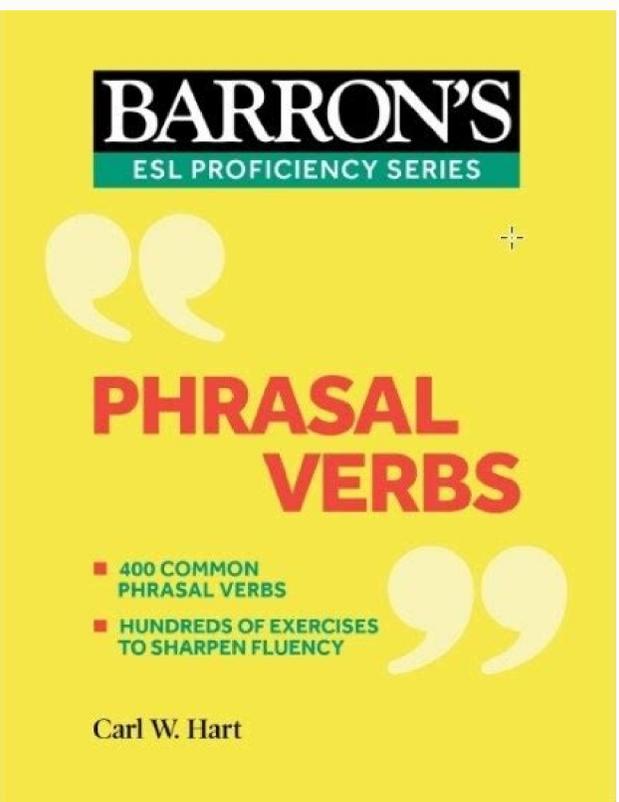


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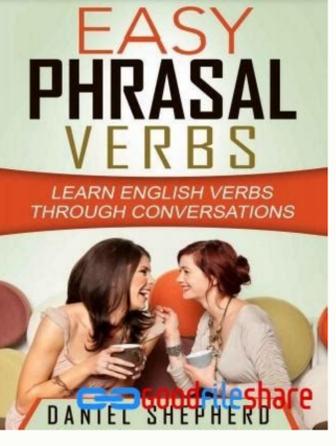


Phrasal Verbs with SET

- Set down** to write or print something
 The rules of this place are **set down** in this handbook.
- Set about** to begin or start doing something
 We **set about** organizing a party.
- Set forth** to begin travelling
 We **set forth** at noon.
- Set off** to start a journey or trip
 We will **set off** next week.
- Set out** to leave a place and begin a journey
 We **set out** on a lonely journey.
- Set aside** to separate or to reserve something for a particular aim.
 John **set aside** some money for his kid's future.
- Set back** to delay something or somebody
 The engineers have some problems with the project which will **set us back** at least two weeks.
- Set up** to make something ready to use
 It will take a half hour **set up** the tent.



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(English) PHRASAL VERBS	
LOOK ABOUT	IN SEARCH OF
LOOK AFTER	TAKE CARE OF
LOOK AT	SEE CAREFULLY
LOOK BACK ON	TO THINK OF THE PAST
LOOK FOR	SEARCH FOR A LOST THING
LOOK DOWN UPON	HATE
LOOK INTO	INVESTIGATE THE MATTER
LOOK ON	TO SEE AS A SPECTATOR
LOOK OVER	EXAMINE CAREFULLY
LOOK OUT	WATCH OUT
LOOK OUT FOR	IN SEARCH OF
LOOK TO	RELY UPON
LOOK UP	CONSULT SOME BOOK FOR A WORD
LOOK UPTO	RESPECT
LOOK UPON	CONSIDER
Date of Release – 19-04-2017 SUBJECT- ENGLISH www.mahendraguru.com	

Phrasal verbs formed with 'up' and 'down' are used to indicate increases and decreases in a number of qualities. Each use is indicated by a specific general quality followed by a synonymous verb or short definition. There are two example sentences for each phrasal verb with up or down. Here's an example: Up = Increase in Value Down = Decrease in Value to put up (S) = to raise The supermarket put coffee prices up in January. to bring down (S) = to reduce The recession brought profits down sharply. Remember that phrasal verbs can be either separable or inseparable (review separable inseparable phrasal verbs). Each phrasal verb is also marked as separable (S) or inseparable (I). In the case that verbs are separable, examples will use the separable form of the phrasal verb. For inseparable phrasal verbs, examples keep the phrasal verbs together: Up = Increase in Value to put up (S) = to raise We'll have to put our prices up to compete. Have they put the price of corn up recently? to go up (I) = to increase The price of gas went up in March. Our rent went up in January. Up = Increase in Size to bring up (S) = to raise (usually children) They brought their children up to be responsible adults. We're bringing up two children. to grow up (I) = to become older You've grown up since I last saw you. The children grew up so fast. Up = Increase in Speed to speed up (I) = to go faster in a vehicle He quickly sped up to sixty miles an hour. His motorcycle can speed up to 100 quickly. to hurry up (I) = to do something faster, to get ready faster Could you please hurry up? I'll hurry up and finish this report. Up = Increase in Heat to heat up (S) = to make hotter I'll heat the soup up for lunch. What should I heat up for dinner? to warm up (S) = to make hotter I'll warm this soup up for lunch. Would you like me to warm your tea up? Up = Increase in Happiness, Excitement to cheer up (S) = to make someone happier Can you cheer Tim up? I think we need to cheer them up with a song or two. to liven up (S) = to make something more fun Let's liven this party up with a game. We need to liven this meeting up. Up = Increase Sound to turn up (S) = to raise the volume Please turn the radio up. I like to turn the stereo up when nobody is home. to speak up (I) = to speak with a stronger voice You need to speak up for people to understand you. Please speak up in this room. Up = Increase in Strength to build up (S) = to increase over time It's important to build your muscle strength up over time. They've built up an impressive stock portfolio. to pick up (I) = to improve over time My health has picked up over the past few days. The stock market has picked up recently. Down = Decrease in Value to bring down (S) = to reduce They bring down prices after Christmas. The summer brought heating oil prices down. to go down (I) = to decrease The value of the house went down during the recession. Gas prices have gone down dramatically over the past few months. to cut down (S) = to reduce the value of We've cut our research and development budget down significantly. They've cut their investments down to half. Down = Decrease in Speed to slow down (I) = to reduce your speed Slow down when you drive into town. My car slowed down and stopped at the intersection. Down = Decrease in Temperature to cool down (S) = to a lower temperature You'll cool down after you stop exercising. This cool towel will cool you down. Down = Decrease in Excitement to cool down (S) = to relax I need to take a moment to cool down. Tom should cool his friend down so we can continue the meeting. to calm down (S) = to make less excited I calmed the children down with a movie. It took him a while to calm down after the meeting. Down = Decrease in Volume to turn down (S) = to reduce the volume Could you please turn that music down? I think you should turn the volume down on the radio. to keep down (S) = to remain soft > Please keep your voices down in the library. I'd like you to keep it down in this room. to quieten down (S) = to encourage someone to become quieter Could you please quieten your children down? I'd like you to quieten the class down. Down = Reduce Strength to water down (S) = to reduce the strength of something (often alcohol) Could you water this martini down? You need to water down your argument. I've been using a new mental model where I formulate a sentence that describes what a company does and then home in on the verb that defines the category they hope to own. By changing one word at a time in the sentence, it's easy to think of the different directions that a company can expand in, whether through building new products or making acquisitions. This rubric helped me see what I initially thought were surprising forays by companies as choices that are strategic and cogent Here's an example with Uber: Humans driving cars move other humans on demand. Changing any of the italicized words one at a time allows us to think of adjacent markets that fit within Uber's brand and can benefit from the expertise and economies of scale that they are building. Humans driving cars move food on demand. a.k.a Uber Eats Self-driving cars move humans on demand. a.k.a Uber's Self-driving program Humans driving trucks move stuff on demand. a.k.a Uber Freight Self-Driving cars/trucks/boats/planes move stuff on demand. Self-Driving Food Trucks/Vendors that move to where you are on demand. From these examples we can surmise that Uber's business is to own any category with the verb move. If you think of Uber as an on-demand cab company then you would miss the size of the opportunity around owning the verb to move. It's much more rewarding to think about it as a company that moves people, objects, food, etc. It makes it much clearer what their potential can be as their ambition grows. Let's take another example to illustrate the versatility of the concept using Google: Google organizes all the world's information so that humans can find digital information. It's crucial to notice that Google, though it's synonymous with search is actually anchoring it's mission around the verb organize. Search is a method of accessing the organized information rather than the primary goal. Of course they started out by organizing links on the web and that naturally evolved to all the world's information even if it's not digital e.g. maps, books. They also made the information available to machines through APIs instead of just humans. I find that framing a company's mission using this method allows me to understand the possibilities around their business both for anticipating interesting ideas that can be built and for brainstorming pleasure :) Thanks to Katie Gemmill and Nicolae Rusan for reading this and providing input. In the dictionary "idea" is a noun. Idea really should be a verb, because an idea is not real until you turn your inspiration into action. I should know. I've had lots of ideas, but I've acted on very few of them. For example, when I was graduating from college the fitness boom was still in its infancy. (Save the old jokes.) When companies like Nautilus introduced the first commercial weight training machines, strength training started to appeal to the average person. Layer in aerobics classes and Easter egg spandex combinations and millions of people started to work out. I saw an early Nautilus demo in New York and thought, "Hey, there's a real opportunity here. I should open a gym." I thought about it a lot, scouted locations, talked to manufacturers and lenders... but thinking and planning is all I did. Thirty years later I still feel a twinge of regret whenever I see a Gold's or Crunch or Bally. The same is true with computers. I owned one of the first Kaypro II "portables." (It weighed about 25 pounds but was technically portable.) I was hardly a programmer but I did know more about computers than many people... and when IBM-compatible computers started to hit the market I thought seriously about opening a retail store. (Remember, this was pre-Dell.) One manufacturer was even willing to front most of the capital because they wanted to quickly establish storefront distribution channels. While in retrospect the opportunity would have been relatively short-lived, for about 10 years that business might have thrived... if I had done more than just think about it, that is. The list goes on. Years ago a friend decided the home healthcare industry was on the verge of exploding. He asked me to go into business with him. I thought about it a lot and helped him flesh out his financials and refine his start-up plan... but I never pulled the trigger. Today he has locations in 15 cities. The only connection I have with the business is that I will probably be a customer someday. Sure, I can console myself by thinking that hindsight is perfect and that I had no way of knowing how those opportunities would turn out. But that's only partly true. Even at the time I felt sure those ideas were great. Instead of acting, though, I let "idea" stay a noun and didn't make it a verb. Fitness and computers and home healthcare weren't really ideas, because ideas without action aren't ideas. Every day, would-be entrepreneurs let hesitation and uncertainty stop them from acting on an idea. Fear of the unknown and fear of failure are what stopped me, and may be what stops you, too. Think about a few of the ideas you've had, whether for a new business, a new career, or even just a part-time job. In retrospect, how many of your ideas could have turned out well, especially if you had given the opportunity your best effort? Would a decent percentage have turned out well? My guess is, probably so... so try trusting your analysis, your judgment, and even your instincts a little more. You certainly won't get it right all the time, but if you let "idea" stay a noun, you will always get it wrong.

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