
</tr>
<tr>
<td>hang about</td>
<td>remain</td>
<td>sweat</td>
</tr>
<tr>
<td>hang around</td>
<td>reprieve</td>
<td>sweat it</td>
</tr>
</tbody>
</table>
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 
estounding  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

<table>
<thead>
<tr>
<th>abduct</th>
<th>earn</th>
<th>obtain</th>
</tr>
</thead>
<tbody>
<tr>
<td>accept</td>
<td>ensnare</td>
<td>overtake</td>
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<tr>
<td>acquire</td>
<td>entrap</td>
<td>pick up</td>
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<td>gain possession</td>
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<td>capture</td>
<td>grab</td>
<td>receive</td>
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<tr>
<td>carry off</td>
<td>grasp</td>
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<tr>
<td>carve out</td>
<td>grip</td>
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<tr>
<td>choose</td>
<td>haul in</td>
<td>snag</td>
</tr>
<tr>
<td>clasp</td>
<td>have</td>
<td>snatch</td>
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<tr>
<td>clutch</td>
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<td>strike</td>
</tr>
<tr>
<td>collar</td>
<td>nab</td>
<td>take in</td>
</tr>
<tr>
<td>collect</td>
<td>nail</td>
<td>win</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>analyse</th>
<th>evaluate</th>
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<tbody>
<tr>
<td>appraise</td>
<td>examine</td>
<td>ponder</td>
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</table>
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** /trəɪ/  
**PART OF SPEECH** | verb  
**DEFINITION** | to attempt to do or accomplish

aim | endeavour | shoot for  
aspire | essay | speculate  
attack | exert oneself | strive  
attempt | 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 | seek | 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 /ˈyuːz/
PART OF SPEECH verb
DEFINITION to employ for some purpose; put into service; make use of

- accept
- adopt
- apply
- bestow
- capitalize
- consume
- control
- do with
- draw on
- employ
- exercise
- exert
- exhaust
- expend
- exploit
- govern
- handle
- make do
- make use
- make with
- manage
- manipulate
- operate
- play on
- ply
- practice
- put forth
- regulate
- relate
- run
- run through
- spend
- utilize
- waste
- wield
- 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 /ˈjuːʒəl, ˈyuːʒəl/ 
PART OF SPEECH adjective
DEFINITION commonplace; habitual or customary

- accepted
- accustomed
- average
- chronic
- commonplace
- constant
- conventional
- frequent
- garden variety
- general
- grind
- groove
- habitual
- mainstream
- prevalent
- quotidian
- regular
- rife
- routine
- so-so
- standard
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
- aspire
- be greedy
- choose
- covet
- crave
- cream for
- desiderate
- die over
- fancy
- hanker
- have ambition
- hunger
- incline toward
- itch for
- lech for
- long
- lust
- need
- pine
- prefer
- require
- spoil for
- thirst
- wish
- yearn
- 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 /wel/

PART OF SPEECH    adverb
DEFINITION in a good, proper, commendable, or satisfactory manner; excellently

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.
Selected Bibliography


http://www.lexxtutor.ca/


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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.