



3 More business idioms

Match the following expressions to their definitions on the right.

1. in the red	a. excessive rules and procedures
2. red tape	b. not easily categorised
3. a grey area	c. not profitable, operating at a loss
4. a long shot	d. something that has a low probability of happening
5. a safe bet	e. something that will probably happen

Now complete the sentences below:

1. Personally, I believe the new marketing strategy is a bit of a _____ . It's pretty unlikely to succeed.
2. The company has been _____ since the price of oil began to rise rapidly.
3. It's a _____ to invest in smartphone technology. It's certain to become even more profitable in the future.
4. The lawyers were not sure if the product was completely legal. They said it was a _____ .
5. There is a lot of _____ in our industry. It's costing us a great deal in legal fees.

