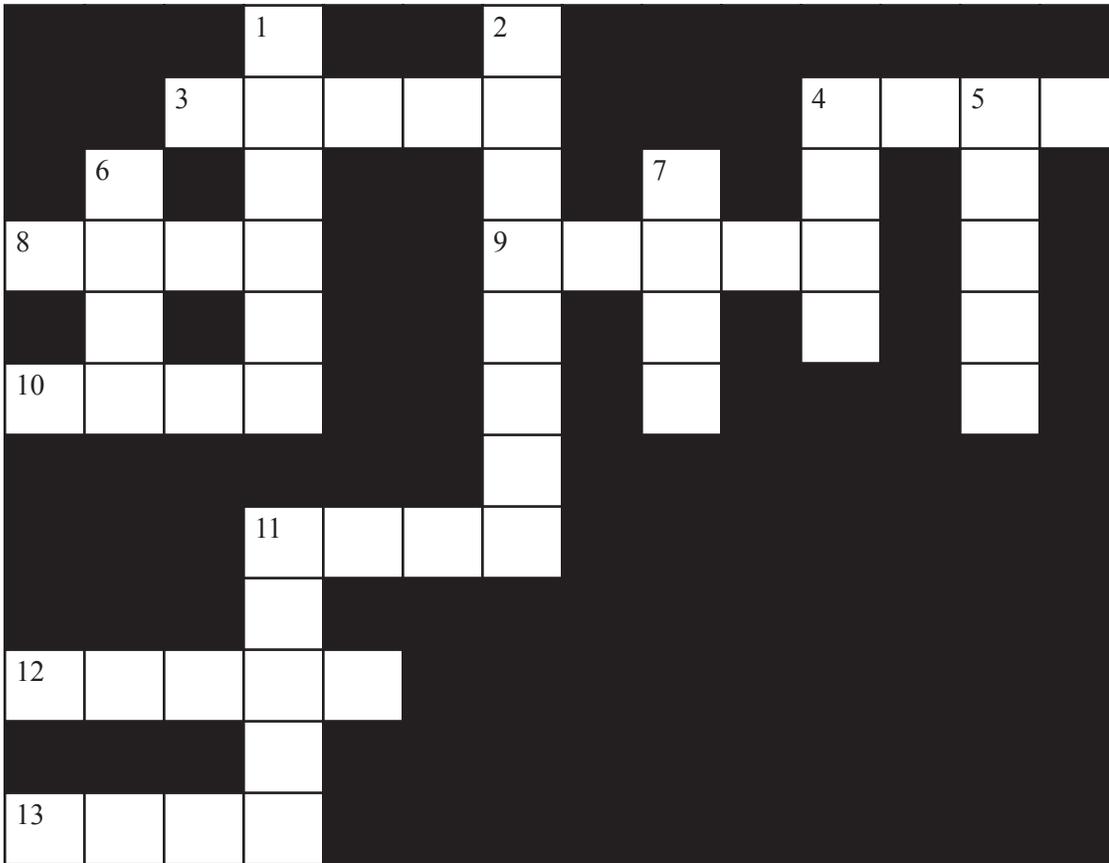


SPEAK BUSINESS ENGLISH LIKE AN AMERICAN
REVIEW FOR CHAPTERS 1-5



Across

3. The health food company is on the ____ track with their new line of fat-free desserts. More and more Americans are going on diets.
4. Yahoo makes a lot of money from its search advertising business. It's a ____ cow for the company.
8. Let's touch ____ early next week to discuss the details of your proposal.
9. You think you'll sell 100 million coffee makers next year in the United States? Time for a reality ____! That's more than the number of people who drink coffee in the entire country!
10. If we have another year of poor sales, our CEO's ____ is going to be on the chopping block.
11. We spent \$10 million in advertising for our new super-strong trash bags, and sales are still slow. I think we should pull the ____ on this product.
12. Last year was our first year in business, and we lost \$100,000. This year, results are going to be better. We hope to ____ even. Next year, maybe we'll make a small profit.
13. RC Cola has a well-designed ____ plan for entering the market in India and competing against Coke and Pepsi.

Down

1. Our deadline is approaching, and we're still far from finished with our project. We're going to be working ____ down to the ____.
2. These new flashlight keychains should sell well over the holidays. They'll make great ____ stuffers.
4. John really enjoys his job on Wall Street. Receiving a huge bonus every year is just the icing on the ____.
5. A Chinese company is thinking of acquiring an American appliance company, but nothing is set in ____ yet.
6. You agree with me that we should enter the market in Russia as soon as possible? I'm glad we're on the same ____.
7. Why should we look for a new advertising agency when we're happy with our current one? Why ____ with success?
11. Please stop making excuses about why you can't finish this project on time. Now's the time to step up to the ____ and get the job done!

