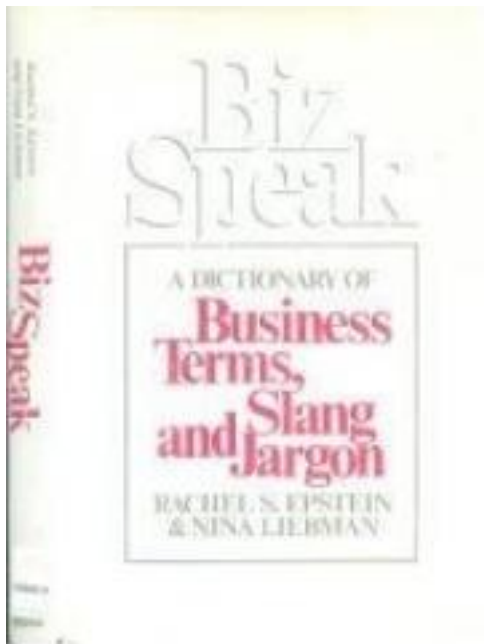


Biz Speak A Dictionary of Business Terms,Slang and Jargon



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PREFACE
America's business is business and business runs on words as well as numbers. In Biz Speak we have assembled and defined more than 20,000 of these words. We have emphasized the new and the humorous. Many words and expressions here have come from listening attentively to everything anyone within earshot said about work or money. We believe Biz Speak is the first to define them in print. We are not sure how often you will need to say "Kaufmanized" or "steak and roquefort" but we are sure that knowing these humorous terms which are part of financing and recruiting lingo will make whatever business you are engaged in---even if it is the business of learning

about contemporary language--more fun. Competition and deregulation have created a business environment in which a whole vocabulary of new products, services and techniques is both necessary and possible. Now media experts measure viewers every move with "people meters" and retail analysts talk of a country that is "overstressed" human resources administrators propose "gainsharing" and investment bankers create "CATS" and "CARS." These are all signs of and responses to competition. New words have also come from new technology. Some like "interface" and "downtime" have passed into the general vocabulary so completely that we tend to forget their technical origins. Others like "WYSWYG" and "ROM" are just beginning to pick up new non-computer usages. In addition to the new and the humorous Biz Speak also contains the slang of fifteen different fields. By slang we mean the words and acronyms that have developed as a form of shorthand either to save time or to keep out newcomers. Advertising and marketing people speak of "CPM" "PWP" "Vals" and "backend." Media's colorful vocabulary includes "dailies" and "rough cuts" and the "stripping" that means one thing in Hollywood and something quite different on Wall Street. Speaking of Wall Street the world of finance a universe where speed

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