

## CONFUSING WORDS

1. We're setting all the prices for next year *except/accept* the new range which won't be ready for another three months.
2. When deciding on new prices you mustn't lose *sight/site* of new market behaviour.
3. We are determined to *insure/ensure* customer satisfaction at all times.
4. The consultant is being *prosecuted/persecuted* for tax evasion.
5. The management have now decided what *measurements/measures* to take to increase productivity.
6. She works for the *advertisement/advertising* agency.
7. How will the increase in interest rates *affect/effect* your sales?
8. My bank manager has agreed to *borrow/lend* me another \$2000.
9. We've had to *cancel/postpone* the meeting until next Monday.
10. My plane was *delayed/postponed* by an hour due to computer failure.
11. The cost of *life/living* has gone up again.
12. We expect price to *raise/rise* by at least 5 percent.
13. We only exchange goods if you produce a *receipt/recipe*.
14. Can you *say/tell* the difference between these two products.
15. The company is extremely *sensible/sensitive* to any critics.
16. There's some more paper in the *stationary/stationery* cupboard.
17. I'll ask my bank manager for *advice/advise* about investment.
18. She hopes to get a *chair/seat* on the board.
19. Do these cars *confirm/conform* to the safety regulations.
20. The unions criticised the government's *economic/economical* policy.
21. If you pay too much tax you get a *reimbursement/rebate*.
22. Lawyers here only get their *fee/wages* if they win the case.
23. Our shop has a reputation for selling quality products and it's for that reason we have many loyal *clients/customers*.
24. I enjoy giving presentations (*e.g./i.e.*, talking with a prospect about ways our company can help save money) and I'm comfortable presenting to large groups.
25. I didn't feel I needed to take the conversation any *farther/further*.
26. The meeting ran *continuously/continually* for 8 hours.