

Glossary

Unit 1 Companies

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** *n* [U] **imprenditorialità**

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**

Unit 2 Leadership

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.*

stimare – **appraisal** *n*[C] **stima** – **appraisee** *n*[C] **ciò che viene stimato** – **appraiser** *n*[C] **perito**

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.* **autorità** – **authorise** *v*[T] **autorizzare** – **authorisation** *n*[U] **autorizzazione** – **authoritative** *adj* **autorevole** – **authoritarian** *adj* **autoritario** **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.* **autonomia** – **autonomous** *adj* **autonomo**

coach 1 *n*[C] person who is responsible for training a team or an individual: *He's a very successful football coach.* **formatore 2** *v*[T] **formare** 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.* **delegare** – **delegation** *n*[U] **delega**

motivate *v*[T] make someone willing to work harder: *He's very good at motivating his sales team.* **motivare** – **motivation** *n*[U] **motivazione** – **motivational** *adj* **motivazionale** – **motivated** *adj* **motivato** **Synonym** **encourage** *v*[T] **incoraggiare** **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.* **obiettivo** **Synonyms** **goal** *n*[C] **scopo** **aim** *n*[C] **mira** **target** *n*[C] **traguardo** **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.* **Synonyms** **personnel** *n*[U] **personale** **employees** *n*[C] **dipendenti** **workers** *n*[C] **impiegati** **Collocations** *staff morale, staff turnover*

subordinate *n*[C] a person who works under a more senior member of staff: *I have six subordinates that report to me.* **subalterno** – **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.* **supervisionare** – **supervision** *n*[U] **supervisione** – **supervisory** *adj* **di** **supervisione** **Synonym** **manage** *v*[T] **dirigere**

task *n*[C] a piece of work that has to be done. Tasks are generally assigned to employees at the start of the week. **incarico** **Synonym** **duty** *n*[C] **dovere** **Collocations** *assign / delegate a task, task-based, task-driven, task force*

Unit 3 Strategy

- analysis** *n* [C] the 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/controlo] – **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] **creocere** **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.* **vendite** – **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** *adv* **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**

Unit 5 Development

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. **consorzio**

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. **costo** – cost *v*[I] **costare** **Synonym** overheads *n*[C] **costi di gestione** **Collocations** fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost

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. **sviluppo 2** research to produce new, improved products: Our company is actively pursuing the development of new biotechnology solutions. **sviluppo 3** a change or alteration: Another recent development has been the arrival of Asian companies on the market. **sviluppo** – developer *n* **sviluppatore** [C] – developing **adj** **in sviluppo** **Collocations** research and development (R&D), developing countries

loan *n*[C] money lent to an individual or organisation: The World Bank has agreed to a five-year loan of \$125m. **prestito**– loan *v*[T] **fare un prestito** **Collocations** apply for a loan, bank loan, interest on a loan, take out a loan

negotiation *n*[C] the process of negotiating a business deal: The success of the negotiations will depend on the financial terms of the deal. **trattativa**– negotiate *v*[I,T] **trattare, negoziare** – negotiator *n*[C] **negoziatore** **Synonyms** talks *n*[plural] **negoziati** **Collocations** negotiate an agreement / a deal, negotiation skills

prosperity *n*[U] a state of being rich, having economic success: The nation's future prosperity will depend on developing a highly-skilled workforce. **prosperità**– prosper *v*[I] **prosperare** – prosperous **adj** **prospero**

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. **riserva** – reserve *v*[T] **tenere in serbo** **Synonym** resources *n*[U] **risorse** **Collocations** hold in reserve, use up reserves

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

wealth *n*[U] the amount of money or possessions owned by an individual, organisation or country: Accumulating wealth is the key to financial independence. **ricchezza**– wealthy **adj** **ricco** **Collocations** acquire / accumulate wealth

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

Unit 7 Outsourcing

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. **back office**

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. **processo aziendale**
Collocations business process re-engineering

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

downsize *v* [I] to reduce the number of employees in an organisation: European companies are continuing to downsize their manufacturing operations. **ridimensionare** – downsize *v* [T] **ridimensionare** **Synonyms** lay off *v* [T] **licenziare**

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. **lavoro della conoscenza** – knowledge worker *n* [C] **lavoratore intellettuale**

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. **offshoring, delocalizzazione delle attività** – offshore *adj* **off-shore** – offshore *n* [U] **off-shore** **Synonyms** outsource *v* [T] **outsource, ricorrere a risorse esterne**

outsource *v* [T] transferring work to an outside supplier: We are planning to outsource all of our IT operations to an Indian supplier. **outsource, ricorrere a risorse esterne** – outsourcing *n* [U] **outsourcing, ricorso a risorse esterne** **Synonyms** subcontract *v* [T] **subappaltare**

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. **costo di gestione** **Synonyms** fixed cost *n* [C] **costo fisso**

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

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

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. **risparmio** – savings [plural] **risparmi** **Synonym** economy *n* [U] **economia** **Collocations** cost saving, make savings

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. **fornitore di servizi, provider**

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

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. – expenditure *n* [C] **uscite** *Synonyms* spending *n* [U] **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. **avente responsabilità** *Synonyms* responsabile [+ 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. **curriculum vitae** *abbr.* CV *Synonyms* resumé *n* [C] *AmE* curriculum vitae

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] **ingaggiare** employ *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* Curriculum vitae

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 *v*[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**

Unit 11 Markets

bid *n*[C] an offer to buy something at a stated price: All bids must be submitted in writing. *offerta* – bid *v*[I,T] *offrire* – bidder *n*[C] *offerente* – bidding *n*[U] *invito* *Synonyms* offer *n*[C] *proposta* *Collocations* make/accept/reject a bid, takeover bid

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*

Unit 12 Lobbies

- 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** – litigator *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] **lobbysta**
- 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/controllo]**
- 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**

Unit 13 Communication

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**

Unit 14 Logistics

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

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

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

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

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