

Iva Dostálová, Stephen Douglas  
BUSINESS ENGLISH  
učebnica pre samoukov

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# Preface

## **Why English? What do I need it for? Is it necessary?**

The fact is, growing numbers of people around the world, from Beijing to Brisbane, Bombay to Berlin, are doing business, forming partnerships, or just making phone calls and sending e-mails in English. It is now increasingly difficult to get by without using it, but even those who think they can manage now recognise a growing need – and this is to meet with a new global, interconnected world, where a promising venture may yet benefit from the common ground of a language used across all continents.

## **Is it too much trouble to learn?**

Perhaps you have already made a start with English, and have the basic words and phrases for everyday conversations? What you lack is the language of the workplace, the business meeting, or for meeting a customer or client?

For any busy person who doesn't have time for English courses, evening classes or going back to school, this is a book for anyone in business – small or large – who needs a practical overview of English as used in the world of work. Especially suited to reading on the train, during lunch or on a plane for a weekend trip, it offers the broadest range of situations in the form of light, and we hope entertaining, stories. In addition, a shorter section at the end of each unit covers making calls, arranging trips, writing letters or simply filling out a form!

Between these are simple exercises to help the reader remember, interpret and practise the language – with a special emphasis on building up a strong vocabulary in both its spoken and written forms. Whether needing formal expression for dealing with those in higher positions, polite terms for the business partner, or just informal and everyday speech with colleagues, this book has been carefully constructed to provide the most comprehensive coverage for each and every situation.

# Predslov

## **Prečo angličtina? Prečo ju potrebujem? Dá sa bez nej zaobiť?**

Stále viac a viac ľudí, od Pekingú po Brisbane, od Bombaja po Berlín, obchoduje, nadväzuje partnerstvá, alebo len telefonuje či mejluje v angličtine. Vyhnúť sa tomu je čoraz ťažšie. A aj keď si myslíte, že to dokážete, komunikácii s novým globálne prepojeným svetom sa nevyhnete. Iba tak totiž môžete pri slubne sa vyvíjajúcom obchode či podnikaní profitovať zo spoločného jazyka všetkých kontinentov.

## **Nebaví vás učiť sa?**

Možno ste už s angličtinou začali a ovládáte slovnú zásobu pre bežnú každodennú konverzáciu. To, čo vám však chýba, je jazyk využívaný na pracovisku, počas schôdzí či na stretnutiach so zákazníkmi a klientmi.

Ak ste zaneprázdnení, pohybujete sa vo svete biznisu, no nemáte čas na pravidelné jazykové kurzy či jazykové školy, táto kniha je určená práve vám. Bude vás sprevádzať na služobnej ceste vo vlaku, počas letu na dovolenku či pri obede. Rozohrávame v nej rozličné situácie vo forme jednoduchých krátkych, a veríme, že aj zábavných príbehov. Okrem toho na konci každej lekcie nájdete návod ako telefonovať, vybavovať služobnú cestu, písať listy či vyplňať formuláre.

Jednoduché cvičenia uprostred lekcí vám pomôžu zapamätať si, interpretovať a precvičiť si jazyk. Zvláštny dôraz kladieme na bohatú slovnú zásobu v hovorenej i písomnej forme. Kniha vám poskytne ucelený prehľad angličtiny v rôznych situáciách. Nájdete v nej formálne výrazy potrebné pri jednaní s nadriadenými, zdvorilostné frázy pri stretnutiach s obchodnými partnermi, ale aj neformálny jazyk, ktorý sa používa pri konverzácii s kolegami.

Autori





## READING

# A NIGHT OUT

**Read and listen.**

It was Friday evening, and Neil Holden had come to meet his old friends from college days, Mike and Sam. It was their monthly **gathering** at The Crown, an **upmarket** bar for the young with plenty of **'disposable income'**. The **venue** had been chosen by Mike, probably to impress his new girlfriend Amanda, whom he wanted them all to meet.

Neil had a **steady** job in the admin. of a medium-sized clothing distributor; but Mike had seen himself as a **high flyer**, and having a 'good head for figures' as he said so himself, had found a junior position with a **stockbroker**. Enjoying the fast **pace** and risk in finance, Mike was the opposite of Neil's other friend, Sam Bradwell. As an engineer, Sam liked his regular hours in the employ of a small **subsidiary** to a manufacturer of **household electrical products**.



Their purpose was to **unwind** from busy schedules, but for Neil the evening seemed less relaxing than he had hoped; and he wondered who was going to **foot the bill** for the next round.

“This **downturn** in the economy won’t last long,” said Mike loudly, **swallowing** the last of another glass of wine, “and anyway, exports will be cheaper. Your **profit margins** will **skyrocket**, Sam, don’t worry – and I might just buy a few **shares** in your firm. It looks like a good **investment!**”

“Well, that’s really not the way it looks to me,” answered Sam. “Some people have already **been laid off**, and our production has been **cut back**, with no sign of improvement.”

“Oh, but it’s only a short recession – just wait and see. The way I see it, this country will be in a good position against our overseas **competitors**, with the low **exchange rates**... but it was a **stroke of luck** that I’d already booked us a break in the Greek Islands...” Mike smiled at Amanda.

As Mike went on talking with Sam, ordering another bottle for the table, Neil’s eyes rested on the sharp elegance of Amanda. In her short black dress, hair **clipped** to below the ear, with large silver earrings and **bracelet**, he had to admit she was **stunning**; and then realised how **shabby** he probably looked in his old **corduroy** jacket.

“So...Amanda...” Neil cleared his throat, “I hear you’re in the fashion industry?”

She turned to him, **picking up** her glass, “**promotions**, marketing; but my real interest is in design.”

“Really? I imagine that’s a pretty **dog-eat-dog** world?”

“Well, I’m still **cutting my teeth**, **picking up** whatever inside knowledge I can... my dream is to have my own business though; how about you?”

“Ah well, we’re in the same field in a way...”

As he explained his role, Amanda looked him up and down. Not bad looking, if he only knew how to dress – but what an **embarrassment!** That awful jacket and – good grief! A blue sock and a black one! Where on earth did Mike pick up these losers?

“...And so,” Neil continued, “I really have a quite **comprehensive** overview of the clothing industry, in touch with finance, marketing, **sales outlets**...” Though the fact was, he worried about his **prospects** in the company, and money was **tight**.

Mike and Sam were now listening as well.

“And he’s very **content**, aren’t you Neil?” Mike **came in**, “good old Neil prefers to play it safe...But hey, look at the time! I’d better run Amanda home. Don’t worry about the bill – it’s on me.”

“What he means is,” whispered Sam to Neil, “it’s back to his place for a night-cap!”

Neil’s heart **sank**. Seeing the couple leave in **haste**, he had felt **pathetic** in front of Amanda. What he needed was a new direction into something exciting...He would start with a look in the **Classified Ads** tomorrow!



## READING COMPREHENSION

### Answer the questions.

1. What kind of customers is The Crown likely to attract?  
\_\_\_\_\_
2. What kind of job does Neil do and who does he work for?  
\_\_\_\_\_
3. Give two reasons why Mike chose to work in finance:  
\_\_\_\_\_
4. How well is the economy doing at this time?  
\_\_\_\_\_
5. Why does Mike think businesses may benefit from the downturn?  
\_\_\_\_\_
6. Who does Mike think might benefit from the current state of the economy?  
\_\_\_\_\_
7. Does Sam agree with Mike’s opinion? Why / why not?  
\_\_\_\_\_
8. According to Mike, why will the country be in a ‘good position’ soon?  
\_\_\_\_\_
9. How would you compare Neil’s style of dress with Amanda’s?  
\_\_\_\_\_
10. What area does Amanda work in?  
\_\_\_\_\_
11. In what way is Neil’s work similar to Amanda’s?  
\_\_\_\_\_
12. Who paid for everyone’s drinks?  
\_\_\_\_\_



## BUSINESS VOCABULARY

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**Classified Ads** malý oznamovateľ  
v novinách  
**competitor** konkurent  
**disposable income** príjem po  
zaplatení daní a nutných výdavkov  
**downturn** pokles  
**exchange rate** výmenný kurz  
**investment** investícia

**profit margin** marža  
**promotion** reklama a propagácia  
**sales outlet** maloobchodná predajňa  
**shares** akcie  
**stockbroker** maklér  
**subsidiary** dcérska spoločnosť  
**upmarket** špičkový, elegantný



## GENERAL VOCABULARY

4

**bracelet** náramok  
**clip** zopnúť  
**comprehensive** komplexný  
**content** spokojný  
**corduroy** menčestrový  
**cut one's teeth** zbierať skúsenosti  
**dog-eat-dog** bezohľadný  
**embarrassment** blamáž  
**foot the bill** zaplatiť účet  
**gathering** stretnutie  
**haste** zhon  
**high flyer** nádejný a úspešný  
**household electrical products**  
domáce elektrické spotrebiče  
**pace** tempo  
**pathetic** žalostný

**prospects** vyhliadky  
**shabby** ošumelý  
**sink, sank, sunk** klesnúť  
**skyrocket** rýchlo stúpať  
**steady** stály  
**stroke of luck** kus šťastia  
**stunning** úžasný  
**tight money** finančná tieseň  
**unwind** odpočinúť si  
**venue** miesto



## PHRASAL VERBS

5

**be laid off** byť prepustený z práce  
**come in** pridať sa  
**cut back** znížiť  
**pick up** zdvihnúť  
**pick up** náhodne pochytiť

