

АНГЛИЙСКИЙ  
С АЛЕКСАНДРОМ ПЕТРОЧЕНКОВЫМ  
быстро и эффективно



А.В. Петроченков

# Business English для успешных менеджеров

*Учебное пособие  
по деловому английскому языку*



ДОБРАЯ КНИГА  
МОСКВА 2006

# СОДЕРЖАНИЕ

---

Предисловие 7

**PART 1. HOW GOOD IS YOUR BUSINESS ENGLISH? 11**

Chapter 1. Take five 12

Chapter 2. Take another five 29

Chapter 3. Take five minus one 44

**PART 2. THE INTELLIGENT MANAGER 61**

Chapter 4. The word power tests 62

Chapter 5. A matter of common sense 79

Chapter 6. IQ gets you hired,  
but EQ gets you higher 94

**PART 3. WHAT IT MEANS TO BE A MANAGER 109**

Chapter 7. The communicator 111

Chapter 8. Questions of personnel 126

Chapter 9. And what about leadership? 141

Vocabulary 155

Об авторе 185



*“Before we begin our time-management seminar, did everyone get one of these 48-hour wrist watches?”*

# Part 1

---

## HOW GOOD IS YOUR BUSINESS ENGLISH?



---

### CONTENTS

#### Chapter 1. Take five

Verbal idioms: go, put

#### Chapter 2. Take another five

Verbal idioms: live, carry

#### Chapter 3. Take five minus one

Verbal idioms: go, drop

And take time for a smile!

---

The first part of our test of management skills is concerned with language, and especially business English. Our tests will check various items of business English vocabulary in different ways. Each test consists of eight questions.

Do all the tests and then check up at the end of each chapter. There you will find the correct answers in a key.



---

### TIME FOR A SMILE

*“Can you tell me where the Virgin Islands are?” —  
“I suppose they’re some distance from the Isle of Man.”*

---

# Chapter 1

---

## TAKE FIVE



*“I work 5 minutes, then take a 25 minute break.  
But when I work, I work very, very hard!”*

**1**

**Jobs are important for all of us these days so what do you know about jobs? Find the job:**

1. The successful applicant will be very well spoken. He will be smartly presented and representative. He should have experience in dealing with customers. He's able to clinch the deal. The job is: \_\_\_\_\_

2. He is good at working with figures and diagrams. He must be mechanically creative. He should develop things, which will be manufactured later. The job is: \_\_\_\_\_
3. He takes care of salaries and wages. His job also includes training the staff and recruiting new people. The job is: \_\_\_\_\_
4. You belong to a company, which promotes the image and the products of a customer (company). You are responsible for a single customer. The job is: \_\_\_\_\_
5. You know your way around software. You should have learned several programming languages. The job is: \_\_\_\_\_
6. She must have a pleasant and open way with people she does not know. A clear and friendly voice. The job is: \_\_\_\_\_
7. He's used to working with figures. Must check accounts and prepare invoices. The job is: \_\_\_\_\_
8. This person is the backbone of many departments. He or she prepares the letters and documentation and arranges the itineraries. This employee is a sort of assistant. The job is: \_\_\_\_\_

## 2

**Personal matters. There are one or two words for you to translate into English. Still quite easy!**

**Director Long:** Mr. Holmes, I've called you for this (*условленная встреча*) because I want to give you a briefing. We've got a (*свободное место*) for the position of training manager for the executive levels.

**Mr. Holmes:** Shall I write a (*должностная инструкция*) for the position?

**Director Long:** No, for the moment we'll put together an (*объявление*) for the newspaper. And I'll get in touch with a headhunter for this post.

**Mr. Holmes:** When should we plan the interview in for approximately so that I can make a schedule?

**Director Long:** March 3rd or 4th, in six weeks. We should have a (*окончательный список претендентов*) of two or three by then.

**Mr. Holmes:** Which degree of the salary scale should the job be in? Level six, for a (*руководитель отдела*)?

**Director Long:** No, in this case the position will carry a (*по результатам переговоров*) salary. The (*контракт о работе по найму*) will be standard as for the executive levels. Date of commencement April 1st, 2006.

### 3

**Words at meeting: We all have to attend them. Some people say they're a waste of time. We don't think so. Which answer is correct?**

- The manager of the meeting is called the:
  - le ader
  - c hairman
  - dir ector
- When something is decided at a meeting and everybody votes for it, it is:
  - se lected 100 %
  - ca rried unanimously
  - held complete
- The person who formally introduces a new member or a point is the:
  - in troducer
  - su ggestor
  - pr oposer

4. The chairman can bring the meeting to an end by saying:
  - “Let’s bring it to a stop.”
  - “Let’s call it a day.”
  - “Let’s wind down.”
5. After the normal points in the meetings have been discussed further points have a special name:
  - any other business
  - ex tra agenda
  - still to be discussed
6. The list of items to be gone through at a meeting is the:
  - order of the day
  - ag enda
  - lis ting
7. The meeting was \_\_\_\_\_ by the director, Mr. Chilton.
  - ch aired
  - ma naged
  - ru led
8. A summary of the points dealt with in a meeting are:
  - min utes
  - pr otocol
  - rep ort

## 4

**Trading: Now it’s really getting tougher.**

**Can you translate the following sentences into English?**

1. Если детали нет на складе, ее немедленно заказывают вновь.
2. Дело пойдет в гору, как только наступит теплая погода.
3. НДС — дополнительный налог, которым облагается большинство товаров.



4. Вы должны выяснить, насколько высоки импортные издержки.
5. «Прямая почтовая рассылка» становится важным инструментом сбыта.
6. Им был выставлен слишком большой счёт.
7. Мы отправим им последнее напоминание, а если это не сработает, будем преследовать их в суде.
8. Поставляемая партия должна прибыть на день раньше срока поставки товара.

## 5

**Doing business means playing with contracts.**

**Do you know your words? Match the definitions:**

1. The terms stipulated in the contract.
2. When you don't deliver the goods on time you must pay.
3. If there is a problem the two parties must go to court to ...
4. A first rough and not finalised contract.
5. Contract with fixed time conditions, but quantities and time are variable.
6. The act of breaking a contract.
7. To ask for money back.
8. The two partners in the contract or agreement.
 

a. parties	e. draft
b. .reclaim	f. arbitration
c. skeleton	g. conditions
d. breach	h. penalty

**TIME FOR A SMILE**

*At last Fred got an apprenticeship. His future master explained to him: “At the beginning you’ll get 200; in half a year 350.” “That’s nice,” said Fred, “I’ll come back in half a year then.”*

---



*“Is there a file compression program that will help me to squeeze 12 hours of work into an 8 hour schedule?”*

**BUSINESS CULTURE TIPS**

- The **CEO** of a company is the Chief Executive Officer. This is the administrator who makes the most important decisions in an organization or business. CEO runs the business with the help of officers of lower rank.

- Though the majority of leadership and/or executive positions in European and American businesses are still held by men, it's becoming more common to meet women in management positions. While conducting business with an US or EU company, expect to interact with women who hold powerful positions.
- We often say “**Now that we're all here**” to get the attention of a group and to signal that a meeting or presentation is about to begin. This phrase can also call attention to the fact that someone has arrived late, causing a delay in the meeting.
- The person who requested the meeting will usually come to the meeting with an agenda, which will be shared with everyone present. This person will run, or lead, the meeting, beginning by introducing everyone present if people don't already know each other. If the meeting is by speakerphone, the people physically present will introduce himself or herself for the benefit of the person on the phone.
- The phrase “**let me**” is used in a variety of ways. You can use the phrase to introduce his next statement. To be polite, the other people at the meeting should now focus their attention on your words. You can use “let me” as an introduction with many similar verbs. For example, you may say: “Let me tell you about...” or “Let me explain why...”
- Americans sometimes say, “**Let me see...**” when they are looking for information or trying to remember something. The phrase indicates that the speaker is going to respond, but that he may need a moment to think or look for something.
- When we say that someone “**makes good**” on something, we're focusing on the achievement of success. For example, you are referring to the fact that somebody has built a successful and profitable business.

- **“Would you mind?”** is a useful courtesy phrase. Use it to soften a request. It’s often shortened by dropping the words “would you” as in “Mind if I take a look at that?”.
- **“Hell, no!”** is an expression of strong disagreement. It is mildly vulgar, and can be offensive to some people.
- **“If there’s nothing else”** is a standard phrase that’s used to give the participants in a meeting a chance to mention any final points they want to bring up before the meeting is ended.
- When you say, **“I’m afraid”** you don’t mean that you are fearful. Rather, you’re expressing an apology for what you’re about to say. This is a polite way to disagree with or to disappoint somebody.



### INSIDE INFORMATION

All our dreams can come true, if we have  
the courage to pursue them.

—Walt Disney



### IDIOMATIC ENGLISH MADE EASY

We want to increase your word power. In each chapter you find some verbal idioms. They are typical of idiomatic English. Some basic verbs like **go** are like fathers of a family of verbal idioms.

<i>go</i>	идти, ходить
<i>go ahead with</i>	двигаться вперёд; продолжать; начинать
<i>go around in circles</i>	ки даваться туда-сюда; действовать наобум
<i>go at</i>	бросаться на кого-то; энергично браться за дело

<i>go by</i>	действовать; руководствоваться; проходить мимо
<i>go down</i>	спускаться, понижаться; быть побежденным
<i>go down the drain</i>	бесследно исчезнуть, пропасть, провалиться
<i>go for</i>	стремиться к чему-либо; стоять, иметь цену
<i>go into something</i>	принимать участие; рассматривать; входить
<i>go on strike</i>	объявлять забастовку, забастовать
<i>go off</i>	взрываться; загораться; происходить; уходить
<i>go off at the deep end</i>	действовать сгоряча, необдуманно
<i>go out</i>	выходить; уходить; выключать
<i>go out with</i>	проводить время, встречаться с кем-либо
<i>go through something</i>	проходить сквозь что-либо; подвергаться
<i>go through with</i>	быть принятым; вынести, испытать



## TEST YOUR VERBAL IDIOMS

### The Promised Land

**John:** I don't know whether I should really (1) \_\_\_\_\_ my emigration to Brazil. I'll lose all my friends and contacts here. I'm not sure if I can (2) \_\_\_\_\_ it.

**Brian:** Listen, you can't (3) \_\_\_\_\_ what other people say. Every case is different. Look at James! He went to Brazil and he didn't have any problems.

**John:** That example's not worth (4) \_\_\_\_\_. He married Manuela, his Brazilian girlfriend. That's why he never came back to Europe!



### IDIOMATIC ENGLISH MADE EASY

<i>put</i>	класть, положить
<i>put across</i>	перевозить, переправлять; проверить (дело)
<i>put away</i>	съесть; убирать, прятать; откладывать (деньги)
<i>put down</i>	записывать; запастись; класть; откладывать
<i>put in (on)</i>	прилагать усилия; включать; вводить (в действие)
<i>put off</i>	откладывать; отодвигать; выключать
<i>put on</i>	надевать; принимать вид, прикидываться
<i>put somebody through hell</i> ад	заставить кого-либо пройти ские муки
<i>put together</i>	соединять; собирать; сопоставлять
<i>put up with</i> т	ерпеть; мириться



## TEST YOUR VERBAL IDIOMS

### It's all a matter of taste

**Fat Freddy:** I'm so hungry. I could eat a horse. I could (1) \_\_\_\_\_ a ton of food and a barrel of orange juice.

**Tommy Thin:** Listen, I've got a special diet for you. (2) \_\_\_\_\_ it \_\_\_\_\_ on paper and don't lose it. If you (3) \_\_\_\_\_ a little effort \_\_\_\_\_ every day \_\_\_\_\_ your body you'll be as thin as mine after a month.

**Fat Freddy:** Really! Do you want to torture me? Do you want to (4) \_\_\_\_\_ me \_\_\_\_\_ just because I'm a few kilos overweight? Really! Forget it! I'm fat and happy. You are thin and you worry about food all the time. I only worry about how to get food.



*"The coffee machine is broken, the microwave is broken, the toaster is broken, and the fridge is broken. I guess that's why they call it the break room."*



## TIME FOR A SMILE

*Toni: I bought a barometer in Tokyo.*

*Tina: Who wants to know if it's raining in Japan?*



## KEY TO CHAPTER 1: TAKE FIVE

### Exercise 1:

1. salesman
2. engineer
3. personnel manager
4. advertising manager/agent
5. programmer
6. receptionist
7. accountant
8. secretary

### Exercise 2:

1. appointment
2. vacancy
3. job description
4. advertisement/advert/ad
5. short list
6. department leader
7. negotiated
8. contract of employment/employer; employee agreement

### Exercise 3:

1. chairman
2. carried unanimously
3. proposer
4. let's call it a day
5. any other business
6. agenda
7. chaired
8. minutes



**Exercise 4 (our suggestions):**

1. When a part is out of stock it is reordered immediately.
2. Business will pick up as soon as the warm weather begins.
3. VAT is an extra tax, which is put onto most goods.
4. You must find out how high the import charges are.
5. Direct mailing is becoming an important instrument for selling.
6. They were charged too much on the invoice.
7. We'll send them a final reminder and if that doesn't work, we'll prosecute them.
8. The consignment has to arrive at the goods inward one day early.

**Exercise 5:**

1 g; 2 h; 3 f; 4 e; 5 c; 6 d; 7 b; 8 a.

**KEY TO IDIOMATIC ENGLISH MADE EASY****The Promised Land**

- (1) go ahead with
- (2) go through with
- (3) go by
- (4) going into

**It's all a matter of taste**

- (1) put away
- (2) put it down
- (3) put a little effort in everyday on
- (4) put me through hell

**TIME FOR A SMILE**


---

*Last word of a Chicago gangster:  
"Who put that violin in my violin case?"*

---



## VOCABULARY TO HELP YOU WITH THE TESTS

<i>achievement</i>	достижение, успех
<i>agenda</i>	повестка дня
<i>applicant</i>	претендент, соискатель
<i>apprenticeship</i>	обучение, ученичество
<i>approximately</i>	приблизительно, около
<i>arbitration</i>	арбитраж, третейский суд
<i>attend meetings</i>	посещать собрания
<i>backbone</i>	спинной хребет; опора, основа
<i>barrel</i>	бочка; баррель
<i>breach (of contract)</i>	нарушение (договора)
<i>break (broke, broken)</i>	ломать, разбивать; разрушать
<i>break</i>	перерыв, пауза
<i>break room</i>	кухня, столовая (в офисе)
<i>briefing</i>	инструктаж, постановка задачи
<i>Chief Executive Officer (CEO)</i>	генеральный директор; президент; председатель правления; главный администратор компании
<i>clinch the deal</i>	договариваться; заключать сделку
<i>coffee machine</i>	кофеварка
<i>consignment</i>	партия товара; груз; консигнация
<i>courtesy</i>	правила вежливости, этикет
<i>deliver</i>	производить; выпускать; доставлять
<i>direct mailing</i>	прямая почтовая рассылка (тип рекламы)

<i>draft</i>	черновик контракта; счёт, платёжное поручение
<i>emigration</i>	эмиграция; переселение
<i>executive</i>	должностное лицо, руководитель
<i>figures</i>	цифры; данные
<i>file compression program</i>	программа сжатия файлов
<i>final reminder</i>	последнее напоминание
<i>finalise</i>	завершать, доводить до конца
<i>fridge</i> (от <i>refrigerator</i> )	холодильник
<i>give someone a lift</i>	подсадить, подвезти кого-либо
<i>get in touch with</i>	вступить в контакт
<i>guess</i>	догадываться; пытаться отгадать
<i>head-hunter</i>	хэдхантер, охотник за профессионалами
<i>increase</i>	увеличиваться; расти
<i>invoice</i>	счёт-фактура; выписать счёт
<i>itinerary</i>	путеводитель, карта маршрута
<i>microwave</i>	микроволновая (СВЧ) печь
<i>mildly</i>	мягко, умеренно
<i>minutes</i>	протокол (заседания, собрания)
<i>negotiated salary</i>	договорная зарплата
<i>offensive</i>	обидный, оскорбительный
<i>out of stock</i>	про данный, отсутствующий на складе
<i>overweight</i>	избыточный вес
<i>parties</i>	стороны (в договоре)

<i>penalty</i>	наказание; санкция; взыскание; штраф; пеня
<i>pick up</i> по	днимать, возрастать; набирать обороты
<i>promote</i>	продвигать; стимулировать
<i>proposer</i>	тот, кто выдвигает предложение
<i>prove</i>	доказывать; подтверждать; пробовать
<i>pursue</i>	следовать намеченному курсу
<i>receptionist</i>	служащий в приемной, секретарь
<i>reclaim</i>	требовать обратно, истребовать
<i>recruit</i>	набирать, вербовать, нанимать
<i>responsible</i>	ответственный
<i>rule</i>	правило; управлять, руководить
<i>salary</i>	оклад, жалованье, зарплата (служащих)
<i>schedule</i>	график, программа, расписание; повестка дня
<i>short list</i> ок	ончательный список претендентов
<i>skeleton</i>	скелет; основа; набросок, план, эскиз
<i>smartly</i>	умело; красиво, элегантно; остроумно
<i>speakerphone</i>	устройство громкоговорящей связи
<i>squeeze</i>	сжимать; сдавливать; стискивать
<i>stipulate</i>	обусловливать, оговаривать, ставить условием
<i>successful</i>	успешный, преуспевающий, удачливый

<i>summary</i>	краткое изложение, конспект; сводка, резюме
<i>surprise</i>	неожиданность, сюрприз
<i>time management</i>	управление временем
<i>toaster</i>	прибор для поджаривания гренков, тостер
<i>unanimously</i>	единогласно
<i>vacancy</i>	вакансия, свободное (рабочее) место
<i>VAT</i> ( <i>Value Added Tax</i> )	налог на добавленную стои- мость, НДС
<i>violin</i>	скрипка
<i>wage</i>	заработная плата (рабочих)
<i>wrist watches</i>	напучные часы



### INSIDE INFORMATION

I do not like work even when another person does it.

—*Mark Twain*

---