Engels: BVIU

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| Unit 1 |  |
| Deal with | To talk to someone or meet someone, especially as part of your job  She is used to dealing with difficult customers |
| Fulltime job | A job which you do for the whole working week  I have a fulltime job in an office and normally work from 9 to 5 |
| In charge of | Being the person who has control of or is responsible for someone or something  Who will be in charge of the department when Sophie leaves? |
| manage | To be responsible for controlling or organizing someone or something, especially a business  Has he had any experience of managing large projects? |
| Part-time job | A job which you do for part of the working week  I had a part-time job in a bar when I was a student. |
| Permanent job | A job which you can have for as long as you want  He was offered a permanent job when his temporary contract finished. |
| responsibility | Something that it is your job or duty to deal with  It’s my responsibility to ensure that the project finishes on time |
| Responsible for | In charge of someone or something  I’m responsible for making sure that invoices are processed. |
| run | To be in control of a business, department, etc  We can give you information on how to set up and run a business |
| Temporary job | A job which you can only have for a short time  She’s looking for a temporary job before she goes back to university in September |
| What do you do? | Used for asking someone what job they have  What do you do? I’m a project manager. |
| work | A place where a person goes specially to do their job  What time do you get to work in the morning? |
| Work with | To do a job with other people  I work with other departments to make sure the project runs smoothly |
| Unit 2 |  |
| boring | Not interesting or exciting  The job can be quite boring at times |
| Clock in/on | To record the time you arrive at work on a special machine  What time did you clock in this morning? |
| Clock off/out | To record the time you leave work on a special machine  We usually clock off at 5 |
| commute | To make the same journey regularly between work and home  She commutes from Brighton to London every day |
| commuter | Some who regularly travels between work and home  The train was full of commuters this morning |
| Day shift | A period in the day during which a particular group of people work  Many nurses prefer working on the day shift |
| demanding | Needing a lot of time, attention or energy  The job is very demanding because I have to manage so many projects at the same time |
| dull | Not interesting or exciting in any way; boring  My last job was so dull. All I did was enter information onto the computer system |
| exciting | Making you feel excited  I’m a TV cameraman and it’s quite exciting work |
| fascinating | Extremely interesting  It’s a fascinating job and full of challenges |
| Flexitime | A system of working in which people work a set number of hours in a week, month, etc. but can choose the time they start or finish work  Flexitime is ideal for parents of young children |
| hard | Needing or using a lot of physical or mental effort  Being a doctor can be a very hard job with long hours |
| Night shift | A period in the night during which a particular group of people work  When I’m on the night shift, I sometimes find it hard to sleep during the day |
| Nine-to-five | Describes work which starts at nine o’clock and ends at five o’clock  I just wanted a nine-to-five job in an office |
| Office worker | Someone who works in an office  The restaurant is full of office workers at lunchtime |
| overtime | More hours than usual and with more money  We’re often asked to work overtime |
| repetitive | Involving doing or saying the same thing several times, especially in a way that is boring  My work on the factory production line was dull and repetitive |
| routine | A lot of my work in the office is fairly routine and boring |
| satisfying | Making you feel pleased by providing what you need or want  We hope you will enjoy your new job and find it satisfying |
| shift | A period when a particular group of people work  What time does your shift start? |
| stimulating | Making you feel interested  To attract the best people, we offer a good financial package as well as exciting and stimulating work |
| telecommuting | The activity of working at home, while communicating with your office by telephone and the internet  Telecommuting has an impact on the economy by allowing people to live and work anywhere |
| teleworking | The activity of working at home, while communicating with your office by telephone and the internet  Teleworking has an impact on the economy by allowing people to live and work anywhere |
| tiring | Making you feel tired  My job is tiring because I’m standing up all day |
| tough | Difficult to do or to deal with  I work on an oil rig and the work is quite tough |
| uninteresting | Not interesting  He did a series of uninteresting jobs before finding this one and now he is very happy |
| unstimulating | Not interesting  The work is likely to be unstimulating as it is very routine |
| Working from home | Doing your job from your home rather than travelling to an office  I like working from home because I don’t have to commute every day |
| Working hours | The time of the day when you have to wrok  We’re not allowed to use the internet for personal reasons during working hours |
| Unit 10 |  |
| Business empire | A large group of companies that are owned mainly by one person or family  Richard Branson has a huge business empire |
| Business leaders | Successful business people who are in charge of large organizations  Business leaders have expressed about the government’s plans to increase the minimum wage. |
| Businessman/person/woman | A man/woman/person who works in business, especially if he/she has e high position in a company  He/she was a successful businessman with a big house |
| Captains of industry | A slightly old-fashioned journalistic word for successful business people who are in charge of large organizations  The discussion will involve top politicians and captains of industry |
| entrepreneur | Someone who starts their own business, especially when this involves seeing a new opportunity  Stelios is an entrepreneur who started his own airline |
| entrepreneurial | Seeing an opportunity and starting a new business  She was very entrepreneurial and even at 13 was selling cakes to her friends |
| establish | To start a company or organization that will continue for a long time  The drinks company was established in 1948 |
| found | To start a company or organization  The company was founded in 1908 |
| founder | Someone who starts a company or organization  Una Dillan was the founder of Dillan’s bookshop chain |
| grow | To make a business bigger by increasing sales, employing more people, etc  We plan to grow the business and increase sales |
| Leadership skills | Skills which help you to be in charge of other people or an organization  To be a successful manager, you need good leadership skills |
| magnate | A person who is very rich and successful in business or industry  The ship was sold to a Greek shipping magnate |
| mogul | An important person who is very rich or powerful  She had worked for several media moguls including Rupert Murdoch |
| Start-ups | Small business that have just been started  The bank offers advice to start-ups |
| tycoon | A person who had succeeded in business or industry and has become very rich and powerful  A Brazilian property tycoon is planning to build a new hotel just outside the city |
| Unit 11 |  |
| Big business | Large companies considered as a group  Online social networking sites have became big business in recent years |
| bureaucracy | A system for controlling or managing a country, company or organization that is operated by a large number of officials who are employed to follow rules carefully  Many people believed that government bureaucracy was not good for business |
| bureaucratic | Involving long and difficult dealings with official  State-run companies were considered to be too bureaucratic |
| business | The activity of buying and selling goods and services, or a particular company that does this  He runs a printing business |
| commerce | The activities involved in buying and selling things  Internet commerce has grown very quickly in the last five years |
| commercial | Related to buying and selling things  The commercial future of the company looks very promising |
| company | An organization which sells goods or services in order to make money  She works for a software company |
| concern | A formal word for a business  This company is a family concern |
| corporate | Relating to a large company  The corporate headquarters are in Tokyo, but they have offices around the world |
| corporation | A large company or group of companies that is controlled together as a single organization  The company is a multinational corporation with offices in 23 countries |
| e-commerce | The business of buying and selling goods and services on the internet  Businesses are taking advantage of all that the internet and e-commerce now offer |
| enterprise | An organization, especially a business  This is a commercial enterprise – we’re here to make money |
| Enterprise economy | An economy in which private business is encouraged  State-owned industries are not a major part of an enterprise economy |
| Enterprise zone | Part of a country where business is particularly encouraged because there are less strict laws, lower taxes, etc  The area has become an enterprise zone and the government is encouraging investment there |
| firm | An organization which sells goods or services in order to make money  Helen has just started working for an accountancy firm |
| Free enterprise | Business activity owned by individuals rather than the state  In a system of free enterprise, business must compete with each other for customers and markets |
| Government-owned-company | A company which is owned by the government  This used to be a government-owned company, but it was privatized five years ago |
| multinational | A large and powerful company that produces and sells goods in many different countries  Multinationals have huge resources and it is difficult for smaller companies to compete |
| nationalized | Owned by the government  At one time, the electricity industry was nationalized |
| Nationalized company | A company which is owned by the government  Nationalized companies were considered inefficient and many were privatized in the 1980’s |
| Private enterprise | Business activity owned by individuals rather than the state  British shops and factories are run by private enterprise rather than the state |
| privatization | When a government sells a company to investors  The last few years have seen the privatization of many industries previously owned by the state |
| privatize | If a government privatizes an industry or company which it owns, it sells it to investors  The telephone industry was privatized a few years ago |
| Self-employed | Not working for an employer but finding work for yourself or having your own business  I’m self-employed and have my own business |
| Small or medium enterprise (SME) | A business which is small or medium in size  It’s always difficult for small or medium enterprises to succeed against the big corporations |
| State-owned | Owned by the government  In Britain in the 1970’s, many industries were state-owned |
| Unit 12 |  |
| asset | Something valuable belonging to a business which can be used for the payment of debts  When a firm goes bankrupt, its assets are sold as quickly as possible |
| Building society | A business that lends you money if you want to buy a house, or pays you interest on money you invest there  When I bought my house, I got a mortgage from a building society |
| charity | An organization which has the purpose of giving money, food or help free to those who are in need because they are ill, poor or have no home  Charities such as the British Heart Foundation and Oxfam rely on donations from the public |
| demutualization | The process when a company such as a building society becomes owned by shareholders instead of its members  Regulators approved a demutualization plan for the life insurance company |
| demutualize | If a company such as a building society demutualize, it becomes owned by shareholders instead of its members  Many building societies have demutualized over the last few years |
| donate | To give money or goods to help a person or organization  An anonymous businesswoman donated 1 million to the charity |
| donation | When money or goods are given to help a person or organization  The charity is asking for donations of money or clothes |
| freelance | Doing particular pieces of work for different organizations, rather than working all the time for one organization  I am freelance gardener and garden designer |
| fundraising | When you collect or produce money for a particular purpose, especially for a charity  The fundraising event aims to raise money for a charity for children with cancer |
| Go bankrupt | If a business goes bankrupt, it no longer has enough money to continue  The recession has led to many small businesses going bankrupt |
| Incorporated (inc) | Used after the name of a company organized as a legal corporation  Kraft Foods Incorporated (Kraft Foods Inc.) |
| Life insurance company | A company which pays out money to the family of a person when they die  He had a policy with a life insurance company and when he died his wife received money |
| Limited company (ltd) | A company, especially one in the UK, whose owners only have to pay part of the money they owe if the company fails financially  Please make cheques payable to ‘the post office ltd’ |
| Limited liability | A situation when if a company no longer has enough money to continue, the people who it owes money to can take any money, equipment, etc. from the business but not personal things such as the owners’ cars or houses etc.  Because we had limited liability, we didn’t lose our homes when we went bankrupt |
| Limited liability partnership (LLP) | A business arrangement in which if a company no longer has enough money to continue, the people who it woes money to can take any money, equipment, etc. from the business but not personal things such as the owner’s cars or housed, etc.  They were trading as a limited liability partnership |
| member | A person who is part of a group  I like the co-op because it’s owned bye it’s members and there are no shareholders |
| mutual | A financial organization such as a building society that is owned by its members, rather than by shareholders  In the past, all building societies were mutuals, but this is no longer the case |
| Non-profit organization (BrE) | An organization which has a social aim rather than one which tries to make money  I’ve worked for several non-profit organizations which work with homeless people |
| Not-for-profit organization (AmE) | An organization which has a social aim rather than one which tries to make money  I’ve worked for several not-profit organizations which work with homeless people |
| partner | One of the owners of a company  Ben is one of the partners in law firm |
| partnership | A company which is owned by two or more people  Two of my colleagues went into partnership and started their own concern |
| Personal assets | Something valuable belonging to an individual person  I have hardly any personal assets – I don’t even own a car |
| Public limited company (plc) | A company whose shares are bought and sold on the stock exchange  The supermarket Sainsbury’s began trading on the stock market on 12 July 1973 as J Sainsbury PLC |
| shareholder | A person who owns some of the equal parts into which the ownership of a company is divided  Shareholders will vote on the proposed merger of the companies next week |
| Sole owner | Someone who works on their own and has their own business  Many photographers are sole owners |
| Sole proprietor | Someone who works on their own and has their own business  Many photographers are sole proprietors |
| Sole trader | Someone who works on their own and has their own business  Many photographers are sole traders |
| Voluntary sector | Organizations with a social aim such as helping people who are poor or sick  I’ve always worked in the voluntary sector rather than in big business |
| volunteer | A person who works without being paid  Amy works as a volunteer for a cancer charity |
| Unit 13 |  |
| aerospace | The industry which produces or operates aircraft or spacecraft  We supply a wide range of industries including aerospace |
| Automobile (AmE) | The industry which produces cars  The automobile industry has been badly affected by the recession |
| Call centre | A place where people deal with customers’ orders, complaints, etc. on the telephone  When you telephone a bank today, you will be talking to someone in a call centre and not someone in the office |
| Car (BrE) | The industry which produces cars  The car industry has been badly affected by the recession |
| catering | The industry which includes restaurants, bars, etc  People in catering often have to work long hours |
| Computer hardware | Computer equipment such as screens, printers, drinks, etc. we need computer hardware which is reliable |
| Computer software | The programs that a computer uses  He was fired from his job because he was downloading illegal software |
| construction | The work of building or making something especially buildings, bridges, etc.  The recession has hit the construction industry because people are not buying houses |
| defence | (BrE) weapons (defence: AmE)  He was responsible for transforming the company into Europe’s leading aerospace and defence company |
| diversified | Offering a wide range of new products or services  Our business is diversified and we don’t rely on just one product or client |
| economy | The system of trade and industry by which the wealth of a country is made and used  Tourism contributes millions of euros to the country’s economy |
| electronics | The scientific study of electric current and the technology that uses it  The company has diversified and is now involved in the electronics industry |
| Emerging industry | An industry which is starting to exist  Electronics is an emerging industry |
| Financial services | Jobs such as banking and insurance  Many jobs in the financial services sector are at risk |
| Food processing | The job of putting food into cans, freezing it, etc. so that it can be sold  She works in a food processing plant |
| Growth industry | An industry which is becoming bigger and more successful  Providing software for mobile phones is a growth industry |
| healthcare | The set of services provided by a country or an organization for the treatment of the physically and the mentally ill  It’s a healthcare company providing medical services for elderly people |
| Heavy industry | Industry that uses large machines to produce either materials such as steel or large goods such as ships and trains  The country used to depend on heavy industry like coal production and car manufacturing, but now tourism is very important to the economy |
| Household goods | Machines that people use in their houses such as washing machines, refrigerators,…  The sales of household goods such as washing machines and refrigerators have been very good this year |
| industrial | In or related to industry, or having a lot of industry and factories,…  It is an industrial city with a lot of factories |
| industrialize | To develop industry  When the country began to industrialize in the 1950’s, many people began to work in factories for the first time |
| industry | The companies and activities involved in the process of producing goods for sale, especially in a factory or special area  The city needs to attract more industry to improve its economy |
| Industry (2) | Te people and activities involved in one type of business  The pharmaceutical industry has not been affected by the problems in the global economy |
| leisure | Jobs in sports, cinemas,…  He’s always worked in the leisure industry and is now manager of a hotel |
| Light industry | Industry which makes small things and does not need to use large heavy machines  Light industries such as micro-electronics have become very important |
| Manufacturing industry | An industry which makes a product  The British manufacturing industry has declined and many goods sold in Britain are now made abroad |
| Manufacturing sector | The group of industries which make products  Many people have lost their jobs in the car industry and the rest of the manufacturing sector has also been badly affected by problems in the economy |
| media | Companies involved in producing newspapers, magazines, television and radio programmes  When she graduates, she wants to work in the media and in particular for a newspaper |
| pharmaceutical | The industry which tests and produces medicines  The pharmaceutical industry invests a lot of money in testing new drugs |
| property | (BrE) buying, selling and managing buildings (AmE real estate)  Jobs in property are suffering because fewer people are buying and selling houses |
| Retail | The activity of selling goods to public  Health and social care is the third largest employer, after manufacturing and retail |
| service | A system or organization that provides for a basic public need  Services such as good healthcare and public transport are vital to the local community |
| Service industry | An industry that provides a service for people but does not result in the production of goods  The service industry has become more and more important to the country’s economy and particular tourism |
| Service sector | The industries that provide a service for people but do not result in the production of goods  The service sector has been growing recently and there are many vacancies in areas such as tourism and healthcare |
| steel | A strong metal used in the manufacturing of machinery and cars  The city used to have a highly successful steel industry which is now in decline |
| telecommunications | The sending and receiving of messages over distance, especially by telephone, radio and television  Telecommunications has been a very successful area of business in recent years |
| textile | Cloth made by hand or machine  Many of the textile industries are based in the north of the country |
| tourism | The business of providing services such as transport, places to stay or entertainment for people who are on holiday  The tourism industry is vital to many countries |
| Unit 16 |  |
| Assembly line | A line of machines and workers in a factory which a product moves along while it is being built or produced. Each machine or worker performs a particular job, which must be finished before the product moves to the next position in the line  Bill works on the assembly line at a car factory |
| capacity | The total amount that can be produced  They took on extra workers to deal with the increased capacity |
| Churn out | To produce large amounts of something quickly  The factory churns out thousands of pairs of these shoes every week |
| Computer-aided design and manufacturing (cad) (cam) | The use of computers to help develop and test the first version of a new product such as a car  When computer-aided design and manufacturing was introduced it revolutionized the car industry |
| Computer-assisted design and manufacturing | The use of computers to help develop and test the first version of a new product such as a car  When computer-assisted design and manufacturing was introduced it revolutionized the car industry |
| Cost-effective | If an activity is cost-effective, it is good value for the amount of money paid  It would not be cost-effective to replace the whole system |
| Craft industry | An industry in which each product is made by hand in the past, making cars was a craft industry |
| glut | A supply of something that is much greater than can be sold  Because of the world economic crisis, there is a glut of cars on the market |
| goods | Things that are made to be sold  The goods are sold in stores around the country |
| Hand-made | Made by a person rather than a machine  These chocolates are very expensive because they are hand-made |
| Industrial robot | A machine in a factory which helps put parts of a product together  Industrial robots are used in car plants |
| Labour-intensive | Industries and methods which are labour-intensive need a lot of workers  The farm doesn’t use modern farming techniques and the work is still very labour-intensive |
| Make (verb) | To produce goods in large numbers, usually in a factory using machines  The company makes parts for cars |
| maker | A company that produces goods in large numbers  Toyota is one of the most successful car makers in the world |
| manufacture | To produce goods in large numbers, usually in a factory using machines  All our products are manufactured from high quality material |
| manufacturer | A company that produces goods in large numbers  Toyota is one of the most successful car manufacturers in the world |
| Manufacturing | The business of producing goods in large numbers  Many jobs have been lost in the manufacturing sector |
| Manufacturing factory | A building or set of buildings where something is made  The company has its own manufacturing factory where it makes its goods |
| Manufacturing plant | A factory where something is made  The cars are built at a manufacturing plant in Wales |
| Manufacturing works | A factory where something is made  We buy our paper from a manufacturing works in Inda |
| output | An amount of something produced by a person, machine, factory, country,…  We need to increase output |
| overproduction | The act of producing more of something than is needed  Overproduction of any type of goods is bad for the economy |
| Produce (noun) | Food or any other substance or material that is grown or obtained through farming, especially that which is produced in large amounts  Dairy produce is a major source of income for this region |
| Produce (verb) | To make something  France produces a great deal of wine for export |
| producer | A company, country or person that provides goods, especially those which are produced by an industrial process or grown or obtained through farming, usually in large amounts  Australia is one of the world’s main producers of wool |
| production | The process of making or growing goods to be sold  Coke is used in the production of steel |
| Production line | A line of machines and workers in a factory which a product moves along while I is being built or produced. Each machine or worker performs a particular job, which must be finished before the product moves to the next position in the line  Bill works on the production line at a car factory |
| productivity | The rate at which a company or country makes goods, usually judged in connection with the number of people and the amount of materials necessary to produce the goods  Studies how that if a working environment is pleasant, productivity increases |
| products | Something that is made to be sold, usually something that is produced by an industrial process or, less commonly, something that is grown or obtained through farming  We sell a range of skincare products |
| provide | To give someone something that they need  We provide excellent service |
| provider | Someone who provides something  I’m happy with the internet service provider is I use because it’s cheap and reliable |
| provision | When something is provided  The provision of good public transport is essential for developing the area |
| Shortage | When there is not enough of something  A coal shortage could lead to lowered provision of electricity |
| surplus | A supply of something that is much greater than can be sold  Because of the world economic crisis, there is a surplus of cars on the market |
| Working at full capacity | Producing the maximum amount possible  The factory is currently working at full capacity |
| workshop | A room or building where things are made or repaired using machines and / or tools  Cars are repaired in our workshop |
| Unit 17 |  |
| capital | Money they put £50,000 capital into the business |
| Component | A part which combines with other parts to form something bigger we manufacture computer components |
| Efficient | Working or operating quickly and effectively in an orgeanized way the business needs to be more efficient in order to maximize profits |
| Finance (verb) | To provide the money needed for something the local authority has refused to finance the project |
| Finished goods | Products that have been made  the finished goods are transported by road |
| Handle | To touch or move something with your hands workers are given training in how to handle heavy objects |
| In stock | Available for costumers to buy  we have ten copies of the book in stock |
| Input | Something such as energy, money or parts that are put into something  the power input will come largely from hydroelectricity |
| Just-in-time | A just-in-time system or manufacturing or producing goods is based on preventing waste by producing only the amount of goods needed at a particular time, and not paying to produce and store more goods than are needed. materials are supplied on a just-in-time basis without the for a purchase order. |
| Knowledge | Understanding of or information about a subject which a person gets by experience or study, and which is either in a person’s mind or know by people generally Knowledge of the market you are operating in is very important |
| Lean manufacturing | Making things as quickly and cheaply as possible without waste we can show you the actions to take to enable your company to save money on production costs through lean manufacturing |
| Lean production | Making things as quickly and cheaply as possible without waste we can show you the actions to take to enable your company to save money on production costs through lean production |
| Manufacturing operation | A business or factory that makes things  the company has 13 manufacturing operations across Europe |
| Outside supplier | A company which provides parts and services to a company the government has contracts with outside suppliers to provide translation services |
| Outsourcing | The act of buying in parts and services from another company saving money is one of the primary reasons for outsourcing |
| Part | One of the pieces that form a machine or piece of equipment the company makes parts for Toyota |
| Partners | Two or more companies that are closely involved with each other the two companies were partners in the building of the new airport |
| Raw material | A material such as steel, oil, etc. which is used fot making something oil is important raw material which can be processed into many different products |
| Replacement part | A piece that can be used to replace another piece we sell replacement parts for washing machines and other appliances |
| Spare part | A piece that can be used to replace another piece  spare parts for the machine are available if it needs to be repaired |
| Stocks | (BrE) quantities of raw materials, parts, work-in-progress and finished goods in a particular place we need to know the amount of stocks available before we agree to supply the order |
| Store (verb) | To put or keep things in a special place for use in the future learn production tries to avoid storing goods in warehouses |
| Subcontracting | The process of buying in services from other companies  subcontracting to other companies is very common in the building industry |
| Supplier | A company which sells something  I’ll contract the suppliers and see if we can get any more materials |
| Warehouse | A large building for storing things before they are sold, used or sent out to shops the goods were in the warehouse for months because a strike stopped distribution |
| Work-in-progress | Something that is in the process of being made for accounting purpose, we need to work out a value for work-in-progress |
| Unit 19 |  |
| Buying manager | The person who is in charge of buying goods that a company uses or sells our buying manager is responsible for the products that we stock |
| Client | A costumer or someone who receives services  we always aim to give our clients personal attention |
| Client base | People who buy a company’s products or services  we want to increase our client base because at the moment we are relying on a very small number of costumers |
| Clientele | People who buy a company’s or professional’s products or services, especially expensive ones  the nightclub has a very fashionable clientele |
| Consumer | A person who buys goods or services for their own use the higher gas prices will affect all consumers |
| costumer | A person who buys goods or a service  costumers are more likely to return to a company if they are happy with the service they receive |
| Costumer base | People who buy a company’s products or services  we want to increase our client base because at the moment we are relying on a very small number of clients |
| End-user | Someone who uses a product, especially a computer or technology when designing software, I have to take into account the needs of the end-user |
| Industrial buyer | An organization that buys things for use in producing its own goods or services research has shown that industrial buyers are reluctant to change from existing regular supplier even if the new supplier can offer a price reduction |
| Market economy | An economic system where prices,jobs,wages depend on what people want to buy, how much they are willing to pay rather than being controlled by a government the arrival of the market economy in eastern Europe has caused profound changes in these countries |
| Market forces | Used to talk about the way that market economy makes sellers produce that people want to buy, at prices they are willing to pay prices have been driven up by the market forces |
| Market pressures | Used to talk about the way that market economy makes sellers produce that people want to buy, at prices they are willing to pay Market pressures led to over 100 redundancies |
| Market price | A price which is likely to be paid for something  the house sold for 600000 well above the market price of 450000 |
| Market reforms | Changes to an economy made by the government so that it becomes more like a market economy  market reforms will have a big influence on the economy of the country |
| Market-place | The producers and buyers in a particular market economy, the way they behave to remain competitive, the company must adapt to the changing market place. |
| Purchaser | He person or organization which buys something our products are tailored to the needs of the purchaser |
| purchasing manager | The person who is in charge of buying goods that a companie uses or sells our purchasing manager is responsible for the products that we stock |
| Seller | A person or organization which sells something  contact the seller for more details on price and availability |
| Street vendor | Someone who sells things on the street I bought some fruit from a street vendor this morning |
| The free market | An economic system where prices,jobs,wages depend on what people want to buy, how much they are willing to pay rather than being controlled by a government the arrival of the free market in eastern Europe has caused profound changes in these countries |
| User | Someone who uses a product, machine or service users of the software have pointed out several faults |
| vending machine | A machine from which you can buy small things such as cigarettes, drinks and sweets by putting coins into it I bought chocolate from the vending machine |
| Vendor | Someone who is selling something the vendor is asking 550000 for the house |
| Unit 20 |  |
| Abandon a market | Stop selling to a market the supermarket chain has had to abandon a market that it once dominated |
| Compete | To try to be more successful than someone or something else |
| Competition | When someone is trying to win something or be more successful than someone else |
| Competitor | A company that is competing against other |
| Corner a market | If a company corners the market for a particular type of product it is more successful than other companies at selling the product |
| Dominate a market | To have control over a market, or be the most important person or thing |
| Drive a company out of a market | To force a company to stop trading |
| Enter a market | If a company enters a market, it starts selling there for the first time |
| Fierce competition | Very strong competition |
| Get out of market | Stop selling to a market |
| Intense competition | Very strong competition |
| Key player | One of the most important companies in a particular industry |
| Leave a market | Stop selling to a market |
| Low-key | Low-key competition is not very strong competition |
| Market | The people or organizations that buy a product, or might buy it |
| Market growth | An increase in the number of products which are sold |
| Market leader | A company that is bigger and more successful than other companies in the same industry |
| Market segment | Part of a market  the food sector can be divided into 2 segments – industrial sales and retail sales |
| Market segmentation | The way a company chooses to divide the market |
| Market share | The number of things that a company sells compared with the number of things of the same type that other companies sell |
| Monopolize a market | To control a market completely and to prevent other people having any effect on what happens |
| Penetrate a market | To start selling in a particular market, or sell more and more there |
| Rival | A person or company competing with others for the same thing or in the same area |
| Stiff competition | Very strong competition |
| Tough competition | Very strong competition |
| Withdraw from a market | Stop selling to a market |
| Unit 21 |  |
| Benefit | A helpful or good effect; an advantage |
| Costumer needs | What a costumer must have in order to be satisfied |
| Distribute | To make products available |
| Feature | A typical quality or an important part of something |
| Market orientation | When everything that is done intended to meet the needs of the market |
| Market driven | Done to meet the needs of the market |
| marketeer | Someone whose job is to make a plan of the best way to sell a product or service |
| Marketer | Someone whose job is to make a plan of the best way to sell a product or service |
| Marketing | A job that involves planning the best way to sell a product or service |
| Marketing concept | The idea that success of product comes through providing what the customer wants |
| Marketing department | The part of a company that plans the best way to sell a product or service |
| Marketing mix | The activities that you have to combine successfully in order to sell something |
| Marketing plan | A plan of how you will sell a product or service |
| Marketing-led | Done to meet the needs of the market |
| Market-oriented | Done to meet the needs of the market |
| Packaging | The materials in which objects are wrapped before being sold |
| Place | An area,store,.. where something will be sold |
| Plan | To decide what to do and how to do it |
| Price | To decide how much something will be sold for |
| Promote | To tell customers about goods or services |
| Social marketing | The job of trying to persuade people to give money or buy things to help other people rather than to make profit for a company |
| The four P’s | Product,price,place,promotion |
| Unit 22 |  |
| Brand | A name that a company gives to a product |
| Brand awareness | The degree to which people know a particular brand |
| Brand identity | The features that a product has which people know about |
| Brand image | What people think about a particular brand |
| Brand manager | Someone who is in charge of marketing goods or services with a particular brand |
| Brand recognition | The degree to which people know a particular brand |
| Branded | Having a manufacture’s brand name |
| Branding | Creating brands and keeping them in customers mind through advertising, product and package design |
| Consumers durables | Goods that last a long time and are not intended to be bought very often, such as televisions and cars |
| Consumer goods | Things that people buy for their own use |
| Fast moving consumer goods (FMCG) | Products that sell in large amounts |
| Generic product | A product which does not have a brand name or trademark, therefore any company can manufacture it |
| Generics | Drugs or other products which do not have a brand name or trademark, therefore any company can manufacture it |
| Industrial goods | Goods which other companies buy to use in their activities or products |
| Model (unit 22) | A particular type of a product which is slightly different from others the car’s 1.8 liter model has been very popular |
| Own-brand product | A product which has a store’s name on it rather than a name of the company which made it |
| Own-label product | A product which has a store’s name on it rather than a name of the company which made it |
| Product catalogue | A list of a company’s products |
| Product category | A group of products of a particular type |
| Product lifecycle | The stages in the life of a product and the number of people who buy it at each stage |
| Product line | Products of a particular type |
| Product mix | A company’s products considered together and in relation to one another |
| Product placement | When a company pays for its products to be used or seen in films and TV programmes |
| Product portfolio | A company’s products considered together and in relation to one another |
| Product positioning | How a product is seen, or how a company would like it to been seen, in relation to its other products, and/or to competing products |
| Product range | A company’s products of particular type |
| Store brand | A product which has a store’s name on it rather than a name of the company which made it |
| Unit 23 |  |
| basic | Simple and having no extra features |
| Bottom-end | Bottom-end products are the cheapest in a group of products |
| charge | To ask an amount of money for something, especially a service or activity  We charge low prices for all our products |
| cheap | Costing little money |
| discount | A reduction in the usual price |
| discounting | Reducing the price of something |
| Downmarket | Cheap and possibly not very good (AmE downscale)  The town was full of downmarket hotels which were cheap to stay in |
| Entry level | Describes a device that is basic and less expensive or technical than other types and therefore suitable for someone who has not used or bought one before  The cost of an entry-level PC is much lower than it used to be |
| exclusive | Expensive and only for people who are rich or of a high social class |
| expensive | Costing a lot of money |
| High-end | Intended for people who want very good quality products and who do not mind how much they cost |
| High-priced | Expensive |
| List price | The price at which the maker of something suggests it should be sold |
| Loss-leader | A cheap product that a store sells to attract customers |
| Low pricing | When a company charges low prices |
| Low-end | Low-end products are the cheapest in a group of products |
| Low-priced | Cheap |
| Mass market | Products that sell in large quantities, and the people who buy them |
| Mid-priced | Not cheap, but not expensive |
| Mid-range | Not the most basic, but not the most advanced |
| Move downmarket | To buy something which is cheaper than what you have bought before |
| Move upmarket | To buy something which is more expensive than what you have bought before |
| niche | A group of buyers with specific requirements that is relatively small but that may be profitable for companies that sell to it, for example sports cars |
| Premium | Intended for people who want very good quality products and who do not mind how much they cost |
| Price boom | When prices are rising quickly, to the benefit of sellers |
| Price-controls | Government efforts to limit the amount by which prices increase  Quality of service can suffer as a result of price controls |
| Price cut | A reduction |
| Price hike | An increase, especially one not wanted by the buyer; used by journalists |
| Price tag | A label attached to goods, showing the price; also means ‘price’ |
| Price war | When competing companies reduce prices in response to each other |
| Recommended retail | The price at which the maker of something suggests it should be sold |
| sophisticated | Clever in a complicated way and therefore able to do complicated tasks |
| Take downmarket | To make something less cultural and more popular in order to increase sales; often used disapprovingly |
| Top-end | Intended for people who want very good quality products and who do not mind how much they cost |
| Trade down | To buy something which is cheaper than what you have bought before |
| Trade up | To buy something which is more expensive than what you have bought before |
| undercut | To sell a product at a lower price than someone else |
| upmarket | (BrE) intended for people who want good quality and do not mind how much they pay (AmE: upscale) |
| Unit 24 |  |
| Chain store | A shop that is part of a group of shops, all with the same name |
| Cold call | A telephone call to someone you have had no contact with, made in order to sell them something |
| Convenience store | A shop that sells food, drinks,… and is usually open until late |
| Cut out the middleman | To buy a product directly from the company which made it |
| dealer | A person who trades in something |
| Department store | A large shop divided into several different parts, each of which sells different things |
| Direct mail | When companies or organizations write to people to try to persuade them to buy their product or give money,… |
| Direct marketing | The job of sending information to people or talking to them on the phone in order to persuade them to buy something |
| discounter | A store with very low prices |
| distributor | A person or organization that supplies goods to shops and companies |
| franchise | A right to sell a company’s products in a particular area using the company’s name |
| franchisee | Someone who is given or sold a franchise  Many of our existing franchisees have more than one store |
| franchisor | The company which offers franchises  The franchisor will provide the goods and advertising |
| hypermarket | A very large shop, usually outside the centre of town |
| Junk mail | Post, usually advertising products or services, which is sent to people although they have not asked for it |
| mailing | The activity of sending information to people by post |
| mailshot | The posting of advertising or similar material to a lot of people at one time |
| mall | A large, usually covered, shopping area where cars are not allowed |
| middleman | A disapproving word for a person or organization that supplies goods to shops and companies |
| Reseller | Someone who sells a particular product, especially computer equipment or telecommunications services |
| Retail outlet/sales outlet | A technical word meaning ‘shop’ |
| shop | (BrE) a place where you can buy things |
| Shopping centre | A covered shopping area where cars are not allowed |
| Shopping mall | A large usually covered shopping area where cars are not allowed |
| Store (noun) | (AmE) a place where you can buy things |
| supermarket | A large shop which sells most types of food and other goods needed in the home, in which people take from shelves the things they want to buy and pay for them as they leave |
| Target (verb) | To choose who something is directed at, or who something is intended for |
| telemarketing | The job of trying to sell things by telephone |
| Unit 25 |  |
| advertise | To make something known generally or in public, especially in order to sell it  The product has been advertised on television |
| advertiser | A person or business which advertises |
| Advertising agency | An organization that designs and manages advertising |
| Advertising campaign | A series of advertisements for a particular company, product,… |
| competition | An organized event in which people try to win a prize |
| Cross-promotion | When you buy one product, and you are recommended to buy another product that goes with it |
| Free gift | A product which is given to a customer free when they buy something in order to encourage people to buy more of it |
| Free sample | A small amount of a product which you are given to try or taste |
| Loyalty card | A plastic card which is given to a customer by a business and which is used to record information about what the customer buys and to reward them for buying goods or services from the business |
| medium | A method or way of expressing something  TV is a powerful advertising medium |
| prize | Something valuable, such as an amount of money, that is given to someone who succeeds in a competition or game |
| Product endorsement | An advertisement in which a famous person recommends a product |
| Sales area | The area that a salesperson is responsible for |
| Sales force | All the employees of a company whose job Is to persuade customers to buy their company’s products or services |
| Sales manager | Someone who is in charge of a group of salespeople |
| Sales territory | The area that a salesperson is responsible for |
| Salesman/woman | A man/woman whose job is to persuade people to buy a company’s products |
| salesperson | Someone whose job is to persuade people to buy a company’s products |
| Special offer | Something such as a reduced price which is used to attract customers |
| sponsor | To give money towards the cost of an event as a form of advertising |
| sponsorship | The act of giving money towards the cost of an event as a form of advertising |
| Unit 26 |  |
| Auction site | A website in which people who want to buy something offer increasing amounts of money |
| bid | An offer of a particular amount of money for something which is for sale |
| blog | A regular diary record of your thoughts, opinions and experiences that you put on the internet for other people to read |
| Business-to-business (B2B) | Describing or involving arrangements or trade between different businesses, rather than between business and the general public  The client wanted a business-to-business website that was easy to update |
| Business-to-consumer (B2C) | Describing or involving the sale of goods or services to single customers for their own use, rather than to businesses |
| Business-to-government (B2G) | Involving the internet as a way of communicating with government departments |
| Collaborative site | A website where people work together on a particular project |
| Dot-com bust | The time when many internet companies went out of business |
| e-procurement | When companies communicate with and order from their suppliers over the internet |
| Highest bidder | The person who offers the most money for something |
| host | To allow other sellers to offer goods on your website |
| Internet seller | A company that sells goods on the internet |
| Internet selling | The practice of selling goods on the internet |
| Online banking | The use of the internet to check your back balance, make payments,… |
| Online brokerage | The use of the internet for buying and selling shares |
| Online dating | A way of starting a romantic relationship on the internet, by giving information about yourself or replying to someone else’s information |
| Online fundraising | The use of the internet for raising money for a charity or other organization |
| Online gambling | The use of the internet to try to make money in games of chance |
| Online gaming | The use of the internet to try to make money in games of chance |
| Online selling | Describes products, services or information that can be bought or used on the internet |
| Online travel | The use of the internet to book holidays, flights,… |
| Social networking | Communicating with other people using particular websites |
| Video-sharing | When people put videos on the internet for other people to watch |
| Web 2.0 | The second generation of web development and web design that allows information sharing and collaboration on the internet |
| website | A set of pages of information on the internet about a particular subject |
| Unit 40 |  |
| backhander | (BrE) an illegal payment to persuade someone to do something: an informal word |
| ban | To prevent someone from doing something |
| bar | To prevent someone from doing something |
| bribe | An illegal payment to persuade someone to do something |
| bribery | The act of giving someone bribes |
| Chinese Walls | Measures that financial institutions take in order to stop knowledge in one department being used by another department to buy or sell shares,… at an advantage  Chinese Walls are meant to protect clients from abuse of financial information |
| corrupt | Dishonestly using your position or power to you own advantage, especially for money |
| corruption | Illegal or dishonest behavior, especially by people in positions of power |
| Counterfeit (adjective) | Made to look like something in order to deceive people |
| Counterfeit (verb) | To make something look like something else in order to deceive people |
| Counterfeit notes | Paper money which is not real but which looks like real money |
| counterfeiting | The act of producing counterfeit goods |
| embezzle | To take money that belongs to an organization or business you work for |
| embezzlement | The crime of taking money that belongs to an organization or business you work for |
| Fake (noun) | Something which has been made to look like something else in order to deceive people |
| Fake (verb) | To make something so that it looks like something else in order to deceive people |
| Financial crime | A crime involving money |
| fine | To make someone pay money because they have done something wrong |
| forgery | An illegal copy of a document, painting,… or the crime of making such illegal copies |
| fraud | The crime of getting money by deceiving people |
| Fraud squad | The group of police officers whose job is to deal with fraud |
| Identity theft | The crime of using someone else’s details such as their credit card number to buy things |
| Insider dealing/insider trading | The illegal buying and selling of company shares a financial part of the ownership of a company by people who have special information because they are involved with the company |
| kickback | An amount of money that is paid to someone illegally in exchange for secret help or work |
| Market abuse | When people do not behave honestly or fairly in business |
| Market rigging | When a group of investors work together to stop a financial market functioning as it should, to gain an advantage for themselves |
| Money laundering | The crime of moving money that has been obtained illegally into banks and other businesses to make it seem as if the money has been obtained legally |
| Price fixing | When a group of companies in the same market secretly agree to set prices at a certain level so that they do not have to compete with each other |
| prison | A building where criminals are forced to live as a punishment |
| racket | An illegal activity that makes money |
| racketeer | Someone who makes money from an illegal activity |
| regulate | To control something and make sure it works fairly or properly |
| scam | An illegal plan for making money |
| sleaze | Illegal or dishonest behavior, especially in politics |
| sweetener | An illegal payment to persuade someone to do something; an informal word |
| wrongdoer | A person who does something bad or illegal |
| wrongdoing | When someone behaves badly or illegally |
| Unit 41 |  |
| Affirmative action program | (AmE) a system that is intended to prevent people from being treated unfairly because of their skin colour, sex,… |
| breach | An act of breaking a law, promise, agreement or relationship |
| Carbon emissions | Carbon dioxide that planes, cars, factories,… produce, which is harmful to the environment |
| Carbon footprint | Someone’s carbon footprint is a measurement of the amount of carbon dioxide that their activities produce |
| Carbon offset | When the carbon emissions that businesses produce are compensated for by reductions elsewhere |
| Carbon-neutral | Producing carbon emissions that are compensated for by reductions elsewhere |
| Child labour | Children used as workers |
| Climate change | The way the world’s weather is changing |
| Code of conduct | Rules that state the way people should behave in a business |
| Code of ethics | Rules that state the way people should behave in a business |
| Corporate social responsibility (CSR) | The idea that companies should think about their behaviour on moral, social and environmental issues |
| discrimination | Treating a person or particular group of people differently, especially in a worse way from the way in which you treat other people, because of their skin colour, religion, sex,… |
| Environmental issues | Subjects or problems that are to do with the environment |
| ethical | Morally right |
| Ethical investing | When people invest money in companies which treat people fairly and do not employ children,… |
| Ethnic minority | A national or racial group living in a country or area which contains a larger group of people of a different race or nationally |
| exploit | To use someone or something unfairly for your own advantage |
| Global warming | A gradual increase in world temperatures caused by polluting gases such as carbon dioxide which are collecting in the air around the Earth and preventing heat escaping into space |
| Green issues | Issues that are to do with the environment |
| Human rights | The basic rights which it is generally considered all people should have, such as justice and the freedom to say what you think |
| Moral issues | Issues relating to good and bad behavior, fairness, honesty,… |
| professional | Having the qualities that you connect with trained and skilled people, such as effectiveness, skill, organization and seriousness of manner |
| Professional guidelines | Rules that tell people in a particular profession how they should behave |
| Sell your holdings | To sell your shares in a company |
| Sell your stakes | To sell your shares in a company |
| Social issues | Issues that are to do with society |
| Socially responsible | Making sure that people are treated fairly |
| stakeholder | A person or group of people who own a share in a business or are involved in some way |
| Sweatshop labour | When workers work long hours in poor conditions, and for low pay |
| unethical | Not fair or not morally right |
| Unprofessional | Not showing the standard of behavior or skills that are expected of a person in a skilled job |
| Unprofessional conduct | Behavior which is not acceptable in a particular job |