

Business Writing: Career Killers

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Frequently-committed crimes that instantly discredit the writer, in the eyes of the reader

affect	<i>verb, mostly</i>	to have an impact on something
effect	<i>noun, mostly</i>	the result of a change
affect	<i>noun, rarely</i>	appearance of an emotional state
effect	<i>verb, rarely</i>	to cause a change, or make it happen
adverse	<i>adj</i>	harmful, contrary to. (<i>adverse</i> effects killed him)
averse	<i>adj</i>	unwilling; reluctant.(he is <i>averse</i> to taking risk.)
all ready	<i>sentence</i>	all of them, as a group, are ready
already	<i>adverb</i>	previously; in the past
all together	<i>sentence</i>	all of them, as a group, agree or gather
altogether	<i>adj.</i>	wholly; entirely
allusion	<i>noun</i>	an indirect reference to something else
illusion	<i>noun</i>	a fantasy, magic trick, mistaken perception
apprise	<i>verb</i>	to inform, to notify
appraise	<i>verb</i>	to evaluate, to set a price
capital	<i>noun</i>	any form of wealth used to produce more wealth
Capitol	<i>noun</i>	building where U.S. Congress meets
cite	<i>verb</i>	to give a source or reference for information
site	<i>noun</i>	a place
sight	<i>noun</i>	a vision
companies	<i>noun</i>	plural of "company"
company's	<i>adj.</i>	singular possessive: a company's product
companies'	<i>adj.</i>	plural possessive: the companies' lobbyist
compliment	<i>n. or v.</i>	expression of praise
complement	<i>n. or v.</i>	something that completes or goes with...
continuous	<i>adj.</i>	without interruption, unbroken
continual	<i>adj.</i>	constantly repeated, recurring
council	<i>noun</i>	governing body or group
counsel	<i>n. or v.</i>	an attorney or advisor; advice or to advise
disburse	<i>verb</i>	to pay out or distribute
disperse	<i>verb</i>	to break apart: the army <i>dispersed</i> the mob

discreet	<i>adj.</i>	prudent, careful about social impact; tactful
discrete	<i>adj.</i>	made up of distinct parts; separate
disinterested	<i>adj.</i>	unbiased, impartial, neutral
uninterested	<i>adj.</i>	couldn't care less
do	<i>verb</i>	to act, bring about, work, finish etc.
due	<i>adj.</i>	payable; scheduled to arrive or to be finished
envelope	<i>noun</i>	folded paper carrier for a letter to be mailed
envelop	<i>verb</i>	to surround, as fog <i>envelops</i> a misty street
fare	<i>noun</i>	what you pay for a bus ride or a ticket
fair	<i>adj.</i>	equitable, treating all people the same way
good	<i>adj.</i>	having quality. satisfactory
well	<i>adj.</i>	in good health
well	<i>adverb</i>	in a satisfactory manner. thoroughly.
imply	<i>verb</i>	to convey a conclusion (What do <u>you</u> imply?)
infer	<i>verb</i>	to draw a conclusion (What am <u>I</u> to infer?)
its	<i>possessive pronoun</i> , like "his" and "hers": NO apostrophe	
it's	<i>contraction</i> of "it is", like "he's strong," "she's smart"	
loose	<i>adj.</i>	scattered, unfettered; not tight; not precise
lose	<i>verb</i>	to suffer a loss; to mislay something
morale	<i>noun</i>	group spirit; mental condition
moral	<i>adj.</i>	good or right or virtuous of heart and mind
perspective	<i>noun</i>	viewpoint. perceived relationship of things
prospective	<i>adj.</i>	future, potential. <i>Prospective customers.</i>
principal	<i>noun</i>	the amount of a debt; main body of an estate
principle	<i>noun</i>	a guiding, fundamental rule; a law of nature
renown	<i>noun</i>	fame
renowned	<i>adj.</i>	famous, celebrated
than	<i>conj.</i>	linkage for comparison. Better this <i>than</i> that.
then	<i>adverb</i>	at that time
their	<i>adj.</i>	possessive pronoun, like "its": belongs to
there	<i>adverb</i>	at or into or toward some place or time
they're	<i>contraction</i>	of "they are"
to	<i>prep.</i>	in the direction of: give it <i>to</i> him.

too *adverb* very. also. more than desired: *too* much
two *noun/adj.* half of four, one more than one.

These are errors for which people can lose promotions, or even their jobs. These are not confused with typographical errors. These are seen as *literacy* errors. Definitions here are limited to those most useful in a business context; many of these words have dozens of alternate definitions.