

Essential Business Words

260 words in
13 topic areas
+ British/US
financial terms

Essential Business Words

Josef Essberger

EnglishClub.com

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About this ebook

Introduction

Welcome to *Essential Business Words* from [EnglishClub.com](https://www.englishclub.com).

This ebook presents you with selected keywords in different areas of Business English (British and American).

The concept is simplicity:

- **clear** presentation
- **uncomplicated** definitions
- **twenty** key-words per subject area

Essential Business Words is not a bi-lingual dictionary - there are plenty of excellent dictionaries that you can use for your own language if you need to translate a particular word. What *Essential Business Words* does is help you identify some of the most important words for you to learn.

Abbreviations used in this ebook are described here.

Pages are arranged simply, mainly in black and white, so that you can easily print out any page you wish for personal study.

And do remember to revise regularly. When you learn new words, test yourself after...

- 5 minutes, and then
- 1 day, and then
- 1 week

You'll never forget them.

More resources for Business English at:

<https://www.englishclub.com/business-english>

Advertising

- 1 **ad** *abbr.* advertisement - **advert** *abbr.*
- 2 **advertisement** *n.* item of publicity for a product or service, in magazine, on TV etc
- 3 **advertising agency** *n.* company specialising in producing and placing advertisements for clients
- 4 **AIDA** *abbr.* Attention, Interest, Desire, Action - the objective of most advertisements
- 5 **benefit** *n.* advantage of a product or service, usually derived from its features
- 6 **billboard**^{US} *n.* signboard, usually outdoors, for advertising posters; hoarding^{UK}
- 7 **circulation** *n.* average number of copies of a magazine sold in a particular period
- 8 **classified ads** *n.* small advertisements in magazine or newspaper categorised by subject
- 9 **commercial** *n.* paid advertisement on radio or TV
- 10 **coupon** *n.* part of a printed advertisement used for ordering goods, samples etc
- 11 **double-page spread** *n.* advertisement printed across 2 pages in a magazine or newspaper
- 12 **eye-catcher**^{US} *n.* something that especially attracts one's attention - **eye-catching** *adj.*
- 13 **features** *n.* special characteristics of a product, usually leading to certain benefits
- 14 **hoarding**^{UK} *n.* signboard, usually outdoors, for advertising posters; billboard^{US}
- 15 **poster** *n.* large sheet of paper, usually illustrated, used as advertisement
- 16 **prime time** *n.* hours on radio & TV with largest audience, esp. the evening hours
- 17 **promote** *v.* to (try to) increase sales of a product by publicising and advertising it
- 18 **slot** *n.* specific time in a broadcasting schedule, when a commercial may be shown
- 19 **target** *n.* objective; what one is aiming at - **target audience** *n.*
- 20 **U.S.P.** *abbr.* Unique Selling Proposition; what makes a product different from others

See also: [Marketing](#), [Selling](#)

Banking

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

See also: [Money](#)

Company Structure

- 1 **Accounts Dept.** *n.* department responsible for administering a company's financial affairs
- 2 **A.G.M.**^{UK} *abbr.* Annual General Meeting of a company's shareholders
- 3 **board of directors** *n.* a group of people chosen to establish policy for and direct or control a company
- 4 **chairman**^{UK} *n.* person who heads a Board of Directors; head of a company; chairperson
- 5 **director** *n.* a member of the board of directors
- 6 **executive officer**^{US} *n.* person who manages the affairs of a corporation - **chief executive officer** *n.*
- 7 **headquarters** *n.* a company's principal or main office or centre of control
- 8 **manager** *n.* person responsible for day-to-day running of a dept.; executive officer^{US}
- 9 **managing director**^{UK} *n.* senior director after the chairman responsible for day-to-day direction
- 10 **Marketing Dept.** *n.* dept. responsible for putting goods on market, inc. packaging, advertising etc
- 11 **organisation chart** *n.* a table or plan showing a company's structure graphically
- 12 **Personnel Dept.** *n.* department responsible for recruitment and welfare of staff or employees
- 13 **president**^{US} *n.* the highest executive officer of a company; head of a company
- 14 **Production Dept.** *n.* department responsible for physical creation of product
- 15 **Purchasing Dept.** *n.* department responsible for finding and buying everything needed by a company
- 16 **R & D Department** *n.* department responsible for Research and Development of (new) products
- 17 **reception** *n.* the place where visitors and clients report on arrival at a company
- 18 **Sales Department** *n.* department responsible for finding customers and making sales
- 19 **shareholder** *n.* person who holds or owns shares in or a part of a company or corporation
- 20 **vice president**^{US} *n.* any of several executive officers, each responsible for a separate division

British/American Financial Terms

British

Annual General Meeting (AGM)
Articles of Association
authorised share capital
barometer stock
base rate
bonus *or* capitalisation issue
bridging loan
building society
cheque
company
creditors
current account
debtors
gilt-edged stock (gilts)
labour
Memorandum of Association
merchant bank
ordinary share
overheads
profit and loss account
property
quoted company
retail price index (RPI)
share
share premium
shareholder
shareholders' equity
stock
trade union
unit trusts
visible trade

American

Annual Stockholders Meeting
Bylaws
authorized capital stock
bellwether stock
prime rate
stock dividend *or* stock split
bridge loan
savings and loan association
check
corporation
accounts payable
checking account
accounts receivable
Treasury bonds
labor
Certificate of Incorporation
investment bank
common stock
overhead
income statement
real estate
listed company
consumer price index (CPI)
stock
paid-in surplus
stockholder
stockholders' equity
inventory
labor union
mutual funds
merchandise trade