



Business English idioms and jargon

Idiomi su ponekad "smešne" fraze koje izvorni govornici koriste i koje uglavnom nemaju nekog smisla ostalim govornicima. Recimo fraza *"to begin on a shoe string"* označava da je neko započeo poslovanje sa skromnim finansijskim ulaganjima; ili fraza *"catch 22"* označava da šta god da uradiš, nećeš uspeti u nameri; zatim *"a dog and pony show"* je izraz koji koristiš kada pričaš o finansijskoj prezentaciji; pa *"fence-mending"* za pokušaj izvinjenja i izgladivanja napete situacije; ili *"I need it yesterday"* za nešto što ti hitno treba.

Kao što vidiš, idiomi i žargonski izrazi su zanimljivi i često se koriste i u poslovnom svetu, pa ćemo zato ovde proći kroz neke koji ti mogu zatrebati u međunarodnom poslovanju.

- **"across the board"** - koristimo da kažemo da su svi uključeni u nešto: *The computer company decided to give the workers an across-the-board increase in their salary.*
- **"bail a company out"** - znači da smo pomogli da spasimo kompaniju iz finansijske krize: *The government decided to bail out the failing bank in order to maintain stability in the economy.*
- **"ball park figure/estimate"** - označava grubu procenu ili brojku: *The contractor gave us a ball park figure for the cost of repairing the new building.*
- **"banker's hours"** - znači da su tvoji radni sati kratki: *My sister's husband owns his own company and is able to work banker's hours with his large staff.*
- **"bean-counter"** - je računovođa: *We asked the bean-counters to look over the figures in the new budget.*
- **"captain of industry"** - je visokopozicioniran službenik u kompaniji: *The president of our company was a captain of industry and after he retired he was appointed to many government boards.*
- **"close the books"** - označava kraj obračunskog perioda: *They usually close the books at the end of February every year.*
- **"finger in the pie"** - koristimo kada je neko uključen u sve što se dešava ili dobija novac iz raznih izvora, na primer: *The new manager has his finger in the pie in all aspects of our company's business.*
- **"gain ground"** - koristimo kada neko napreduje u poslu, recimo: *Our company has been gaining ground in our attempt to be the best in the industry.*
- **"pay an arm and a leg for something"** - označava da smo nešto preplatili: *I paid an arm and a leg for my car but I am not very happy with it.*
- **"put in your two cents"** - kada izneseš svoje mišljenje, na primer: *I stood up in the meeting and put in my two cents before I was asked to sit down.*
- **"red ink"** - označava da smo u minusu i da dugujemo novac: *The automobile company has been drowning in red ink since the US dollar began to rise.*
- **"take a nosedive"** - znači da je posao propao ili izgubio vrednost: *The stock market took a nosedive when the earnings of the oil company began to weaken.*
- **"worth your salt"** - koristimo za nekoga ili nešto što vredi: *Our secretary is worth her salt and is a great asset to our company.*



Business course, level B2

Jelna Spasić

Ovo su samo neki od idiomatskih izraza u poslovnom Engleskom, a u skripti ćeš pronaći jednu sveobuhvatniju listu.