Glossary

Unit 1  Companies

asset  n  [C] something belonging to an individual or business that has value or the power to earn money  

aktywa: The company has recently sold some of its assets to an Australian investor. Collocations  
tangible assets, intangible assets, fixed assets, liquid assets

company  n  [C] a legally registered business  

spółka handlowa. There are many different types of companies:  
holding company (holds the share capital of one or more other companies)  
joint stock company (registered company or limited company)  
public limited or listed company (company whose shares are traded on the stock exchange)  
subsidiary  

corporation  n  [C] AmE  
[korporacja]  
concern  n  [C]  
[koncern]  
business  n  [C]  
[firma]

competition  n  [U] rivalry between businesses that are operating in the same market  

konkurencja: The competition is getting tougher every year.  

– compete  v  [I]  
[konkurować] – competitor  n  [C]  
[konkurent] – competitive  adj  
[konkurencyjny] – competitiveness  n  [U]  
[konkurencyjność] Collocations  
competitive advantage

entrepreneur  n  [C] someone who starts a company, arranges business deals and takes risks  

przedsiębiorstwo: Entrepreneurs have always played a key role in the economy.  

– entrepreneurial  adj  
[przedsiębiorstwowy] – entrepreneurship  n  [U]  
[przedsiębiorstwowość]

freelance  n  [C] someone who works for different companies and is not employed by one  

wykonawca. Freelancers usually receive fixed payments and not a salary: We’re going to use a freelance designer for the company website.  

– freelancer  n  [C]  
[niezależny wykonawca] – freelance  adj  
[ длительнego wykonawcy]

hierarchy  n  [C] system of authority within an organisation  

hierarchia: Many Swedish firms have very flat hierarchies.  

– hierarchical  adj  
[hierarchiczny] Collocations  
flat hierarchy, steep hierarchy, traditional hierarchy

merger  n  [C] the creation of a new company by joining two separate companies  

połączenie, fuzja: The merger will have to be approved by the authorities.  

– merge  v  [I,T]  
[łączyć]

share  n  [C] a unit of the capital of a company  

akcja. 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.  

– shareholder  n  [C]  
[akcjonariusz]  
stockholder  n  [C]  
[akcjonariusz]  
US  
[akcjonariusz] – shareholding  n  [C]  
[posiadanie akcji] Synonym  
stock  n  [C]  
[akcja] AmE  
[akcja] 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  

związki zawodowe: The trade union is in pay negotiations with the employer.  

Synonym  
labor union  n  [C] AmE  
[związki zawodowe]
Unit 2 Leadership

appraise v (T) to assess the value of something ocena, wycena. Staff are regularly appraised to see if they have met the objectives that they are given. The department manager will appraise each employee individually. – appraisal n [C] ocena – appraiser n [C] osoba oceniająca – appraiser n [C] osoba oceniająca Collocations annual appraisal, performance appraisal

authority 1 n [U] the power to impose decisions władz: The managers in our company have a great deal of authority. – authorise v (T) upoważniać – authorisation n [U] upoważnienie – authoritative adj autorytatywny, uprawniony – authoritarian adj [autorytatywny] 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 autonomia: I’ve always believed that it’s best to give staff as much autonomy as possible. – autonomous adj autorytatywny Collocations lines of authority

coach 1 n [C] person who is responsible for training a team or an individual instruktor: He’s a very successful football coach. 2 v [T] to train people to help them to acquire particular skills szkolić: I’m responsible for coaching two new people in the department.

delagate v [T] to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions udzielć pełnomocnictwa: Managers need to delegate more routine tasks to junior members of staff. – delegation n [U] delegacja, przekazanie

motivate v [T] make someone willing to work harder motywować: He’s very good at motivating his sales team. – motivation n [U] motywacja – motivational adj motywacyjny – motivated adj uzasadniony Synonym encourage v [T] zachęta Collocations highly-motivated, motivational skills, motivation techniques

objective n [C] a goal that has been fixed for people to achieve cel: I have a meeting with my line manager to fix my objectives every six months. Synonyms goal n [C] cel – aim n [C] cel – target n [C] cel Collocations set / fix / establish / achieve / meet objectives

staff 1 n [plural] the employees of an organisation załoga: The new manager will be joining the staff in November. 2 v [I] to provide workers for an organisation zapewnić personel: Each of our centres is staffed by expert personnel. Synonyms personnel n [U] personel – employees n [C] pracownicy workers n [C] pracownicy Collocations staff morale, staff turnover

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

supervise v [T] to control the work of other people in order to make sure that it is properly done nadzorować: We need to supervise the trainees very closely. – supervision n [U] nadzór – supervisory adj nadzorujący Synonym manage v [T] zarządzać

task n [C] a piece of work that has to be done zadanie. Tasks are generally assigned to employees at the start of the week. Synonym duty n [C] obowiązek Collocations assign / delegate a task, task-based, task-driven, task force
Unit 3  Strategy

**analysis**  
*n [C]* the work of studying data and information  
*analiza*: Detailed analysis of our results shows that productivity has increased only marginally.  
*analizować*  
*analyst*  
*n [C]*  
*analityk*

**campaign**  
*n [C]* a planned operation which aims to achieve a particular result  
*kampania*: A new campaign by activists has forced the company to reconsider some of its policies.  
*prowadzić kampanię*  
*campaner*  
*n [C]*  
*osoba prowadząca kampanię*

**growth**  
*n [U]* an increase in the size or quantity of something  
*wzrost*: Research suggests that there will be significant growth in the market for women’s products.  
*rosnąć*  
*Collocations*  
*growth rate*

**industry**  
*n [C]* the production of goods using capital and labour  
*przemysł*: The automobile industry is facing increased competition.  
*uprzemysłowić*  
*industrialisation*  
*n [C]*  
*industrializacja*

**market share**  
*n [U]* the proportion of the total market that is supplied by a particular company  
*udział w rynku*: Our objective is to increase our European market share by five per cent this year.  
*posiadanie udziału w rynku*  
*Collocations*  
*increase / lose / take / win market share*

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

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

**sales**  
*1*  
*n [plural]* the value of the goods and services sold during a period  
*sprzedaż*: The company reported sales of $42 million during the first quarter.  
*dział sprzedaży*: I’ll put you through to our sales department.  
*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  
*strategia*: As part of our new strategy we are developing closer links with our suppliers.  
*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  
*dostawa*: Improved production techniques will increase the supply of raw materials.  
*dostarczać*  
*Collocations*  
*order supplies, supply and demand, supply chain management, supply side, oversupply*

**threat**  
*n [C]* a potential danger to the interests of a company  
*zagrożenie*: Deregulation of the market is a real threat to established telecom operators.  
*grozić*  
*Collocations*  
*threatening adj [zagrożający]– threateningly adv [zagrożająco]*
board n [C] the group of directors elected by the shareholders to manage a company zarząd: The board has approved the director’s salary. Collocations board of directors, board meeting, boardroom

budget n [C] an account of probable future income and expenditure during a fixed period budżet: We are currently preparing the budget for next year. – budget v [I] [budżetować] – budgetary adj [budżetowy] 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 wynagrodzenie: The best paid executives received more than $10 million in compensation last year. – compensate v [T] [wynagradzać] Collocations compensation deal, compensation package

contract n [C] a document setting out an agreement between two or more parties kontrakt: Under the new contract the company becomes the exclusive distributor for North America. – contractor n [C] [zleceniobiorca] – sub-contractor n [C] [pod-zleceniobiorca] 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 odszkodowanie: The company paid damages to staff who were unfairly dismissed.

legal action n [C,U] using the law to defend one’s rights postępowanie prawne: The consumer association said it will consider legal action. Synonyms litigation n [U] [sprawa sądowa] law suit n [C] [proces sądowy] Collocations take legal action, win a legal action

pay 1 n [U] money earned by an employee as a salary or wage wypłata: Some employees are complaining that their pay has not increased in line with inflation. – payment n [C] [platność] 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 zapłacić: 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 emerytura: Some businesses have decided to ask their staff to contribute another one per cent towards their pensions. Collocations pension fund, pension contribution

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

salary n [C,U] an amount of money paid every month to an employee in exchange for their services wypłata: Salaries are always paid in the local currency. – salaried adj [otrzymujący wypłatę] 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 odprawa: Severance pay for top executives has increased significantly in recent years.

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

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

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 rozwój: The OECD
provides advice and assistance on all aspects of development. 2 research to produce new, improved
products opracowanie: Our company is actively pursuing the development of new biotechnology
solutions. 3 a change or alteration zmiana: Another recent development has been the arrival of Asian
companies on the market. – developer n [C] [developer] – developing adj [rozwijający się] Collocations
research and development (R&D), developing countries

loan n [C] money lent to an individual or organisation pożyczka: The World Bank has agreed to a five-year
loan of $125m. – loan v [T] pożyczać 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 negocjacje: The success of the negotiations will
depend on the financial terms of the deal. – negotiate v [I,T] [negocjować] – negotiator n [C] [negocjator]
Synonyms talks n [plural] Collocations negotiate an agreement / a deal, negotiation skills

prosperity n [U] a state of being rich, having economic success rozwit: The nation’s future prosperity will
depend on developing a highly-skilled workforce. – prosper v [I] [prosperować] – prosperous adj [dobrze
prosperujący]

reserve 1 n [C] the amount of something kept for future use rezerwy: Shell has revised its estimate of
available oil reserves. 2 an amount of money set aside from profits rezerwy środków pieniężnych: Ten
per cent of earnings have been transferred to reserves. – reserve v [T] [odłożyć] Synonym resources n
[U] [zasoby, środki] Collocations hold in reserve, use up reserves

revenue n [C] money received especially from selling goods and services przychód: 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 bogactwo:
Accumulating wealth is the key to financial independence. – wealthy adj [bogaty] Collocations acquire /
accumulate wealth
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.

benefit *n [C]* an advantage or an improvement: One benefit of the new design is that it can be installed easily. – *benefit* [*+ from*] *v* [korzystać (z czego)] – *beneficial* *adj* [korzystny]

brand *n [C]* the identity of a product or service: Eastman Kodak is a premier brand in traditional and digital imaging. – *brand* *v* [T] [znakować] 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. – *consume* *v* [T] [konsumować] – *consumption* *n [U]*

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.

marketing mix *n [U]* the four different components of marketing: 1 place *n [C]* [miejsce] the distribution and delivery of goods to market 2 price *n [C]* [cena] the amount of money for which something can be sold. – *price* *v* [T] [cena] 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]* [produkt] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product’s features and performance characteristics. 4 promotion *n [C]* [promocja] 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. 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. – *promote* *v* [T] [promować] – *promotional* *adj* [promocyjny] 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.
Unit 7  Outsourcing

back office  n  [C]  the departments of a financial company where routine administrative tasks are done without direct contact with customers  zaplecze: 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  działalność: Organisations that have complete control over their business processes are the most productive.

Collocations business process re-engineering

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

downsize  v  [I]  to reduce the number of employees in an organisation  redukcja zatrudnienia: European companies are continuing to downsize their manufacturing operations. – downsize  v  [T]  [redukować zatrudnienie]  Synonyms lay off  v  [T]  [zwolnić]

knowledge work  n  [U]  work that involves developing or using knowledge  praca umysłowa: The profitability of most business today depends more on knowledge work than on manual work. – knowledge worker  n  [C]  pracownik umysłowy

offshoring  n  [U]  transferring work to an outside supplier based in another country  działalność offshore: Offshoring is only suitable for tasks that have been clearly defined and can be managed at a distance. – offshore  adj  dotyczący działalności offshore – offshore  n  [U]  [dzialalność offshore]  Synonyms outsource  v  [T]  [zlecać na zewnątrz]

outsourcing  n  [U]  transferring work to an outside supplier  zlecać na zewnątrz: We are planning to outsource all of our IT operations to an Indian supplier. – outsourcing  n  [U]  [zlecanie na zewnątrz]  Synonyms subcontract  v  [T]  [podzlecanie]

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

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

productivity  n  [U]  wydajność  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  oszczędność: New construction techniques resulted in a saving of 25 per cent of operation and maintenance costs. – savings  [plural]  [oszczędności]  Synonym economy  n  [U]  [ekonomiczność]  Collocations cost saving, make savings

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

shortage  n  [C]  a lack or scarcity of something  brak: Silicon Valley is facing a shortage of skilled programmers.
balance sheet n [C] a statement showing the wealth of a business or organisation at a particular date bilans.

The balance sheet has two parts showing assets and liabilities: Buildings and machinery are assets that should be listed on the balance sheet. Synonyms statement of financial position n [C] AmE [sprawozdanie finansowe]

bankrupt adj unable to pay your debts zbankrutowany: The company is almost bankrupt and will need to secure a loan to survive. – bankrupt v, n [C] [bankrutować, bankrút]– bankruptcy n [U] [bankructwo] Synonyms insolvent adj AmE [niewypłacalność]

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

expense 1 n [C] money spent wydatek: We have significantly reduced our expenses over the last five years. – expenditure n [C] [wydatki] Synonyms spending n [U] [wydatki] 2 n [C] money spent by an employee that can be claimed back [koszty podlegające zwrotowi]: 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 sprawozdanie finansowe: Financial statements must be completed by the end of August.

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

income statement n [C] AmE a financial statement showing revenue, expenditure and profit from operations during a given period zeznanie podatkowe: Enron’s income statement did not accurately reflect its losses. Synonyms profit and loss account n [C] BrE [rachunek zysków i strat] statement of earnings n [C] AmE [zestawienie przychodów]

mismanagement n [U] poor quality management niegospodarność: Lack of cashflow is often due to mismanagement. – mismanage v [T] [nieprawidłowo zarządzać]

profit and loss account n [C] BrE a financial statement showing revenue, expenditure and profit from operations during a given period rachunek zysków i strat: Ahold’s profit and loss account did not show all its losses. Synonyms income statement n [C] AmE [zeznanie podatkowe] statement of earnings n [C] AmE [zestawienie przychodów]

regulator n [C] a government agency responsible for overseeing a profession or an activity ciało nadzorujące: Stock market regulators are in charge of protecting investors. – regulation n [C] [regulacja] Synonyms controller n [C] [organ kontrolujący]

Securities Exchange Commission abbreviation SEC n the US agency responsible for stock market regulation Komisja Papierów Wartościowych: The SEC is currently investigating ten cases of fraud.
accountable adj responsible for the effects of your actions odpowiedzialny: Managers are accountable for the performance of their employees. Synonyms responsible [+ for] adj [odpowiedzialny]

applicant n [C] a person who is applying for a position wnioskodawca: All applicants are asked to provide a letter of reference. - apply [+ for] [składać wniosek] v [I] - application n [C] [wniosek] Synonyms candidate n [C] [kandydat]

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

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

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

deadline n [C] the date by which something has to be completed termin wykonania: The deadline for applications has been extended until the 25 May. 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 upoważniać: Staff are empowered to shape their career development. - empowerment n [U] [upoważnienie]

hire v [T] employ someone wynająć: Businesses are hiring as job growth booms. - hire n [C] [wynajęcie] Synonyms recruit v [T] [rekrutować] employ v [T] [zatrudnić] Collocations hiring and firing, hiring manager

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

qualification n [C] an examination passed at school or university kwalifikacje: Candidates must have qualifications in accounting. - qualify v [I][kwalifikować] – qualified adj [wykwalifikowany]

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

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

train v [T] to teach someone the skills of a particular job or activity szkolić: Staff are trained to watch for situations where they may be required to help. - training n [U] [szkolenie] – trainee n [C] [szkolony] – trainer n [C] [osoba szkoląca]
**Unit 10 Counterfeiting**

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

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

currency n [C] the type of money that is used by a particular country or trading bloc waluta: The euro is the currency of most member states of the European Union. Synonyms money n [U] [pożyczki] Collocations foreign currency, hard currency, currency dealer, currency exchange rate, currency trading

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

enforce v [T] to make people obey a law or rule egzekwować: Enforcing a patent can be a long and expensive process. – enforcement n [U] [egzekwowanie] – enforceable adj [możliwy do egzekwowania]

fake n [C] a copy or imitation of a genuine article podróbka: Experts have identified the components as fakes. – fake v [T] [oszukiwać] Synonyms copy v [C] [kopiować] – copy n [C] [kopia]

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

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

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

patent n [C] a special right given to the inventor of a machine or process patent: Some governments do not recognise patents on software. – patent v [T] [patentować] – patented adj [opatentowany] Synonyms copyright n [C,U] [prawa autorskie] Collocations patent pending, patent office

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

profitability n [U] the ability of a business to earn profits rentowność: Increased labour costs have reduced our profitability. – profit n [C] [zysk] – profit v [I] [zyskiwać] – profitable adj [rentowny]

trademark n [C] a special, registered picture or symbol that is associated with a particular brand or product znak towarowy: Our trademark is now well-known in most countries in the region.
bid n [C] an offer to buy something at a stated price oferta: All bids must be submitted in writing. – bid v [I,T] [uczestniczyć w przetargu] – bidder n [C] [uczestnik przetargu] – bidding n [U] [przetarg] Synonyms offer n [C] [oferta] Collocations make/accept/reject a bid, takeover bid

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

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

demand n [C,U] the quantity required to supply orders popyt: 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 e-biznes: IBM is one of the leading suppliers of e-business solutions.

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

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

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

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

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

mass market n [U] the market for standardised consumer products rynek masowego odbiorcy: Licensing is one way for small businesses to enter the mass market. – mass-market adj [dotyczący rynku masowego odbiorcy]

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

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


tender n [C] a written offer by a supplier to provide goods or services at a certain price oferta: Your tender has been accepted at the agreed price. – tender v [I,T] [składać ofertę]
Unit 12  Lobbies

aid n [U] assistance given to a country or organisation in difficulty pomoc: The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations. – aid v [T] [udzielać pomocy]

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

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

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

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

fair trade n [U] a movement which promotes fairer trading conditions for developing countries handel oparty na zasadach wzajemności w polityce celnej: Fair trade gives consumers an opportunity to help change the world.

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

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

litigation n [U] legal action against an individual or organisation sprawa sądowa: Litigation has increased significantly over the years. – litigate v [U] [prowadzić sprawę sądową] – litigator n [C] [strona prowadząca sprawę sądową]

lobby v [T] to try to persuade a government or organisation to change a policy or situation lobbować: Big companies are lobbying the president to open up marine reserves for oil drilling. – lobby n [U] [lobby] lobbyist n [U] [lobbysta]

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

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

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

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

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

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

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

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

overload n [C] an excessive quantity of something nadmiar: You may be overwhelmed by the overload of information that is available on the net. – overload v [I] przeloadować, przeciżyć

prioritise v [T] to put things in the order of importance so that you can deal with the most important things first ustalać priorytety: Prioritising your work will help you to avoid backlogs.

process v [T] to deal with information or documents przetwarzanie: All the data is processed on the server. – process n [C] proces

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

text messaging n [U] a system which allows short text messages to be communicated by telephone przekazywanie wiadomości tekstowych przez telefon: Text messaging is far more popular than voice calls. Synonyms SMS (Short Message Service) n [C] SMS

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

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

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

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

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

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

pilot v [T] to test a new idea or product produkować eksperymentalnie: We are piloting new ways to improve our supply chain management. Synonyms test v [T] [testować] trial v [T] [prowadzić próby]

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

ship v [T] to move goods from one place to another wysyłać: This order is being shipped to Puerto Rico. – shipment n [U] [wysyłka]– shipping n [U] [wysyłanie]– ship n [C] [wysyłka] Synonyms deliver v [T] [dostarczać]

supply chain n [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product Łańcuch dostawców: Information technology has changed the dynamics of the supply chain Collocations supply chain management
achievement n [C] something that you succeed in doing by your own efforts osiągnięcie: Designing the first laptop computer was one of his greatest achievements. – achieve v [T] [osiągać] – achiever n [C] [osoba, która osiągnęła sukces]

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

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

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

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

feature n [C] an important part of something cecha: The programme has a number of interesting new features. – feature v [T] [cechować się] Synonyms characteristic n [C] [charakterystyka] Collocations product features, special features

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

mass-production adj produced in large quantities masowo produkowany: Many companies have moved their mass-production overseas to cheaper markets. – mass-produce v [T] [produkować masowo]– mass-production n [U] [produkcja masowa]

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