

41 Work and business idioms

41.1 WORKPLACE IDIOMS

The store was closed for remodeling, but it's **business as usual** now.

business as usual
[the normal daily routine at a company]



This product will never sell. We're **throwing money down the drain**.

to throw money down the drain
[to waste money]



Health and safety in the warehouse involves a lot of **red tape**.

red tape
[administration, paperwork, or rules and regulations]



The client loves our cars and we've agreed on a great price. It's a **win-win situation**.

a win-win situation
[a situation with no negative outcome]



We're **in the red** after losing three of our clients this year.

in the red
[owing money or making a loss]



You need to **think outside the box** to come up with good designs.

to think outside the box
[to think about a something in an original way]



This is the best deal we can offer. **The ball is in your court** now.

the ball is in your court
[it is your turn to do or say something]



This client will never be satisfied because he keeps **moving the goalposts**.

to move the goalposts
[to change the desired end result]



Let's **get the ball rolling**. What do you all think of this logo design?

to get the ball rolling
[to start something]



Let's **get down to business**. I have to leave by 5 o'clock.

to get down to business
[to start work on something that needs doing]



41.2 BUSINESS IDIOMS

We're really **ahead of the game** with these great new products.

ahead of the game
[ahead of your competitors in a certain field]



We don't know the exact costs, but here's a **ballpark figure**.

a ballpark figure
[a rough estimate]



Great! We're all **on the same page** about this marketing campaign.

on the same page
[in agreement about something]



They've **cornered the market** with their new range of sports shoes.

to corner the market
[to dominate a particular market]



This is a difficult job. Make sure you **do everything by the book**.

to do something by the book
[to do something strictly according to the rules]



We expected a **change of pace** after we received several large orders.

a change of pace
[an increase or decrease in speed from what is normal]



Could I **touch base** with you for a quick update on this project?

to touch base
[to talk to someone briefly in order to catch up or get an update]



We're losing money, so we need a **game plan** for increasing sales.

a game plan
[a strategy worked out beforehand]



Rohit **clinched the deal** after offering the clients a discount.

to clinch the deal
[to confirm or settle an agreement or contract]



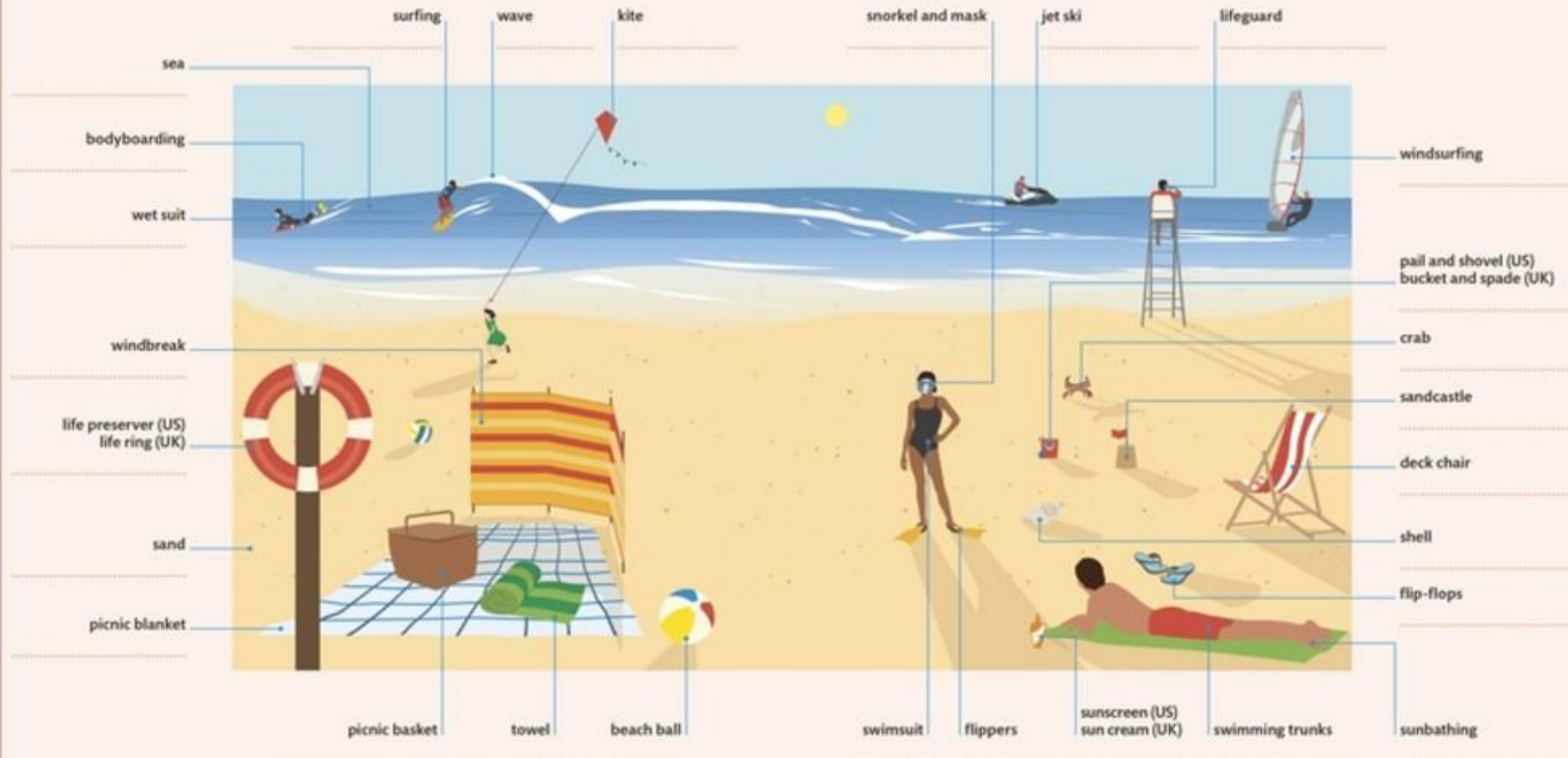
I'm so busy today. Please tell me the facts **in a nutshell**.

in a nutshell
[simply and quickly]

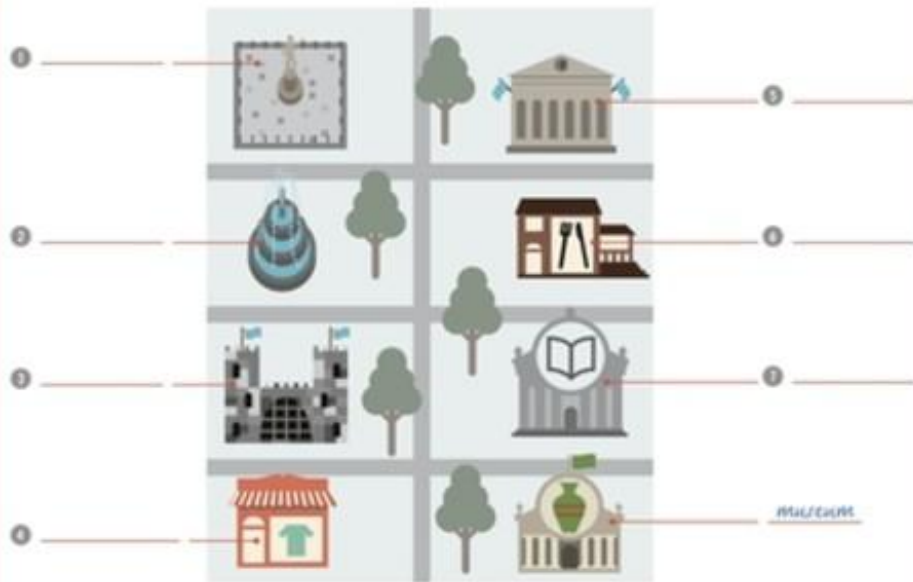


50 Beach

50.1 AT THE BEACH



Aa 72.2 LOOK AT THE PICTURE AND WRITE THE CORRECT WORD FOR EACH LABEL



Aa 72.3 FIND FIVE MORE WORDS IN THE GRID THAT MATCH THE PICTURES

H O T E L I R A C S A F
 T E M P L E K Q H T Q A
 A E D E M J S M E A M C
 P H A R M A C Y D P T T
 L T B C X W D X I L X O
 E E N I G H T C L U B R
 H O S P I T A L T R O Y



Aa 72.4 LISTEN TO THE AUDIO AND MARK THE CORRECT PICTURE FOR EACH WORD YOU HEAR



Aa 72.5 WRITE THE CORRECT WORD UNDER EACH PICTURE

