



Vocabulary trainer

Use our Key Words list to learn vocabulary from the current *Business Spotlight*.

NOUNS	audacity	behaviour that is either bold or disrespectful	Kühnheit; Dreistigkeit
	idiocy	stupid or silly behaviour	Idiotie, Schwachsinn
	pleasantry	a friendly remark to make polite conversation	höfliche Floskel
	red tape	official rules, bureaucracy	Bürokratie, Papierkram
	the bottom line	the final result of something	das Endergebnis

VERBS	expand on sth.	to give more details about something that you have said or written	etw. weiter ausführen
	forward sth.	to pass something on to someone	etw. weiterleiten
	mend sth.	to fix or repair something	etw. reparieren
	patronize sb.	to treat someone in a way that seems kind but betrays a feeling of superiority	jmdn. gönnerhaft behandeln
	put up with sth.	to accept something even though you do not like it	etw. hinnehmen, sich etw. gefallen lassen

ADJECTIVES	clandestine	done secretly or kept secret	heimlich
	juvenile	relating to young people or adults behaving like children	jugendlich; kindisch
	lamentable	regrettable	bedauerlich
	smelly	having a bad odour	stinkend
	stuffy	very formal, boring and old-fashioned	spießig

EXPRESSIONS	be off to a good start	to begin something well	gut beginnen
	email sb. back and forth	to send someone an email, get their reply, send them another email and so on — often without much progress	mit jmdm. eine E-Mail nach der anderen austauschen
	go down well with sb.	to be well received by someone	bei jmdm. gut ankommen
	play in the premier league	(from the Premier League in football) performing among the best in a certain field	in der ersten Liga spielen
	take sth. the wrong way	to misunderstand something	etw. in den falschen Hals kriegen

KEN'S CORNER

The bottom line

MEDIUM



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accounts

► Rechnungsabschluss

affect sth.

► sich auf etw. auswirken

approach

► Herangehensweise, Konzept

customer care

► Kundenbetreuung, -pflege

negotiation ► Verhandlung

The phrase “the bottom line” has several meanings. Originally, it was simply used to describe the final line in the accounts of an organization, which stated its total profit or loss: “How will the recession affect our bottom line?”

The Oxford English Dictionary says that the first known use of the phrase with this financial meaning was in 1831. But more recently, the expression has come to be used in other, more general business contexts:

- It can be used to mean the worst or final offer you would be willing to accept: “You should be

very sure about your **bottom line** before you start any negotiation.”

- It can be used to describe the final result of something: “The **bottom line** is that we were unable to get the deal.”
- It can be used to show the most important fact in a situation: “The **bottom line** is that we don’t have the right approach to customer care.”
- “Bottom line” is also being used as a verb these days, as in: “Please **bottom line** me.” When used in this way, it means “please leave out the details and just give me the key message”.