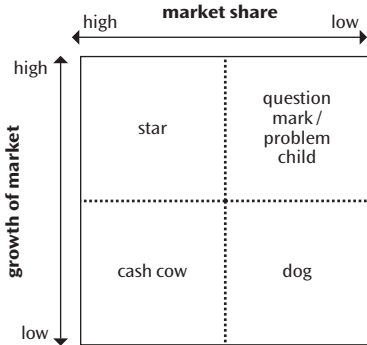


manager. ◊ I like **being my own boss** (= working for myself and making my own decisions).

**2** (informal) (often used in newspapers) the person in charge of a company: *He's the new boss at J Sainsbury.*  
→ HONCHO

**the Boston 'Matrix** /'bɒstən; AmE 'bɒs-/ (also **growth-share 'matrix**) *noun* [C, usually sing.] (Marketing) a way of analysing how successful a range of a company's products or services are by looking at the percentage of sales it has in the market and how fast the sales are growing

**Boston Matrix**



**bot** /'bɒt; AmE 'bɑ:t/ *noun* [C]

SEE ALSO: **shopping bot**

(IT, informal) a piece of software that a computer uses for ordinary or very long tasks, especially searching for particular information on the Internet **NOTE** Bot is an abbreviation of 'robot'.

**bottleneck** /'bɒtlnek; AmE 'bɑ:tl-/ *noun* [C] anything that slows down development or progress, particularly in business or industry: *eliminating bottlenecks in the manufacturing process*  
◊ **major/potential/severe bottlenecks** • to **cause/create a bottleneck** • to **clear/eliminate/remove a bottleneck**

**bottler** /'bɒtlə(r); AmE 'bɑ:tlə/ *noun* [C] (Manufacturing) a company that puts drinks into small containers such as bottles and cans, to sell to the public: *the second largest bottler of Pepsi drinks* ◊ a **soft-drinks bottler** ▶ **bottling** *noun* [U]: *new bottling plants in Southeast Asia*

**bottom** /'bɒtəm; AmE 'bɑ:təm/ *noun, adjective, verb*  
• **noun**

SEE ALSO: **false bottom, race to the ~, rock ~**

**1** [sing.] the lowest or worst level of sth: *You have to be prepared to start at the bottom in this company and work your way up.* ◊ *Analysts believe this is the bottom of the cycle for mobile phone makers.* ◊ *The decline in demand for the products has now **hit bottom**.*

**2** [C] the lowest part of sth: *A message should appear at the bottom of the screen.*

**IDM** **the bottom drops/falls 'out of sth** people stop buying or using the products of a particular industry: *The bottom has dropped out of the travel market.* **from the 'bottom 'up** relying on the ideas and support of the people who have lower positions in an organization: *She believes that authority comes from the bottom up, not the top down.* **[OPP]** FROM THE TOP DOWN → BOTTOM-UP → idiom at TOUCH

• **adjective** [only before noun]

in the lowest, last or furthest place or position: *Double-click on the icon in the bottom left-hand corner of your screen.* ◊ *The firm ranked in the bottom 25% of all those surveyed.* ◊ *The insurer has focused on the bottom end of the market* (= on selling to people who cannot afford to spend much).

• **verb** [no obj] **bottom (out)** to stop getting lower or worse: *The number of people unemployed has risen by 67 000 since bottoming in April.* ◊ *There are signs that the country's economy is bottoming out.*

▶ **'bottoming, 'bottoming 'out** *noun* [U; sing.]: *a bottoming out in energy prices*

• **bottom fishing** *noun* [U] (especially AmE)

(Stock Exchange, informal) the activity of buying shares or businesses when the prices are unusually low and are not likely to fall much further: *Some people start bottom fishing too early, before the lowest prices have been reached.* ▶ **'bottom fisher** *noun* [C] **NOTE** The use of this word often shows that the speaker disapproves of people who buy shares in this way. → BARGAIN HUNTER

★ **'bottom 'line** *noun* [C, usually sing.]

**1** (Accounting) the amount of money that is a profit or a loss after everything has been calculated: *The drop in sales had a big impact on our bottom line.* ◊ *The bottom line for 2005 was a pre-tax profit of €60 million.* ◊ *a bottom-line loss of \$281 million*

◊ to **affect/have an impact on/improve the bottom line** • a **bottom-line loss/profit**

**NOTE** The term **bottom line** originally referred to the line at the bottom of a PROFIT AND LOSS ACCOUNT where the total amount of profit or loss was written.

**2** the **bottom line** the most important thing that you have to consider or accept; the essential point in a discussion, etc: *The bottom line is that we have to make a decision today.*

**3** the lowest price that sb will accept: *Two thousand—and that's my bottom line!*

• **'bottom-'up** *adjective*

**1** from or involving the people who have lower positions in an organization or their ideas: *a bottom-up approach to management*

**2** starting from the beginning of a process: *bottom-up analysis*

**[OPP]** TOP-DOWN

• **'bought 'deal** *noun* [C]

(Stock Exchange) a way of selling new shares or bonds that involves selling all of them to one bank, BROKER, etc., that then sells them to other investors

• **'bought 'ledger** = PURCHASE LEDGER

• **bounce** /baʊns/ *verb, noun*

• **verb**

**1** [+ obj or no obj] (informal) if a cheque **bounces**, or a bank **bounces** it, the bank refuses to pay it because there is not enough money in the account: *The cheque will bounce if your salary doesn't reach your account today.* ◊ a **bounced cheque** → DISHONOUR, RD, RETURN

**2** [+ obj or no obj] to increase suddenly in value or level: *The retailer's shares bounced 2.7 per cent to €55.5.*

◊ **prices/sales/shares/the market** **bounced**

**3** [no obj] **bounce around/up and down** to repeatedly increase and decrease in value or level: *The stock price has been bouncing up and down as much as 10% a day.*

**4** [+ obj or no obj] if an email **bounces** or the system **bounces** it, it returns to the person who sent it because it cannot be delivered.

**PHRV** **'bounce 'back (from sth)** to become successful again or start to increase again after a period of difficulty: *The airline's shares have bounced back from two days of heavy losses.*

• **noun** [C]

SEE ALSO: **dead cat bounce**