



With audio!



- ✓ Learn over 250 useful business words and expressions!
- ✓ Over 20 up-to-date business topics!
- ✓ More than 50 useful business idioms & phrasal verbs!
- ✓ Business videos and audio files to improve your listening skills!



# Business English

Book 1



**Learn 250 useful business English words and expressions.**

This book for intermediate to advanced-level students will really improve your knowledge of business English!

**hot english**

Learn better English for your future!

# Kurumsal Abonelik

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İK  
YÖNETİCİLERİNİN  
DİKKATİNE !

Hot English, seviyelendirilmiş popüler konularla, çalışanların motivasyonlarını yüksek tutarak İngilizcelerini geliştiriyor, canlı tutuyor..

...tüm firma çalışanlarına!

Dünyanın birçok ülkesinde 2001 yılından bu yana yayınlanan "Hot English" Dergisi, seviyelendirilmiş güncel ve popüler konularla ilgi, ilgi ve motivasyonu her zaman yüksek tutarak daha kolay öğrenmeyi; aylık okunmasıyla da dil öğrenmede sürekliliği sağlayarak, yorulmadan- zorlanmadan-farkettirmeden İngilizceyi geliştirmektedir.



- Sıkılmadan, yorulmadan, severek okunma
- Canlı, renkli, resimli, zengin görsel içerikli anlatım
- Hayattan farklı, güncel, eğlenceli ve ilgi çekici konular
- Yaşıyor canlılığında, rahatlığında ve pratikliğinde İngilizce

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- 8000 yeni kelime, deyim ifade şekli öğreneceksiniz.
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- Mobil cihazlar üzerinden erişim olanağı
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- Toplu kurumsal abonelikler için pratiklik ve kolaylık

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# WELCOME TO THE BUSINESS ENGLISH BOOKLET

This booklet will teach you the words and expressions you need to do business in English.

- Learn over 500 useful business English words and expressions.
- Over 30 articles on up-to-date business topics.
- All the latest news on business trends and business leaders.
- Learn more than 100 useful business idioms and phrasal verbs.



## There are five key features to this booklet:

1

### Key language

The language in these booklets has been carefully selected so you'll only learn the most important words and expressions.

2

### Images

The photos and illustrations will help you understand the business idioms and phrasal verbs by creating an association between the images and the language.

3

### Up-to-date articles

The up-to-date articles with audio files on a variety of interesting business topics will improve your reading and listening skills, and show you how the language is used in context.

4

### Definitions

The English-language definitions of the key terms and expressions will help you to start thinking in English.

5

### Exercises

The exercises on the business topics will check your comprehension of the main topics, and test your understanding of any new language or vocabulary. whole range of typical situations.

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Good luck!

And we hope you enjoy learning lots of English with this booklet.

*The Learn Hot English Team*



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ABONE  
OLUN**

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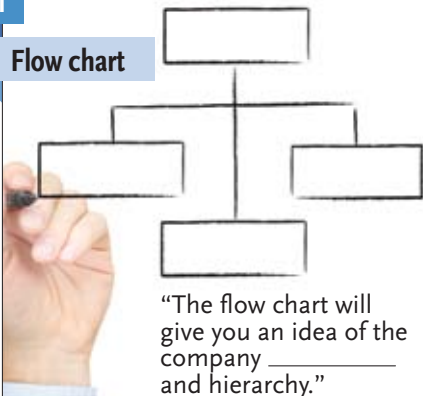
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# GRAPHS, CHARTS & IMAGES

Listen and complete the sentences (1 to 14) with the words you hear.

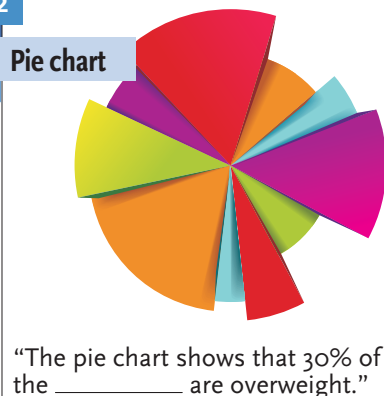
1

Flow chart



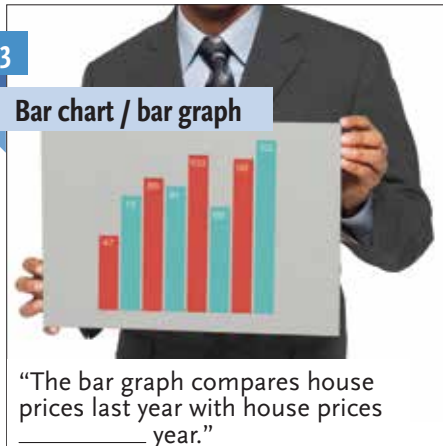
2

Pie chart



3

Bar chart / bar graph



4

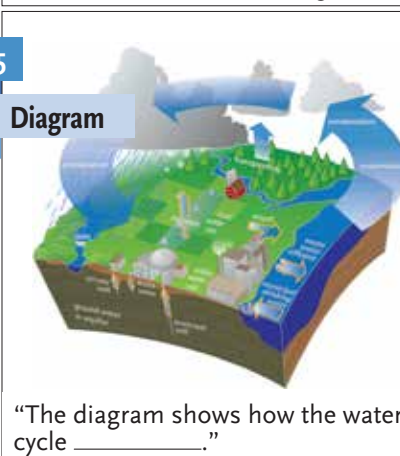
Table

"The table has information on flight times to and \_\_\_\_\_ the USA."

Flug	nach	planmäßig	virtuell	Gate	Terminal
Flight	to	scheduled	estimated		
AF 5497	Paris	10:15	10:20	3	A
LH 1025	Munich	10:20	10:25	3	A
UA 1500	L. Angeles	10:30	10:35	3	A
LX 615	Zurich	10:40	10:45	3	A
LH 4850	Wien	10:40	10:45	3	A
DL 882	Carina	10:40	10:45	3	A
AF 5499	Polman	10:40	10:45	3	A
LX 617	Zurich	10:40	10:45	3	A

5

Diagram



6

Line graph / line chart



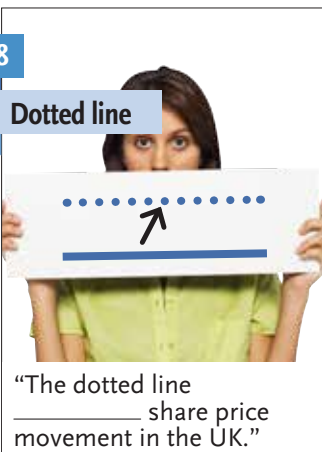
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Floor plan



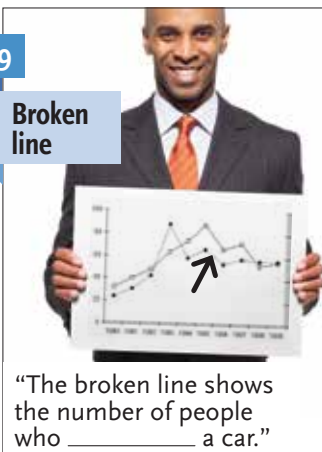
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Dotted line



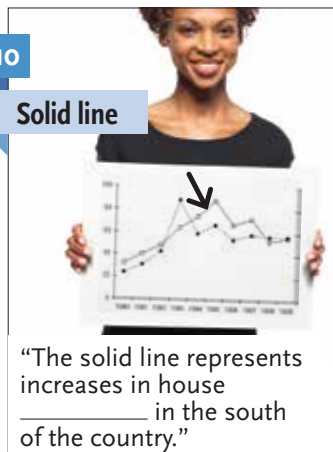
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Broken line



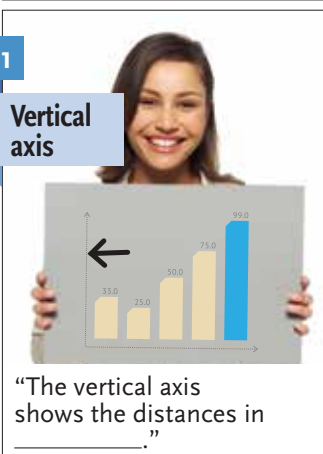
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Solid line



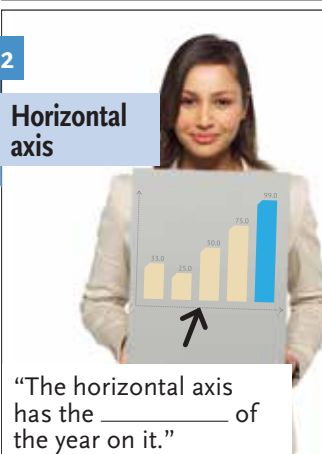
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Vertical axis



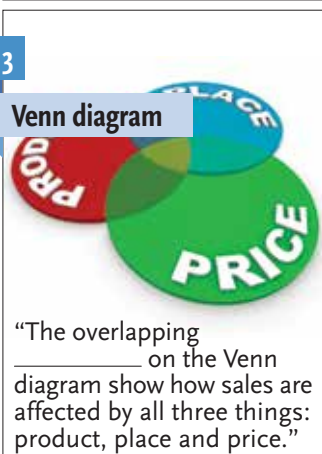
12

Horizontal axis



13

Venn diagram



14

Slide





# PERSONAL BRANDING

Answers at the back

## 1 Word identification

Find words in the text from the previous page that match the following definitions.

1. The action of creating a brand around your name, your career or your profession (**expression**).
2. A combination of colours (**expression**).
3. To give something a particular look or image (**verb**).
4. A sentence that describes who you are and what you do (**expression**).
5. A memorable phrase used in advertising to describe a product (**expression**).
6. A sentence or paragraph that explains what a company is and what it wants to achieve (**expression**).
7. What it is that makes you different or special – your USP (**expression**).
8. A fashion (**noun**).
9. A photo or piece of text, etc. that you put onto a blog or website (**noun**).
10. A name that everyone knows – a famous person's name (**expression**).

## 2 Collocations

Complete the following expressions with the correct prepositions.

1. She did it in preparation \_\_\_\_\_ the meeting.
2. He got \_\_\_\_\_ politics at an early age.
3. It's a recognisable feature \_\_\_\_\_ it.
4. It's good value \_\_\_\_\_ money.
5. She worked \_\_\_\_\_ an engineer.
6. I'd like to get a second opinion \_\_\_\_\_ it.
7. She set \_\_\_\_\_ a new website.
8. I've never worked \_\_\_\_\_ her before.



9. You should prepare yourself \_\_\_\_\_ it.
  10. You should tell people \_\_\_\_\_ your new website.
  11. It was branded \_\_\_\_\_ her colours.
  12. It included a short video \_\_\_\_\_ herself.
- Which famous people in your country are household names?
  - What have you done to prepare your personal branding toolkit?
  - How are you promoting your personal brand?

## 3 Vocabulary drill

Answer the questions with full answers. Invent where necessary.

- What colours do you think best represent you? Why?
- Have you got a personal logo? What is it?
- What's your motto? Why do you like it?
- What are some of your favourite quotes? Why do you like them?
- What would you say your catch line is?
- What's your mission statement?
- How would you describe your USP (unique selling proposition)?
- What are the trends shaping your industry at the moment?
- When was the last time you posted something

## 4 Video

Watch this video on personal branding. Search YouTube for "James Caan's Top Tips: Build Your Personal Brand".

### First viewing

What does James promote at the end of the video?

### Second viewing

Watch the video again. Then, answer the questions.

1. What can you use to build your personal brand?
2. What should you promote and market?
3. What should you do at industry events?
4. What should every employee recognise?
5. How can you maximise your value?

## 5 Extension

Start preparing your personal branding toolkit in English. Do as much of the following as you can:

- Decide what your website is going to look like. Make notes on the text, images and colours for it.
- Design a personal logo.
- Write out a personal brand statement.
- Think about how you can brand any documents, stationery or business cards.
- Write out a personal catch line and mission statement.
- Think about your personal USP and write it out in just one sentence.
- Decide which photos you'd like to include of yourself on your website, etc..

When you're ready, present your personal branding toolkit to a colleague and answer any questions.



# PHRASAL VERBS: MONEY

Complete the sentences (1 to 8) with the words from below.

directly years danger lent repairs old painful the books

1



## Take out (money)

To withdraw money from the bank, either from a cashpoint machine (a machine in the wall beside the bank) or from the bank directly.

"We took out some money to pay for \_\_\_\_\_."

2



## Pay in / into

If you pay money into a bank, you put some money in the bank / a bank account.

"Instead of giving me a cheque, they paid the money \_\_\_\_\_ into my bank account."

3



## Cut back

If you "cut back" on expenses, you reduce them.

"If we don't cut back on expenses, we're in \_\_\_\_\_ of going bust."

4

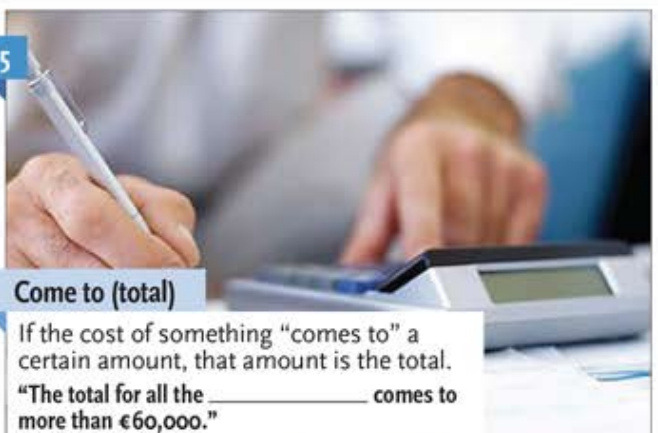


## Pay back

To return money to someone who you borrowed it from.

"I \_\_\_\_\_ her €500 but she never paid me back."

5



## Come to (total)

If the cost of something "comes to" a certain amount, that amount is the total.

"The total for all the \_\_\_\_\_ comes to more than €60,000."

6



## Pay off (a mortgage, debt)

To make a final payment to the bank in order to complete the payment for a debt.

"After 30 \_\_\_\_\_, we finally managed to pay off the mortgage."

7

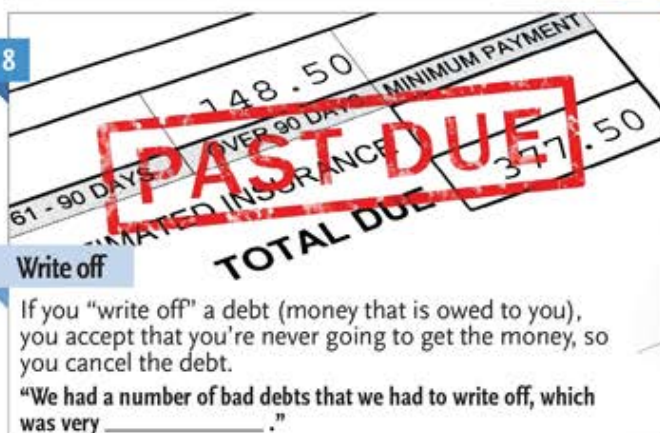


## Save up

To collect money by not spending it, often so you can buy something you want.

"We're saving up for a new car as our \_\_\_\_\_ one has broken down."

8



## Write off

If you "write off" a debt (money that is owed to you), you accept that you're never going to get the money, so you cancel the debt.

"We had a number of bad debts that we had to write off, which was very \_\_\_\_\_."