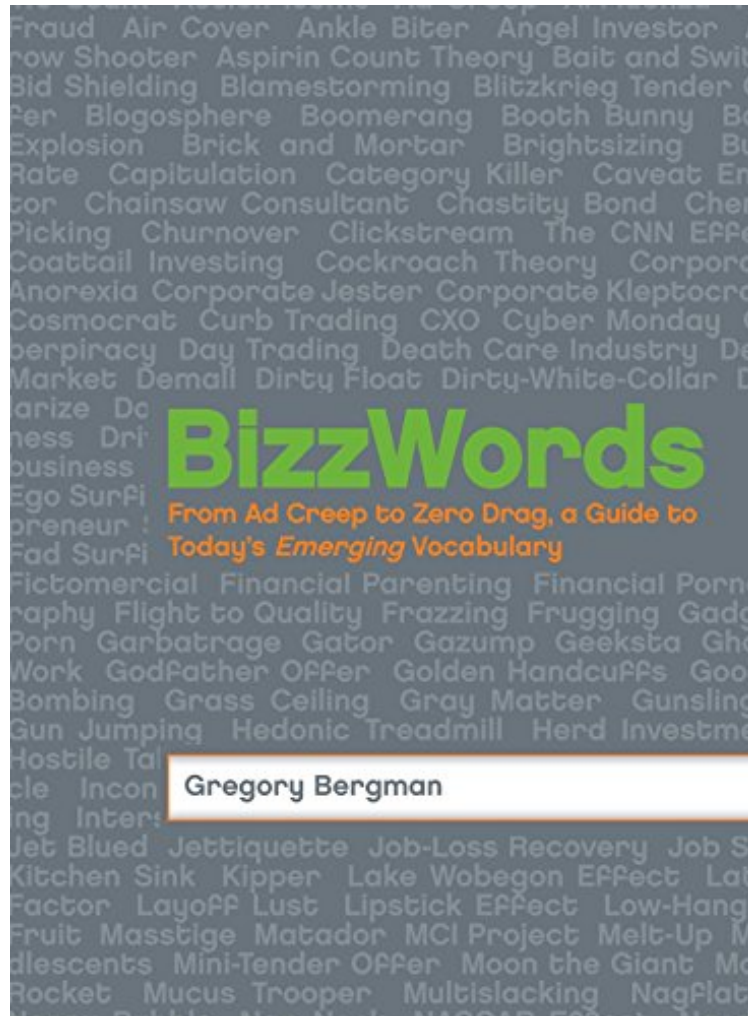


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## BizzWords: From Ad Creep to Zero Drag, a Guide to Today's Emerging Vocabulary

Gregory Bergman

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before purchasing it in order to gage whether or not it would be worth my time, and all praised BizzWords: From Ad Creep to Zero Drag, a Guide to Today's Emerging Vocabulary:

0 of 0 people found the following review helpful. Missed opportunityBy LouThe book seemed interesting and playful at first while providing information. This is of course until I came across multiple political references which were one sided and insulting. This isn't the book for political commentary and I believe the author is limiting his audience by doing so. It's probably why this is listed as a bargain book now. If the author wanted to write a political book maybe he should have spoken with his publisher rather than undercut the true purpose of this book.2 of 2 people found the following review helpful. A fun read - But does anyone talk like this?By Susanna HutchesonWhile my review is

critical, let me say that I recommend it within reason. I do so based on the belief that terms of business that were popular a few years ago are no longer in use and will certainly date you. The problem with a number of the words and terms is that they're not, to my knowledge, in common usage. And those that are, are old terms. For example, "brick and mortar". The book is written like a dictionary. It gives the word or term and then jumps to the right and gives what it means. It gives a brief definition. Then, the book takes the definition further and offers examples of how it's used. As a marketer, I especially like the term "Godfather Offer". Of course, that's an offer you can't refuse. Got to learn to write more of those! But, to be honest, I've not heard anyone use many of these terms. So I'm not sure how relevant the book really is. It's entertaining, to be sure. If I tell a client to "put some pants on it" will he understand my meaning? Gosh, I hope so. I recommend the book as a fun read. Whether it will actually help you in business --- that's another story. - Susanna K. Hutcheson 0 of 0 people found the following review helpful. Get ready to expand your vocabulary with this one. By Ignacio This was an interesting book to say the least. It's a fun, light, and entertaining read. I like the reactions I get from friends and family when I use some of these terms...you should try it too!

There's language...and then there is the language of business. In today's offices, you're as likely to hear kitchen-sinked or sticker shock as capitalization and balance sheet. With the international marketplace and the prevalence of text messaging, the vocabulary of business is constantly evolving. This evolution has left many a step behind, wondering: Should you blush if your boss tells you to put some pants on it? Could you be fired for frazzing? What's the correct reaction to a bozo explosion? How does a dot snot act around the office? You will find answers to these questions and more in *BizzWords*, defining the new buzzwords of business. Written in a sophisticated and slightly irreverent style, *BizzWords* is an engaging guide to today's essential, edgy business terms and expressions.