

1 Common idioms in business

Match the underlined idiomatic expressions with their correct meaning below.

1. There are a lot of audits in our industry, so it is important to do everything by the book.
2. We needed to raise \$1 million to invest in the marketing plan. Unfortunately, we came up short.
3. It has been difficult to become a successful search engine since Google cornered the market.
4. We really need to get the ball rolling on this project. The deadline is next month.
5. Jack took a low-paying job at a large law firm just to get a foot in the door.
6. Last month was incredible! Our sales went through the roof.
7. The company is going to close the books at the end of December.
8. Our boss decided to give us the green light to begin work on the new marketing campaign.

- a. 100% according to the rules
- b. dominated a particular sector
- c. failed to achieve a goal completely
- d. give (someone) permission to start doing something
- e. increased very quickly
- f. start something (usually a work project)
- g. stop taking orders in order to end a bookkeeping period
- h. take a low-level position with a company with the goal of eventually getting a better position with the same company in the future