

## 15 Advanced Business English vocabularies

### 1. Organize

The verb to organize means to arrange something in an orderly way (such as reports or products) or to plan for a certain function (such as business meetings or events).

Sample sentence:

*Our sales and marketing team will **organize** the upcoming Annual Sales Convention in Las Vegas.*

Make a sentence

Organize

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Organization

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Organizer

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### 2. Guidance

The noun guidance comes from the verb to guide, which means to direct or lead the way.

Therefore, guidance refers to the act of giving direction or help.

Sample sentence:

*Martha, our manager, tells us we can go to her for **guidance** any time.*

Guide

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Guidance

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### 3. Expand

The verb to expand means to increase the size or amount of something. In business, we often talk about expanding a department or a business.

Sample sentence:

*I hear that your company plans to **expand** to Europe and China next year.*

Expand

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Expansion

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### 4. Competitor

The noun competitor refers to another business that is trying to perform better than your business and others in the same market. You can also refer to all of your competitors as the competition.

Sample sentence:

*Management is concerned about the number of new **competitors** entering the market this year.*

Competitor

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## Competition

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## Competitive

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### 5. Counteroffer

A counter offer is an offer you make in response to an offer made by another party. If you're unhappy with an offer someone has made to you, you may make a counter offer.

Sample sentence:

*John offered to sell me his used car for \$15,000. It's a nice car but that's a little too expensive.*

*So I'm going to make him a **counter offer**.*

## Counter offer

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## Encounter

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### 6. Trademark

The noun trademark refers to an officially registered name, symbol or logo used to represent a product or firm. Trademark can also be used as a verb. It's similar in some ways to a copyright or a patent, but not quite the same.

Sample sentence:

*One of the most famous **trademarks** in the world today is the "Golden Arches," the symbol of McDonald's.*

## Trademark

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### 7. Consensus

The noun consensus refers to an idea or opinion that's been agreed on by everyone.

Sample sentence:

*After a four-hour meeting, the committee still couldn't come to a **consensus**, so they'll be meeting again next week.*

## Consensus

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### 8. Public relations

Public relations refers to the activities used to promote and create a good public image of your company so that people will view it in a positive way. It's also common to use the abbreviation PR.

Sample sentence:

*I feel that sponsoring the Fitness For All program will be an excellent **public relations** move.*

Relationship

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Relation

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Relative

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### 9. Agenda

The noun agenda refers to a list of things to be discussed or done at a meeting or business event.

Sample sentence:

*Are you sure we can cover everything on today's **agenda** in 2 hours?*

Agenda

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Schedule

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Time table

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### 10. Strategy

The noun strategy in business refers to a plan that's been carefully put together to achieve a certain goal.

Sample sentence:

*Our corporate department is developing a **strategy** to place our company at the top of the tourism industry.*

Strategy

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Strategic

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### 11. Branch

The noun branch refers to the local office or shop of a company.

Sample sentence:

Our bank will be opening many new branches in smaller cities next year.

Branch

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### 12. Guarantee

The verb to guarantee means to make an assurance, usually in written form, of the quality of your product or service. The noun guarantee refers to the assurance itself. If the guarantee also involves a physical document, that document is often called a warranty.

Sample sentence:

*Don't worry, all our products come with a **guarantee** against major defects.*

Guarantee

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Guaranty

13. Authorization

The noun authorization comes from the verb to authorize, which means to give someone the legal or official approval to do something. Authorization refers to the approval itself.

Sample sentence:

*A manager's **authorization** is required for refunds over \$500.*

Authorization

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Authorize

14. Headquarters

The noun headquarters refers to the head office where a company is controlled or managed from. It can be used with a singular or plural verb.

Sample sentence:

*Apple's new headquarters in Silicon Valley cost around \$5 billion to build!*

Headquarter

.....  
Head

25. Commercial

The noun commercial refers to a paid advertisement on radio or TV.

Sample sentence:

*Our marketing department has a brilliant idea for our next Super Bowl **commercial**.*

Commercial

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Commerce

Note

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