

## Business English Vocabulary (5)

Abbreviations: v = verb, n = noun, adj = adjective, adv = adverb, idm = idiom, phr v = phrasal verb

**personnel** (n) /ˌpɜːsəˈnel/ the people who work for an organization or a company

: We need to increase female personnel to 30%.

: Could you please e-mail your resume to our personnel department?

**prevent** (v) /prɪˈvent/ to stop something from happening

: He tried hard to prevent his business from going bankrupt.

: We need to prevent information leakage.

**prevention** (n) /prɪˈvenʃn/ the action of stopping something from happening

: We should focus more on workplace injury prevention.

: Training new factory employees is essential for the prevention of accidents.

**prioritize** (v) /praɪˈɔːrətaɪz/ to decide to do the most important tasks first

: It is important to prioritize your most important tasks.

: We need to prioritize the needs of older people.

**profit** (v) /ˈprɑːfɪt/ make money, obtain financial advantage

: We have profited by selling our products internationally.

: Last year, we profited from a weaker dollar and the high volume of exports.

**profit** (n) /ˈprɑːfɪt/ financial gain

: The profit was divided among the investors.

: Our daily profit is around \$3,000.

**recruit** (v) /rɪˈkruːt/ to find new people to work in a company or join an organization

: Recruiting new employees begins in May.

: There are plans to recruit new web designers next month.

**recruitment** (n) /rɪˈkruːtmənt/ The action of finding new people to work in a company or join an organization

: We have been in the global recruitment market for over ten years.

: My wife works for a recruitment agency in London.

**reduce** (v) /rɪˈduːs/ make smaller, decrease

: Our aim is to reduce electricity use.

: There are many ways to reduce business costs.

**reduction** (n) /rɪˈdʌkʃn/ cutting, lowering, scaling down

: During the Covid-19 pandemic, he faced a severe reduction in Income.

: There has been a slight reduction in oil prices.

**respond** (v) /rɪˈspɑːnd/ answer, reply to

: He hasn't responded to my email yet.

: Companies usually respond to emails within 48 hours.

**response** (n) /rɪˈspɑːns/ an answer, action, or a reply

: Majority of customers expect a response within 48 hours.

: I am writing in response to your email of May 12th.

**revenue** (n) /ˈrevənuː/ the amount of money a company receives in exchange for its goods and services, income

: My company's revenue increased for the third quarter.

: The sales team has a plan to grow revenue by 25%.