

Common Business Idioms – 3

A. Look at the following idioms and decide if you know what they mean. Try and connect the meaning with the explanation given:

<i>Idiom:</i>	<i>Meaning:</i>
1. corner a market	a) Something or someone that has a lot of potential but first requires a lot of work.
2. cut corners	b) To take shortcuts and find an easier or cheaper way to do something.
3. cut one's losses	c) Used to describe something that is very intense, aggressive and merciless.
4. cut-throat	d) You stop doing something that is unproductive and won't ever generate results.
5. diamond in the rough	e) To dominate a particular market.
6. easy come, easy go	f) An expression used to communicate that something gained easily is also lost easily. We use this expression after something has been lost.
7. fifty-fifty	g) To get used to doing something again after you have had a break from that activity.
8. from the ground up	h) A strategy or plan.
9. game plan	i) When you start a business, project, or something else from nothing.
10. get back into the swing of things	j) When something is divided equally.

B. Now look at the following sentences and use the correct idiom in the right place:

1. He was a _____. He was really intelligent and had great ideas, but his management and English skills were weak.
2. Apple has _____ on high-end mobile phones. They have a very large percentage of market share.
3. A lot of people who inherit money waste it on stupid things. I guess it's _____.
4. Our company shuts down operations for three weeks during the holiday season. When I go back to work in January, it's always difficult to _____.

5. My business partner and I split everything _____. That way it's fair.
6. Advertising through that company was expensive and we didn't see an increase in sales. So, we decided to _____ and stop doing business with them.
7. We don't _____ on our luxury products. They are all made to high standards with materials of the highest quality.
8. They're not sure what their _____ is for the upcoming merger with Techtronics.
9. In business school, the competition between students was at times very _____.
10. Bill Gates built Microsoft from the _____.