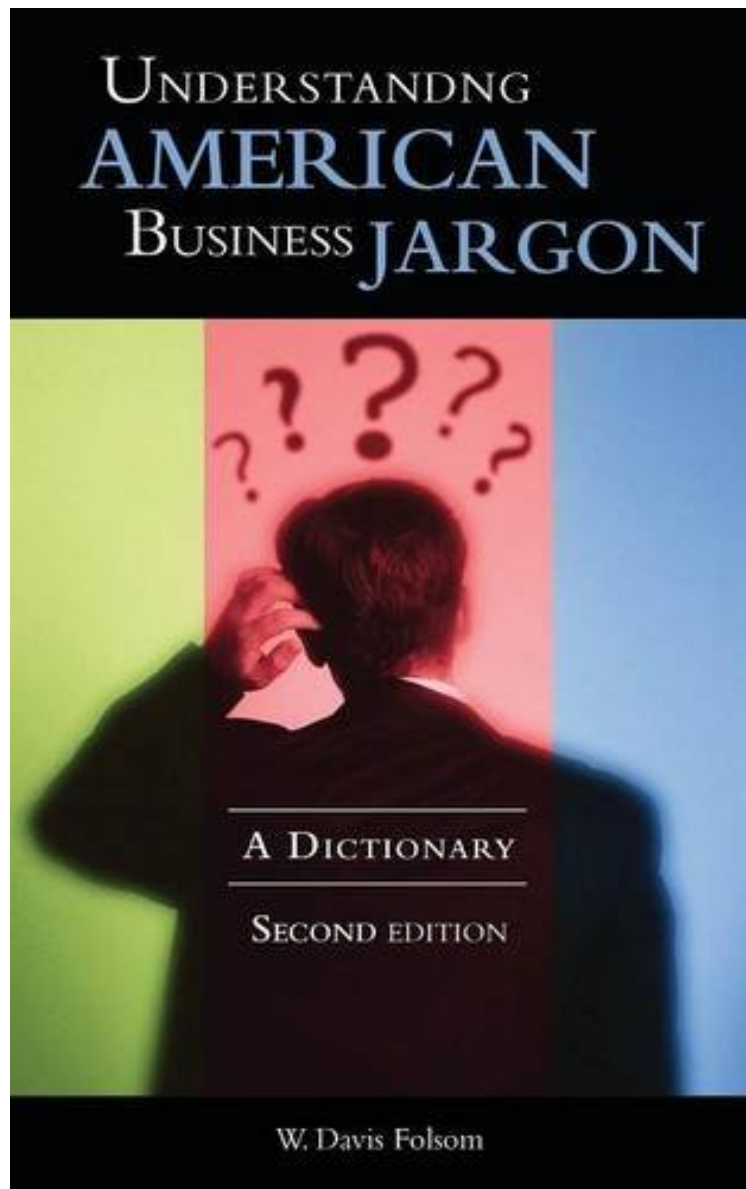


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Dictionary, 2nd Edition:

Business and culture are inextricably linked, each reflecting and reinforcing trends in the other. In *Understanding American Business Jargon*, W. Davis Folsom captures the essence of both by focusing on the terms and phrases that make up our business vocabulary. From AAA to Zombie Bonds, Folsom takes us on a tour of over 2500 concepts that cover the spectrum of business-speak. In this fully revised, updated, and expanded edition, Folsom captures the spirit of business in the new millennium, with such colorful terms as adhocracy, Dilbert principle, hyperlink, traction, and viral marketing. Each term is succinctly defined and described in context, and many are illustrated with quotations from the popular press. Including slang, acronyms, a bibliography, an introduction that discusses recent trends in business language, and cross-referenced throughout, *Understanding American Business Jargon* is not only a handy reference for any businessperson, student, or researcher, but an entertaining glimpse into our constantly evolving business culture.

From BooklistAs he humbly admits in his preface, author Folsom is definitely not a lexicographer, so this book, which updates a 1997 edition, is not the place to look for scholarly definitions. However, Folsom's experience as a business professor lends credence to this informal and entertaining dictionary, which aims to help both American-born English speakers and English-speaking foreigners reduce communication problems. More than 2,500 terms are defined in individual entries, which are often one or two lines and rarely more than five. For example, catch a falling knife is explained simply as "buy when the stock market is falling," and put out to pasture as "pressure someone to retire." Some definitions--and it is unclear why some and not others--are accompanied by citations to usage examples in publications such as the *Wall Street Journal* and *Maclean's*. Occasionally, the author includes see also references, such as glad hand under the entry for press the flesh. Some of the jargon explained in this source will seem self-evident to an American-born speaker. Big cheese is defined as "important person," and el jefe is defined as "the boss (Spanish), a term of respect." Other terms, such as pilot fish (meaning "junior executives who follow close behind senior management") and living dead (meaning "a company or investment that is not so successful but not in bankruptcy") are somewhat less self-explanatory. Libraries serving advanced business students and researchers will probably find *Understanding American Business Jargon* a little on the light side for their needs. However, collections serving American speakers who do not live and work in a business environment, as well as nonnative speakers, will benefit from this source. Art A. LichtensteinCopyright American Library Association. All rights reserved "Like communication in most fields of study, business communication contains terms and expressions that may not have obvious meanings to the uninitiated. If one does not know the jargon, one misses the meaning of what is said. In this second edition, Folsom continues his endeavor to assist business people and students with the confusing and continually changing realm of American Business English. The entries are generally clear and concise. Instead of just using the term in a sentence, many entries include an example of how the term or phrase was used in a journal or newspaper article. This gives a real world flavor to the dictionary. The book includes a list of the acronyms that the reader encounters in the dictionary. The bibliography lists several business jargon dictionaries and Web sites. There is even a Web page (<http://www.islc.net/~folsom/language>) with sample material from the book. Recommended. Lower- and upper-division undergraduates; general readers." - Choice "This dictionary is a useful tool to help here and assist with the task of keeping on top of rapidly changing jargon. Business people and students will find it a useful reference source." - Reference s "This book is written for the businessperson, the student and anyone who uses a language other than English as their first language. This is a book that will make understanding communications you receive from others easier and keep yo from making faux pas in your interactions with others. I would not replace the first edition, but rather add the second edition to my desk reference collection, as this edition adds much more to the knowledge available." - Journal of Business Finance Librarianship "The second edition of *Understanding American Business Jargon: A Dictionary* is the perfect reference for a college-level business school: it surveys the link between business and culture which spills over into business terms and language, it provides an A-Z dictionary of terms and phrases which covers not only definitions but basic concepts, and it uses the terms in context, many with quotes from popular press. An excellent library reference." - MBR Bookwatch "[F]olsom's experience as a business professor lends credence to this informal and entertaining dictionary, which aims to help both American-born English speakers and English-speaking foreigners reduce communication problems. [c]ollections serving American speakers who do not live and work in a business environment, as well as nonnative speakers, will benefit from this source." - Booklist/Reference Books Bulletin About the Author W. Davis Folsom is Professor of Economics and Marketing, University of South Carolina Beaufort. He is the author of several books, including *American Business Language and NAFTA Law and Business*, and editor of *The Encyclopedia of American Business*.