



## BUSINESS CLICHÉS

Prošli smo tjedan bacili oko na poslovni žargon, a ovaj ćemo tjedan malo pogledati klišeje koje koristimo u poslu. (Rješenja zadataka iz lekcije Business English – Lesson 39 – Business Jargon nalaze se ispod Lekcije 40 – Business Clichés.)

### U kojim biste situacijama upotrijebili ove izraze?

- a) *Think outside the box*
- b) *Give 110%*
- c) *At the end of the day*
- d) *It's gone viral*
- e) *Think big*

### Dakle,

slijedi lista popularnih izraza u poslovnom žargonu.

Cliché	Značenje
Raise the bar	Podignuti ljestvicu
Think big	Misli na cijelu sliku
At the end of the day	Na kraju, u konačnici
Best of breed	Najbolji svoje vrste
The customer is always right	Klijent je uvijek u pravu
This time it's different because	Ovaj je put drugačije zato što...
Think outside the box	„Misliti izvan kutije“
Don't shoot the messenger	Nemoj ubiti glasnika
It's not actionable enough	Nije dovoljno izvedivo
It's gone viral	Proširilo se po internetu
It's good to put a face to the name	Lijepo je spojiti lice s imenom
Let's square the circle	Riješiti neuobičajeno težak problem
Give 110%	Dati 110% od sebe



**Pokušajte sada prokomentirati sljedeće rečenice odgovarajućim klišejom.**

- a) I know we have already tried this solution and it didn't work but \_\_\_\_\_  
because the market conditions have changed.
- b) We keep asking the same question and getting the same answers. We cannot move to the next stage until we solve this. We need to change our paradigm and start \_\_\_\_\_.
- c) You should put more effort to it and find the solution. If you can't do it, who can? \_\_\_\_\_,  
you are the expert.
- d) \_\_\_\_\_, but I have some terrible news. Our sales dropped by 28% in the last quarter.
- e) I swear they ordered pork, but they complained to the manager that they didn't, so we had to give them free meal. Ah well, what can you do... \_\_\_\_\_

*Jeste li uspjeli? Rješenja pogledajte u idućoj lekciji Business English – Lesson 40 – Business Clichés.*

**Rješenja zadataka iz lekcije Business English – Lesson 38 – Being Formal.**

- a) *James: Will you be able to attend the meeting tomorrow?*  
*George: I am afraid not.*
- b) *Alice: Thank you for coming. I am looking forward to seeing you next week.*  
*Jeffrey: Me too.*
- c) *Sally: We note from our records that you haven't signed the agreement yet.*  
*Mary: We haven't. Please accept our apologies. The CEO was unavailable.*
- d) *Peter: I'm calling regarding our order reference number 77/2595.*  
*Jane: What would you like to know?*