asset n [C] something belonging to an individual or business that has value or the power to earn money: 
The company has recently sold some of its assets to an Australian investor. attivo, bene Collocations tangible assets, intangible assets, fixed assets, liquid assets

cOMPANY n [C] a legally registered business. società There are many different types of companies: holding company (holds the share capital of one or more other companies) società finanziaria di controllo, holding joint stock company (registered company or limited company) società a responsabilità limitata public limited or listed company società per azioni quotate in borsa (company whose shares are traded on the stock exchange) subsidiary (company owned by a parent company società madre) filiale 
Synonyms corporation n [C] AmE società di capitali, corporation concern n [C] gruppo business n [C] azienda

competition n [U] rivalry between businesses that are operating in the same market: The competition is getting tougher every year. concorrenza – compete v [I] essere in concorrenza, competere – competitor n [C] concorrente, competitor – competitive adj concorrenziale, competitivo/a – competitiveness n [U] competitività Collocations competitive advantage

entrepreneur n [C] someone who starts a company, arranges business deals and takes risks: 
Entrepreneurs have always played a key role in the economy. imprenditore – entrepreneurial adj imprenditoriale – entrepreneurship

freelance n [C] freelance, autonomo/a someone who works for different companies and is not employed by one. Freelancers usually receive fixed payments and not a salary: We’re going to use a freelance designer for the company website. – freelancer n [C] professionista freelance – freelance adj freelance

hierarchy n [C] system of authority within an organisation: Many Swedish firms have very flat hierarchies. gerarchia – hierarchical adj gerarchico Collocations flat hierarchy, steep hierarchy, traditional hierarchy

merger n [C] the creation of a new company by joining two separate companies: The merger will have to be approved by the authorities. fusione – merge v [I, T] effettuare una fusione

share n [C] a unit of the capital of a company. Shares in listed companies can be bought and sold on the stock market: Investors are having to pay a higher price for the company's shares. azione – shareholder n [C] azionista stockholder n [C] US azionista – shareholding n [C] partecipazione azionaria Synonym stock n [C] AmE titoli Collocations share capital, share certificate, share dealing, share issue, share price

trade union n [C] an organisation that exists to protect the rights of employees in a company: The trade union is in pay negotiations with the employer. sindacato Synonym labor union n [C] AmE unione dei lavoratori
appraise  v (T)  to assess the value of something. Staff are regularly appraised to see if they have met the objectives that they are given: The department manager will appraise each employee individually.

Collocations annual appraisal, performance appraisal


authority  1  n [U]  the power to impose decisions: The managers in our company have a great deal of authority.

Collocations lines of authority 2  n [C] a public institution which is in charge of enforcing regulations or administering a government service: The public health authority.

autonomy  n [U] the freedom to make your own decisions without having to request authorisation: I've always believed that it's best to give staff as much autonomy as possible.

coach  1  n [C]  person who is responsible for training a team or an individual: He's a very successful football coach.

Collocations formare  v [T] to train people to help them to acquire particular skills: I'm responsible for coaching two new people in the department.

delegate  v [T]  to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions: Managers need to delegate more routine tasks to junior members of staff.

Collocations delegazione  n [U] delegation

motivate  v [T]  make someone willing to work harder: He's very good at motivating his sales team.

Collocations highly-motivated, motivational skills, motivation techniques

objective  n [C]  a goal that has been fixed for people to achieve: I have a meeting with my line manager to fix my objectives every six months.

Collocations set / fix / establish / achieve / meet objectives

staff  1  n [plural]  the employees of an organisation: The new manager will be joining the staff in November.

staff  2  v [I]  to provide workers for an organisation: Each of our centres is staffed by expert personnel.

Collocations personale employees  n [C] dipendenti workers  n [C] impiegati

subordinate  n [C]  a person who works under a more senior member of staff: I have six subordinates that report to me.

Collocations subordinate  v [T] subordinare

supervise  v [T]  to control the work of other people in order to make sure that it is properly done: We need to supervise the trainees very closely.

Collocations supervisore  adj supervisory

task  n [C]  a piece of work that has to be done. Tasks are generally assigned to employees at the start of the week.

Collocations assign / delegate a task, task-based, task-driven, task force
analysisthe work of studying data and information: Detailed analysis of our results shows that productivity has increased only marginally. analisi – analyse v [T] analizzare – analyst n [C] analista

Collocations financial analysis

campaign n [C] a planned operation which aims to achieve a particular result: A new campaign by activists has forced the company to reconsider some of its policies. campagna – campaign v [I] [+ for/against] condurre una campagna [a favore/contro] – campaigner n [C] militante Collocations advertising campaign, marketing campaign, political campaign

growth n [U] an increase in the size or quantity of something: Research suggests that there will be significant growth in the market for women’s products. crescita – grow v [I] crescere Collocations growth rate

industry n [C] the production of goods using capital and labour: The automobile industry is facing increased competition. industria – industrial adj industriale– industrialise v [T] industrializzare– industrialisation n [C] industrializzazione Collocations manufacturing industry, service industry, industrial relations

market share n [U] the proportion of the total market that is supplied by a particular company: Our objective is to increase our European market share by five per cent this year. quota di mercato – market-sharing n [U] compartimentazione del mercato Collocations increase / lose / take / win market share

opportunity n [C] a situation with future potential: Japan represents a great opportunity for our new brand. opportunità Collocations lose / seize / take an opportunity

resources n [C] this includes the capital, personnel and knowledge that an organisation has at its disposal: A key element of the new strategy is the more effective use of our resources. risorse Collocations human resources, financial resources

sales 1 n [plural] the value of the goods and services sold during a period: The company reported sales of $42 million during the first quarter. 2 the department responsible for the activity of selling goods and services to customers: I’ll put you through to our sales department. vendita – salesman/woman n [C] venditore/venditrice – salesclerk n [C] AmE venditore/venditrice Collocations sales agent, sales call, sales conference, sales department, sales drive, sales figures, sales forecast, sales manager, sales outlet, sales pitch, sales promotion, sales representative, sales talk

strategy n [C] a plan of action to enable a firm to compete: As part of our new strategy we are developing closer links with our suppliers. strategia – strategic adj strategico – strategically adv strategicamente Collocations develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)

supply n [U] the amount of goods or services available on a market at a certain time: Improved production techniques will increase the supply of raw materials. fornitura – supply v [T] fornire– supplier n [C] fornitore– supplies n [C] forniture, rifornimenti Collocations order supplies, supply and demand, supply chain management, supply side, oversupply

threat n [C] a potential danger to the interests of a company: Deregulation of the market is a real threat to established telecom operators. minaccia– threaten v [T] minacciare– threatening adj minaccioso – threateningly adv minacciosamente
**Unit 4   Pay**

**board**  
*n [C] the group of directors elected by the shareholders to manage a company: The board has approved the director’s salary. consiglio d'amministrazione Collocations board of directors, board meeting, boardroom*

**budget**  
*n [C] an account of probable future income and expenditure during a fixed period: We are currently preparing the budget for next year. bilancio preventivo, budget – budget v [I] prevedere le spese – budgetary adj di bilancio Collocations be on / over / under budget, budget deficit, budget surplus, meet a budget*

**compensation**  
*n [U] payment, including salary and other incentives like stock options: The best paid executives received more than $10 million in compensation last year. compensazione– compensate v [T] compensare Collocations compensation deal, compensation package*

**contract**  
*n [C] a document setting out an agreement between two or more parties: Under the new contract the company becomes the exclusive distributor for North America. contratto– contractor n [C] appaltatore – sub-contractor n [C] subappaltatore Collocations agree a contract, be under contract, breach a contract, negotiate a contract, review a contract, sign a contract, terminate a contract*

**damages**  
*n [plural] an amount of money paid to a person who has suffered an injustice: The company paid damages to staff who were unfairly dismissed. danni*

**legal action**  
*n [C,U] using the law to defend one’s rights: The consumer association said it will consider legal action. azione legale Synonyms litigation n [U] processo law suit n [C] causa Collocations take legal action, win a legal action*

**pay 1**  
*n [U] money earned by an employee as a salary or wage: Some employees are complaining that their pay has not increased in line with inflation. paga – payment n [C] pagamento Collocations pay as you earn (PAYE), pay freeze, pay rise, payroll, pay-slip, pay talks 2 to give money to someone in exchange for items or services: We’re paying more than the market rate.*

**pension**  
*n [C] a regular payment made to a person after they have retired from active work: Some businesses have decided to ask their staff to contribute another one per cent towards their pensions. pensione Collocations pension fund, pension contribution*

**reward**  
*v [T] to give a payment for services performed or for excellent work or behaviour: We like to reward our staff when they reach the objectives. ricompensare – reward n [C,U] ricompensa– rewarding adj gratificante*

**salary**  
*n [C,U] an amount of money paid every month to an employee in exchange for their services: Salaries are always paid in the local currency. stipendio– salaried adj stipendiato Collocations be on a salary of, earn a salary, negotiate a salary, salary scale*

**severance deal / pay**  
*n [C,U] money paid by an employer when an employee’s services are terminated: Severance pay for top executives has increased significantly in recent years. indennità di buonuscita*

**stock option**  
*n [C] an option given to executive employees allowing them to buy shares in the company at a favourable price: Microsoft has announced that it plans to end stock options for employees. opzione di sottoscrizione*
consortium n [C] an association between two or more companies to work together on a specific project (usually a major construction or engineering project): SK Gas has formed a consortium with automakers to produce gas-powered vehicles.

cost 1 n [C] the price paid for something: The total cost for the new equipment will be $50,000. 2 the money that is required to produce or sell something: It looks like production and labour costs will be higher than we expected.

development 1 n [C] the growth and expansion of a business, industry or economy: The OECD provides advice and assistance on all aspects of development. 2 research to produce new, improved products: Our company is actively pursuing the development of new biotechnology solutions.

loan n [C] money lent to an individual or organisation: The World Bank has agreed to a five-year loan of $125m.

negotiation n [C] the process of negotiating a business deal: The success of the negotiations will depend on the financial terms of the deal.

prosperity n [U] a state of being rich, having economic success: The nation's future prosperity will depend on developing a highly-skilled workforce.

reserve 1 n [C] the amount of something kept for future use: Shell has revised its estimate of available oil reserves. 2 an amount of money set aside from profits: Ten per cent of earnings have been transferred to reserves.

revenue n [C] money received especially from selling goods and services: Revenues have increased by six per cent to £183m.

wealth n [U] the amount of money or possessions owned by an individual, organisation or country: Accumulating wealth is the key to financial independence.
**Unit 6  Marketing**

**barrier to entry** *n [C]* any factor which prevents new competition from entering a market: A strong brand can become a barrier to entry in some markets, while a simple product cannot. *barriera all’ingresso (nel mercato)*

**benefit** *n [C]* an advantage or an improvement: One benefit of the new design is that it can be installed easily. *beneficio – benefit [+ from] v trarre vantaggio [da]– beneficial adj vantaggioso*

**brand** *n [C]* the identity of a product or service: Eastman Kodak is a premier brand in traditional and digital imaging. *marchio – brand v [T] attribuire un marchio Collocations brand image, brand leader, brand loyalty, brand manager, brand management, brand name, brand-stretching, cross-branding, own brand, premium brand*

**consumer** *n [C]* a person who buys products and/or services: Nokia is committed to providing consumers with the information they need. *consumatore– consume v [T] consumare – consumption n [U] consumo Collocations consumer goods, consumer research, consumer survey*

**logo** *n [C]* a sign or symbol used as a trademark to represent a company or a brand: The Nike ‘swoosh’ is an instantly recognisable logo. *logo*

**marketing mix** *n [U]* the four different components of marketing: *marketing mix 1 place n [C] the distribution and delivery of goods to market distribuzione 2 price n [C] the amount of money for which something can be sold. prezzo– price v [T] prezzare Collocations cost price, cut price, fixed price, list price, retail price, purchase price, recommended price, wholesale price, price-list, price-tag, price war 3 product n [C] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product’s features and performance characteristics. prodotto 4 promotion n [C] promozione activities that help sell a product*

**premium** *n [C]* a price that is higher than the standard price, usually due to higher quality: Organically grown foods are sold at a premium. *premio Collocations premium rate*

**promotion** *n [C]* a method of communicating and publicising a product: America Online plans to launch a promotion on Thursday that will let its members download full-feature films. *promozione – promote v [T] – promuovere promotional adj promozionale Collocations seasonal promotion, promotional campaign, promotional price*

**point of sale** *abbreviation POS n [C]* the place where a consumer can buy a product or service: New electronic systems can approve credit for customers at the point of sale. *punto vendita abbr. POS*
back office n [C] the departments of a financial company where routine administrative tasks are done without direct contact with customers: Efficient management of the back office can reduce costs.

business process n [C] any activity that is essential for a firm to conduct its business: Organisations that have complete control over their business processes are the most productive.

database n [C] an organised set of information stored in a computer: We're currently updating all our customer files in the database.

downsize v [I] to reduce the number of employees in an organisation: European companies are continuing to downsize their manufacturing operations.

knowledge work n [U] work that involves developing or using knowledge: The profitability of most business today depends more on knowledge work than on manual work.

offshoring n [U] transferring work to an outside supplier based in another country: Offshoring is only suitable for tasks that have been clearly defined and can be managed at a distance.

outsourcing v [T] transferring work to an outside supplier: We are planning to outsource all of our IT operations to an Indian supplier.

overhead n [C] a cost that does not vary with output (e.g. rent, salaries): The pressure on corporate management to reduce overheads is increasing.

pilot project n [C] a trial project to test performance: The pilot project will start operating in June.

productivity n [U] The relationship between the output of goods and the resources needed to produce them: Productivity has continued to grow strongly.

saving n [C] money and materials saved by economical working: New construction techniques resulted in a saving of 25 per cent of operation and maintenance costs.

service provider n [C] a company that provides services for users especially in computer networks: There are several issues to consider when selecting a service provider.

shortage n [C] a lack or scarcity of something: Silicon Valley is facing a shortage of skilled programmers.
**Unit 8  Finance**

**balance sheet**  
*n [C] a statement showing the wealth of a business or organisation at a particular date. The balance sheet has two parts showing assets and liabilities: Buildings and machinery are assets that should be listed on the balance sheet.  
*bilancio patrimoniale*  
*Synonyms* statement of financial position  
*n [C] AmE stato patrimoniale*

**bankrupt**  
*adj* unable to pay your debts: The company is almost bankrupt and will need to secure a loan to survive.  
*fallito* – bankrupt  
*v, n [C] portare al fallimento* – bankruptcy  
*n [U] bancarotta*  
*Synonyms* insolvent  
*adj AmE insolvente*

**bottom line**  
*n [C] the last line on a financial document which shows the final result (total profit once all costs have been deducted): Falling sales are going to have a negative impact on the bottom line.  
*risultato netto*

**expense 1**  
*n [C] spese* money spent: We have significantly reduced our expenses over the last five years.  
–  
*expense 2*  
*n [C] spesa* money spent by an employee that can be claimed back: I put the restaurant bill on expenses.  
*Collocations* expense account, expenses claim form, claim expenses

**financial statement**  
*n [C] a document showing the state of the finances of an organisation or business: Financial statements must be completed by the end of August.  
*conto finanziario*

**forecast**  
*n [C] an estimate of a future situation: According to forecasts, prices will rise more slowly next year.  
*previsione* – forecast  
*v [T] prevedere*  
*Synonyms* projection  
*n [C] proiezione*

**income statement**  
*n [C] AmE conto economico* a financial statement showing revenue, expenditure and profit from operations during a given period: Enron’s income statement did not accurately reflect its losses.  
*Synonyms* profit and loss account  
*n [C] BrE conto profitti e perdite* statement of earnings  
*n [C] AmE conto economico*

**mismanagement**  
*n [U] poor quality management: Lack of cashflow is often due to mismanagement.  
*cattiva gestione* – mismanage  
*v [T] gestire male*

**profit and loss account**  
*n [C] BrE a financial statement showing revenue, expenditure and profit from operations during a given period: Ahold’s profit and loss account did not show all its losses.  
*conto profitti e perdite*  
*Synonyms* income statement  
*n [C] AmE conto economico* statement of earnings  
*n [C] AmE conto economico*

**regulator**  
*n [C] a government agency responsible for overseeing a profession or an activity: Stock market regulators are in charge of protecting investors.  
*ente regolatore* – regulation  
*n [C] regolamentazione*  
*Synonyms* controller  
*n [C] ente controllore*

**Securities Exchange Commission**  
*abbreviation SEC*  
*n the US agency responsible for stock market regulation: The SEC is currently investigating ten cases of fraud.  
*Securities Exchange Commission*  
*(commissione di vigilanza sulla borsa) abbr. SEC*
Unit 9  Recruitment

accountable adj responsible for the effects of your actions: Managers are accountable for the performance of their employees. acente responsabilità Synonyms responsible [+ for] adj responsabile [di]

applicant n [C] a person who is applying for a position: All applicants are asked to provide a letter of reference. richiedente– apply [+ for] v [I] fare domanda [di]– application n [C] domanda Synonyms candidate n [C] candidato

assign v [T] give someone a particular task to do: Employees are assigned duties that correspond to their skills and training. assegnare– assignment n [C] compito

cover letter n [C] a letter written to an employer in response to a job advertisement: Candidates should send a cover letter with a copy of their CV. lettera di presentazione

curriculum vitae abbreviation CV n [C] a document that gives details of a person’s experience and qualifications: Her CV is fairly typical for a business graduate. CV Synonyms curriculum vitae abbr. CV

deadline n [C] the date by which something has to be completed: The deadline for applications has been extended until the 25 May. scadenza Collocations fix a deadline, meet a deadline, miss a deadline, set a deadline

empower v [T] give someone the power or ability to do something: Staff are empowered to shape their career development. autorizzare – empowerment n [U] autorizzazione

hire v [T] employ someone: Businesses are hiring as job growth booms. assumere– hire n [C] assunzione Synonyms recruit v [T] impiegare Collocations hiring and firing, hiring manager

payroll n [U] 1 a list of the employees in an organisation personale 2 the administration of employee pay: Salaries are calculated according to the number of days that employees are on the payroll. stipendi Collocations payroll management, cut/reduce the payroll

qualification n [C] an examination passed at school or university: Candidates must have qualifications in accounting. qualifica – qualify v [I] qualificarsi – qualified adj qualificato

resumé n [C] AmE a document that gives details of a candidate’s experience and qualifications: Preparing a good resumé should be the starting point for all job seekers. curriculum vitae Synonyms Curriculum Vitae BrE

screen v [T] to examine or test people: Each candidate is screened for education, experience, expertise and salary. selezionare

train v [T] to teach someone the skills of a particular job or activity: Staff are trained to watch for situations where they may be required to help. formare – training n [U] formazione – trainee n [C] persona in formazione– trainer n [C] formatore
Unit 10  Counterfeiting

copycat  n  [C] the term for someone who copies the work of another person: The Australian government has announced that it is cracking down on copycats. falsificatore

copyright  n  [U] the legal right that belongs to the person who has created a new artistic work or piece of software: All of the graphics and editorial content on this site are protected under US copyright. diritti d’autore

currency  n  [C] the type of money that is used by a particular country or trading bloc: The euro is the currency of most member states of the European Union. valuta Synonyms money  n  [U] soldi, denaro

Collocations foreign currency, hard currency, currency dealer, currency exchange rate, currency trading

defraud  v  [T] frodare to cheat another person by taking something that they own: He admitted defrauding his employer of more than £2m.

enforce  v  [T] to make people obey a law or rule: Enforcing a patent can be a long and expensive process. far rispettare – enforcement  n  [U] applicazione – enforceable  adj  applicabile

fake  n  [C] a copy or imitation of a genuine article: Experts have identified the components as fakes. falso – fake  v  [T] falsificare Synonyms copy  n  [C] copiare – copy  n  [C] copia

file-swapping  n  [U] exchanging files between computers on a network: Record companies tried to close down the illegal file-swapping website. file-swapping, scambio di file

infringement  n  [U] a breach of the law or of another person’s rights: The company is being sued over infringements of copyright technology. violazione

intellectual property  n  [U] something that a person or business has invented and which is protected by patent: All international businesses are having to spend more on protecting their intellectual property. proprietà intellettuale

patent  n  [C] a special right given to the inventor of a machine or process: Some governments do not recognise patents on software. brevetto – patent  v  [T] brevettare – patented  adj  brevettato Synonyms copyright  n  [C,U] diritti d’autore

Collocations patent pending, patent office

piracy  n  [U] infringement of copyrights: The association has launched a campaign to fight software piracy. pirateria

profitability  n  [U] the ability of a business to earn profits: Increased labour costs have reduced our profitability. redditività – profit  n  [C] profitto – profit  v  [I] trarre profitto – profitable  adj  redditizio

trademark  n  [C] a special, registered picture or symbol that is associated with a particular brand or product: Our trademark is now well-known in most countries in the region. marchio registrato

business to business abbreviation B2B adj refers to any business or correspondence between two companies: The B2B sector will be the biggest growth area in internet traffic. business to business abbr. B2B

dealer n [C] a person who specialises in trading a particular type of goods: The company only uses authorised dealers who are fully trained. concessionario – deal n [C] affare – deal v [I,T] trattare Collocations foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal

demand n [C,U] domanda the quantity required to supply orders: Total petroleum demand has increased by one per cent. Collocations supply and demand

e-business n [U] business to business relationships conducted using internet technology: IBM is one of the leading suppliers of e-business solutions. e-business

e-commerce n [U] selling activities that are conducted using internet technology: Some consumers still lack confidence in e-commerce. e-commerce, commercio elettronico

glitch n [C] a minor fault with a computer program or machine: A glitch in the computer system has led to the cancellation of several flights. problema tecnico Synonyms malfunction n [C] guasto bug n [C] bug

gross v [T] to calculate revenue before tax and other charges have been deducted: The film grossed $8.5m in the first two weeks. avere un introito lordo [di] – gross adj lordo Collocations gross profit, gross margins, gross national product, gross domestic product (GDP)

inventory n [C] a list of the stocks held by a business: New software has made it possible to control inventory more accurately. inventario Synonyms stock n [C] stock, riserva

market research n [U] the work of finding out what kind of goods consumers want: Conducting online surveys is a new and promising approach to market research. ricerca di mercato

mass market n [U] the market for standardised consumer products: Licensing is one way for small businesses to enter the mass market. mercato di massa – mass-market adj del mercato di massa

merchandising n [U] toys, clothes and other products based on a popular film, TV show, etc and sold to make additional profits: Star Wars merchandising made far more profit than the films. merchandising, attività promozionali

price setting n [U] fixing the prices at which goods and services will be sold: In price setting you try to estimate how much customers will be prepared to pay for an item. definizione dei prezzi

real estate n [U] property in the form of land or houses: Investing in real estate is not as risk free as some people think. proprietà immobiliare Synonyms property n [U] BrE proprietà realty n [U] AmE proprietà immobiliare Collocations estate agent BrE

tender n [C] a written offer by a supplier to provide goods or services at a certain price: Your tender has been accepted at the agreed price. offerta ufficiale – tender v [I,T] fare un’offerta
aid n [U] assistance given to a country or organisation in difficulty: The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations. aiuto – aid v [T] aiutare

boycott n [C] a protest where people refuse to buy or use a product or service: The consumer group is calling for the boycott of all tobacco products. boicottaggio – boycott v [T] boicottare

charity n [C] a non profit-making organisation that collects goods and money in order to provide assistance: The charity managed to raise £3m for homeless people in the UK. associazione di beneficenza

debt relief n [U] the cancellation or reduction of a debt: The government is firmly committed to a programme of debt relief. ammortamento del debito

demonstration n [C] a march to publicly protest about something: The demonstration will take place at G7 summit on 10 June. dimostrazione

fair trade n [U] a movement which promotes fairer trading conditions for developing countries: Fair trade gives consumers an opportunity to help change the world. commercio equo e solidale

grant n [C] a sum of money given to a person or organisation to help them to pay for something: The Central Development Fund has awarded a grant of $7.5m. sussidio – grant v [T] assegnare

income n [C,U] money received by a person, family or organisation: In some parts of the country incomes have fallen by as much as 25 per cent. reddito Synonyms revenue n [C] entrate Collocations income tax, gross income, net income

litigation n [U] legal action against an individual or organisation: Litigation has increased significantly over the years. processo – litigate v [U] essere in causa – litigant n [C] avvocato

lobby v [T] to try to persuade a government or organisation to change a policy or situation: Big companies are lobbying the president to open up marine reserves for oil drilling. esercitare pressioni (politiche) – lobby n [U] lobby, gruppo di pressione lobbyist n [U] lobbyista

petition n [C] a document signed by many people asking someone in authority to change something: So far, five thousand people have signed the petition. petizione – petition [+ against/for] v [I,T] presentare una petizione [a favore/contro]

pressure group n [C] a group that tries to influence the opinions of other people: The pressure group is coordinating the protests. gruppo di pressione

protectionism n [U] protecting a country’s trade by taxing foreign goods: Protectionism usually increases the prices of basic goods to the consumer. protezionismo

quota n [C] an official limit on the amount of something: Quotas have been imposed on 25 categories of imported clothing. quota

subsidy n [C] money given by a government to certain producers to help them to produce without losing money: World Bank economists are urging rich countries to cut subsidies to certain industries. sovvenzione – subsidise v [T] sovvenzionare

taxpayer n [C] any person or organisation that is liable to pay tax: Taxpayers will pay more to subsidise the development of alternative energy sources. contribuente
**correspondence n [U]** writing, receiving and answering letters: I’m catching up on my correspondence.

*corrispondenza – correspond v [I]*

**information technology** abbreviation IT *n [C]** the technology of processing, storing or transmitting data by electronic means: Information technology has revolutionised all aspects of management. *informatica abbr. IT*

**mobile n [C]** a wireless telephone: The introduction of colour screens and digital imaging have made mobiles even more essential. *telefono cellulare Synonyms cell phone n [C] AmE cellulare*

**overload n [C]** an excessive quantity of something: You may be overwhelmed by the overload of information that is available on the net. *sovraccarico – overload v [I] sovraccaricare*

**prioritise v [T]** to put things in the order of importance so that you can deal with the most important things first: Prioritising your work will help you to avoid backlogs. *classificare in ordine d'importanza*

**process v [T]** to deal with information or documents: All the data is processed on the server. – *elaborare process n [C] processo, elaborazione*

**product recall n [C]** a situation where a defective product is withdrawn from the market and returned to the manufacturer: Product recalls of children’s toys are now very rare. *ritiro del prodotto*

**text messaging n [U]** a system which allows short text messages to be communicated by telephone: Text messaging is far more popular than voice calls. *messaggeria di testo Synonyms SMS (Short Message Service) n [C] SMS*

**white-collar adj** employees who work in offices: White-collar jobs are moving abroad. *colletti bianchi*
distribution n [U] the arrangements and activities required in order to get goods from the manufacturer to the consumer: Distribution is organised via a product list. distribuzione

finished goods n [plural] goods or products that are ready to be sold on to consumers: We keep close track of the stock levels of our finished goods. prodotti finiti

freight n [U] the transportation of goods by air, sea, rail or road: All freight is paid by the customer. trasporto – freight v [T] trasportare Collocations air-freight, freight car (AmE), freight train, freight forward

grey marketing n [U] selling products without the authorisation of the trademark owner: Any authorised dealers who resort to grey marketing will be immediately suspended. mercato grigio

haulage n [U] the business of transporting goods by road or railway: We are a haulage and warehousing company based in Poland. trasporto Collocations road-haulage

loading bay n [C] the area in a factory or warehouse where goods are loaded for transport: When a truck arrives at the loading bay an employee registers the delivery. zona adibita al carico

pilot v [T] to test a new idea or product: We are piloting new ways to improve our supply chain management. sperimentare Synonyms test v [T] testare trial v [T] provare

raw materials n [plural] materials such as minerals and hydrocarbons which are used in a production process: Securing long term supplies of raw materials is critical. materie prime

ship v [T] to move goods from one place to another: This order is being shipped to Puerto Rico. spedire – shipment n [U] spedizione – shipping n [U] trasporto (via nave) - ship n [C] nave Synonyms deliver v [T] consegnare

supply chain n [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product: Information technology has changed the dynamics of the supply chain Collocations supply chain management. catena di fornitura
Unit 15  Innovation

achievement  

achievement  n [C] something that you succeed in doing by your own efforts: Designing the first laptop computer was one of his greatest achievements. reaizzazione – achieve v [T] realizzare – achiever n [C] chi realizza

borderline  

borderline  n [C] the point at which one thing ends and another begins: Many products fall into the borderline between different product categories confine – borderline adj al limite

breakthrough  

breakthrough  n [C] an important new discovery: The iMac was a major breakthrough in computer design. passo avanti Collocations make a breakthrough

business practices  

business practices  n [plural] the methods used to conduct business: The company is running a scheme to encourage best business practices. pratiche aziendali

design  

design  v [T] to make a drawing or plan of something that will be made: At the moment she’s designing a new range of furniture to be used in schools. progettare– design n [C] progetto – designer n [C] – progettista designer adj progettuale Collocations designer goods, designer label, designer ware,

feature  

feature  n [C] an important part of something: The programme has a number of interesting new features. caratteristica– feature v [T] presentare Synonyms characteristic n [C] caratteristica, qualità specifica Collocations product features, special features

generic  

generic  adj a product that does not have a trademark: Generic drugs sell at a much lower price. generico

mass-production  

mass-production  adj produced in large quantities: Many companies have moved their mass-production overseas to cheaper markets. prodotto in massa – mass-produce v [T] produrre a macchina– mass-production n [U] produzione di massa

prototype  

prototype  n [C] the first form that a new design takes: The prototype has revealed areas where the design can be improved. prototipo