

Corrections »Business English«

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p. 7

Basically everything studied in economics.... is (not are) related to the scarcity problem.

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New definitions:

advertising

Announcing that a product is for sale; trying to persuade customers to buy a product or service

allocation

Distribution of anything for use, including time and money

business sector

The area of the economy that produces goods and provides services

entrepreneurship

The skills and knowledge needed to start and run a company

factors of production

The resources used to produce goods and services, including land, labour and capital

FDI Foreign Direct Investment

A company from one country obtains a long-term and significant, often controlling, interest in a company in another country. The benefits for the recipient country include the transfer of technology and capital.

GDP Gross Domestic Product

The total value of all final goods produced and services rendered in an economy in one year

household sector

The macroeconomic sector that includes the entire wants and needs satisfying population of the economy

market equilibrium

A situation in which the opposing forces of demand (the buyers) and supply (the sellers) exactly offset each other

monopoly

A market structure characterized by a single seller of a unique product with no close substitutes.

nominal GDP

The Gross Domestic Product calculated on the basis of current prices, i.e. including inflationary increases

oligopoly

A market structure in which a small number of companies (sellers) control the market.

product differentiation

How companies try to show their products as being different from those of their rivals

real GDP

The Gross Domestic Product adjusted for inflation, i.e. without inflationary increase.

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C. Add the missing form of the irregular verbs.**Exercise C:**

In line 6 move both "caught" one column to the right, so that the infinitive in column 1 remains empty

p. 19

Questions

Should government (no capital g)...?

2.2 Terminology

p. 20

Americorps: to do a year's voluntary work (genitive s in year's)...

Delete last sentence: The chancellor...

beneficiary: ... e.g.... (full stop after g)

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2.3 Grammar: Past Simple & Past Progressive

Key words for simple past: delete "for"

last line: ...and the original verb takes on the infinitive form (delete "perfect (simple present)") –

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You can of course shorten "did not" to "didn't".

last sentence:

To construct the past progressive (not present progressive) we need to use the correct past tense form of the verb "to be" (was or were) and...

p. 25

Exercise A.

1. He _____ (to live) in England for three months, then he _____ (to be) transferred back to Germany. (insert comma, change when to then, change verb)

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C. Questions and answers

.... when I met her. (not meet)

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2.4 Idioms: Negotiations

to lay one's card on the table

Example - "Finally the" insert letter y, correct: Finally they laid their cards ...

p. 32

Vocabulary

replace definition:

boom: A period of high economic growth.

3.2 Terminology

p. 33

inventory: ...WIP (work in progress)... (insert brackets)

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Examples:

(center of page, negatives: delete as these are past progressive examples, replace with:)

I had **not** lived in France when I met my first real Frenchman.

The lesson had **not** started when we arrived.

Examples: (questions:)

Had you lived in France when you met your first real Frenchman?

Had the lesson started when you arrived?

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Exercise A.

No. 3: replace (to go) with "to be"

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Exercise D.:

No 2: add after "learnt" BrE; learned AmE

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3.5 Idioms:

bold:

- **rolling in money**
- **money to burn**
- **nest egg**
- **made a killing**
- **money spinners**

- **money is no object**
- **in the money**
- **throwing money at**

p. 42

Margin column: Capitalize:

“Partner satisfaction...”

“Customer loyalty”

“Cost reductions”

“Supply chain...”

p. 46

Questions

4. How do (not: does) Starbucks’ CSR policies impact...?

4.2 Terminology

Definitions ending with a period:

compliance: “... rules or regulations.”

customer: “... buying from somebody.”

diversity: “... from each other.”

governance: “... is controlled.”

investment: “Money that you invest.”

mission statement: “... or an organization.”

shareholder value: “... market capitalization.”

shareholder: “... in a company.”

statutory: “... be done by law.”

sustainability: “... harm the environment.”

sustainable: “... not harm the environment.”

tax revenue: “... state from taxation.”

urban: “Relating to cities, not the countryside.”

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Exercise

A. Much or Many

Change font: “Fill in the blanks with either *much* or *many*.”

3. How much time do we have left? (not “to”)

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Exercise H

Last word in line 1 is "surveyed", the following word in line 2 "customers".

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b. ... a person sitting in a dark room somewhere in eastern Europe or China... (replace "East")

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last line in green: if they are going to (small letter i)

p. 59

first line in green: it's easier for... (small letter i)

p. 60

Vocabulary

premiums (not preminums)

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6.2 Terminology

balance of trade: replace definition "During boom periods...." with "A record of a country's tangible imports and exports."

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C. Use good or bad in the correct form to complete each sentence.

No. 2: ...in school. (no capitals)

p. 77

Box Memorandum:

in line RE: replace quotation mark (") by apostrophe (')

p. 78

Do:

Centre of page:

Send emails ... - some companies' systems... (add apostrophe)

Don't:

Last sentence:

Do not use an email for complicated or sensitive communication (add: "Do not", erase "a")

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underline "sheepishly"

p. 82

Add: Adapted from New York Times, November 22, 2006

p. 87

OTC (over the counter) drug (insert brackets)

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Examples:

1. If I (to study), I (to pass) the exams. (replace "to learn")
2. We (not/to swim) if the weather (to be bad). (no comma)

p. 90

No commas in the following sentences:

Example 2:

The car (not/to break down) if you (to check) it.

Exercise A

Nos. 5.,6.

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Exercise B

Type 2

3. If Susan _____ (to study) more, she (replace learn)

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8.2. Terminology

Replace definition for export controls "Information officially declared secret..." with "Export Control regulations prohibit the unlicensed export of certain commodities or information for reasons of national security or protections of trade."

p. 98

purchase power parity (PPR)

replace bracket by (PPP)

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8.3 Grammar

Second last line: remove center align and use left align

p. 102

replace: "very angry, furious" with "having run out of strength and patience"

p. 105

Revision 2:

A. no underlining of losses, insurance, etc., dots after losses.

p. 106

B. Match the terms a) to f) with the definitions 1 to 8.

Don't use any definition twice.

a) intellectual property protection (add: protection)

e) customs duty (add: duty)

p. 107

D. Read the following text and fill in the words in the blanks below.

A. no underlining of mortgage meltdown, house of cards etc.

p. 109

E ditto

G Conditionals

Put the verb into the correct form.

No 3: replace full stop with comma after "Well"

No 6: closed brackets after "happen"

p. 110

H. Match the idioms a) to f) with the definitions 1 to 8

change numbering (delete 5)

p. 113

Limited company

Private Limited Company is a type of business...

underline limited liability

Public Limited Company is a type of business...

p. 114

add: **quoted, adj.**

p. 115

co-operative instead of Co-operative

p. 117

stakeholder add Teilhaber

p. 119

It is formed... The will future is formed... To shorten 'will' we use the phrase 'll'

Examples:

I will go shopping. I'll go shopping.

She will be back at 9pm. She'll be back at 9pm

p. 119

The going to future is formed...

They are **going to** visit... Are they **going to** visit...

He is **going to** be... Is he **going to** be...

p. 121

Small talk is used... (instead of It is used...)

...when meeting new clients and just to 'fill some time' while waiting for a meeting... (while instead of whilst)

p. 122

second paragraph after ...country'.'

Generally we think... (delete although)

... Americans are (instead of and)

generalization instead of generalisation

p. 125

... , an aerospace research and consulting company. (company instead of firm)

... is far too optimistic and that estimated costs are likely too low. (estimated costs instead of costs estimates)

p. 126

Vocabulary

add 'h' ehrgeizig

add payload Nutzlast

souped-up, adj.

add Boot to vessel

Question 5 add '?'

p. 128

The passive form is less common than the active form '. The passive form is used... (instead of and we use it...)

p. 129

B. Turn the following active sentences into passive.

1. The factory produces 500 computers per month. (instead of per month)

p. 131

routes instead of routs (on the right site)

p. 132

less expensive instead of cheaper (first line)

... gradually forcing removable truck bodies or swap bodies into standard sizes and shapes...delete the

p. 137

Indirect

When we use indirect speech...(last paragraph) delete d used

indirect speech instead of reported speech (last paragraph)

p. 138

Pronoun Change

James said they had been talking about him.

p. 141

11.4 Skills: Report writing

second paragraph

..., who asked for the report to be written and why a report on this subject was thought to be necessary. (add to be)

p. 142

Customer Complaints

3. Staff members find... instead of are finding

p. 145

Vocabulary

respected, adj.

retired, adj.

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12.2 Terminology

replace whilst with while

p. 147

(last paragraph)

Because phrasal verbs are quite informal there are often local differences in phrasal verbs, which are common ... (in instead of and; add ', which')

p. 153

D. Read the following text and fill in the words in the blanks

replace one example of 'consulting' with 'roll-out'

p. 157

13 Quality

13.1 Text: Quality not Quantity

underline inherent characteristics and fulfil (red sentence in the middle)

p. 158

The first point is the need to agree the requirements for a product. (underline requirements)

p. 160

13.2 Terminology

accreditation

Certification by a recognized body that a company has achieved... (replace recognised)

best practice

A method or practice recognized throughout a business sector... (replace recognised)

p. 162

Relative Clauses

second paragraph:

Defining relative clauses give us essential information about... (replace: vital)

The runner, **who crosses**...

Exercises

A. Join these sentences using the correct relative pronoun.

3. My flatmate made us... His hobby is cooking. (replace cookery)

B. Choose the correct relative pronoun to complete these sentences.

add:

5. The dress (who / which / where) she wanted to buy... `.'

13.4 Skills: Planning an effective agenda

It should be sent out to the participants well before the meeting takes place. (delete 's' in meetings)

p. 166

Third paragraph:

R&D is essential for modern companies... (replace vital)

However, in the long term companies, that (instead of who)...

Fourth paragraph:

...makes a product easier to use or simply a new 'way' of thinking... (add way)

p. 167

Vocabulary

add: dangerous, adj.

and

p. 168

replace: vital; essential, indispensable

14.2 Terminology

possibilities

Sometimes it takes longer to realize the true possibilities of a new idea. (replace realise)

p. 172

14.4 Skills: Writing academic papers (instead of discursive)

p. 173

In the final analysis... (In should be printed in green)

add: Finally, it can be said that...

p. 176

2nd paragraph

Propelled by new technologies and the internet's steady incursion... (instead of Internet)

3rd paragraph

In a widely read web posting, ... (instead of Web)

4th paragraph

..., and the capability to analyse an avalanche... (instead of analyze)

5th paragraph

... in the billions of individual web links... (instead of Web)

7th paragraph

... along with the rapid spread of the wireless internet... (instead of Internet)

p. 177

3rd paragraph

mobile phone instead of cellphone

p. 178

2nd paragraph

Productivity improved 30 per cent... (instead of percent)

5th paragraph

... ownership rights to data about their behaviour... (instead of behavior)

p. 179

Vocabulary

effortless, adj.

hidden, adj.

incremental, adj.

painstakingly, adv.

pernicious, adj.

vast, adj.

p. 182

15.2 Terminology

surveillance

Surveillance is the monitoring or close observation of behaviour. (instead of behavior)

p. 183

15.3 Gerund and Infinitive

Participle

Exhausted, he decided it was time to give up.

p. 184

continue

They continue talking. (not The continue talking)

p. 185

B. Decide if these verbs can be followed by a gerund, an infinitive or both.

more space between infinitive and both

p. 187

16 Entrepreneurship

16.1 Text: The Business Plan

1st paragraph

There are of course small-scale business activities such as retailing in the internet,...(instead of Internet)

p. 188

1st paragraph

This will likely include a financial success record,...(instead of track record)

p. 189

Analyse your marketing efforts (instead of analyze) (on the right)

Analyse your operation (instead of analyze) (on the right)

Financial Plan

2nd paragraph

...whether or not your business idea is feasible, ... (instead of viable)

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Vocabulary

self-employed, adj.

replace: track record success record

valid, adj.

replace: viable feasible, adj.

p. 191

16.2 Terminology

accounts receivable (AR)

...when goods or services are delivered they come with an invoice, ...(instead of the come)

replace: adaptive firm; adaptive company

p. 192

add (product)differentiation

and

p.193

add (product) life cycle

as well as

p. 194

market segmentation

...relating to purchase or consumption behaviour. (instead of behavior)

p. 196

16.3 Grammar: Adjectives & Adverbs

There are of course some exceptions to this rule:

delete the entries for fast and hard

p. 201

B. Match the terms a) to f) with the definitions 1 to 8.

Don't use any definition twice.

2) A method recognized... (instead of recognised)

6) Certification by a recognized body that... (instead of recognised)

p. 202

F. Read the following text and fill in the words in the blanks below.

essential instead of vital

p. 204

H. Fill in the correct modal verb.

You (shouldn't / can't / don't have to)... (add brackets)

p. 206

J. Match the terms a) to f) with the definitions 1 to 8.

Don't use any definition twice.

7) It is the monitoring or close observation of behaviour. (instead of behavior)

p. 208

M. Match the terms a) to f) with the definitions 1 to 6.

d) feasible instead of viable

p. 216

H. Fill in the Blanks.

p.216

In 2007, we **surveyed** our customers and found that 38 per cent associate Starbucks with good cooperate **citizenship**. The vast majority – 86 per cent – of customers... (instead of percent)

p. 224

E. Fill in the Blanks.

... wave of internet commerce. (instead of Internet)

p. 225

I. Fill in the blanks.

...across borders through mergers, acquisitions, joint ventures and subsidiaries. (add a ',' between mergers and acquisitions)

p. 229

D. Fill in the blanks.

Virgin plans to **spend** \$ 100 million developing this new version... (delete bracket after **spend**)

p. 231

Relative Pronouns

A.

3. My flatmate, whose hobby is cooking, made us a lovely dinner last night. (cooking instead of cookery)

p. 236

I. Fill in the blanks.

Last paragraph

Propelled by new technologies and the internet's steady incursion... (internet's instead of Internet's)

p. 252

A. Terminology

Explain the following terms and expressions

2. semi-skilled labour (instead of labor)

p. 256

C. Reading Comprehension

Economic view

3rd paragraph

From May 2007 to May 2008, the price of food jumped by 5.1 per cent...

...home prices by 43 per cent.

...home prices fell 10 per cent...

(per cent instead of percent and add 'by')