Glossary

Unit 1   Companies

asset n [C] something belonging to an individual or business that has value or the power to earn money: [актив] 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 [компания]. There are many different types of companies: holding company (holds the share capital of one or more other companies) [холдинг] joint stock company (registered company or limited company) [акционерное общество] public limited or listed company (company whose shares are traded on the stock exchange) subsidiary [дочернее предприятие] (company owned by a parent company) [компания-учредитель] Synonyms corporation n [C] AmE [корпорация] concern n [C] [фирма] business n [C] [предприятие]

competition n [U] rivalry between businesses that are operating in the same market: [конкуренция] The competition is getting tougher every year – compete v [I] [конкурировать] – competitor n [C] [конкурент] – competitive adj [конкурентный] – competitiveness n [U] [конкурентоспособность] Collocations competitive advantage

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

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

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

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

share n [C] a unit of the capital of a company. Shares in listed companies can be bought and sold on the stock market: [акция] Investors are having to pay a higher price for the company’s shares – shareholder n [C] [акционер] stockholder n [C] US [акционер] – shareholding n [C] [владение акциями] Synonym stock n [C] AmE [акция] 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: [профсоюз] The trade union is in pay negotiations with the employer Synonym labor union n [C] AmE [профсоюз]
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: [аттестовать] The department manager will appraise each employee individually – appraisal n [C] [аттестации] – appraiser n [C] [аттестуемый] – appraisor n [C] [аттестующий] Collocations annual appraisal, performance appraisal

authority 1 n [U] the power to impose decisions: [полномочия] The managers in our company have a great deal of authority – authorise v (T) [уполномочивать] – authorisation n [U] [наделение полномочиями] – authoritative adj [авторитетный] – authoritarian adj [авторитарный] 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 [УАВТОНОМИЯ] 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 – autonomous adj [автономный]

coach 1 n [C] [тренер] person who is responsible for training a team or an individual: He's a very successful football coach 2 v [T] to train people to help them to acquire particular skills: [тренировка] 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: [делегировать] Managers need to delegate more routine tasks to junior members of staff – delegation n [U] [делегирование]


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

staff 1 n [plural] the employees of an organisation: [штат] The new manager will be joining the staff in November 2 v [I] to provide workers for an organisation: [укомплектовывать] Each of our centres is staffed by expert personnel Synonyms personnel n [U] [персонал] employees n [C] [сотрудники] workers n [C] [работники] Collocations staff morale, staff turnover

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

supervise v [T] to control the work of other people in order to make sure that it is properly done: [контролировать] We need to supervise the trainees very closely – supervision n [U] [контроль] – supervisory adj [контрольный] Synonym manage v [T] [управлять]

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

\textbf{analysis} \text{\textit{n\ [\text{C}] the work of studying data and information: [анализ] Detailed analysis of our results shows that productivity has increased only marginally – analyse \text{\textit{v\ [\text{T}] [анализировать] – analyst \text{\textit{n\ [\text{C}] [аналитик}]}\] Collocations financial analysis}}

\textbf{campaign} \text{\textit{n\ [\text{C}] a planned operation which aims to achieve a particular result: [кампания] A new campaign by activists has forced the company to reconsider some of its policies – campaign \text{\textit{v\ [\text{I}] [вести кампанию] [+ for/against] – campaigner \text{\textit{n\ [\text{C}] [участник кампании]} Collocations advertising campaign, marketing campaign, political campaign}}

\textbf{growth} \text{\textit{n\ [\text{U}] an increase in the size or quantity of something: [рост] Research suggests that there will be significant growth in the market for women’s products – grow \text{\textit{v\ [\text{I}] [расти]} Collocations growth rate}}

\textbf{industry} \text{\textit{n\ [\text{C}] the production of goods using capital and labour: [промышленность] The automobile industry is facing increased competition – industrial \text{\textit{adj\ [промышленный] – industrialise \text{\textit{v\ [\text{T}] [индустриализовать] – industrialisation \text{\textit{n\ [\text{C}] [индустриализация]} Collocations manufacturing industry, service industry, industrial relations}}}

\textbf{market share} \text{\textit{n\ [\text{U}] the proportion of the total market that is supplied by a particular company: [доля на рынке] Our objective is to increase our European market share by five per cent this year – market-sharing \text{\textit{n\ [\text{U}] [раздел рынка]} Collocations increase / lose / take / win market share}}

\textbf{opportunity} \text{\textit{n\ [\text{C}] a situation with future potential: [возможность] Japan represents a great opportunity for our new brand Collocations lose / seize / take an opportunity}}

\textbf{resources} \text{\textit{n\ [\text{C}] this includes the capital, personnel and knowledge that an organisation has at its disposal: [ресурсы] A key element of the new strategy is the more effective use of our resources Collocations human resources, financial resources}}

\textbf{sales} \text{\textit{1 \text{n\ [\text{plural}] the value of the goods and services sold during a period: [продажи] 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 – salesman/woman \text{\textit{n\ [\text{C}] – salesclerk \text{\textit{n\ [\text{C}] AmE [продавец]} 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}}}

\textbf{strategy} \text{\textit{n\ [\text{C}] a plan of action to enable a firm to compete: [стратегия] As part of our new strategy we are developing closer links with our suppliers – strategic \text{\textit{adj\ [стратегический] – strategically \text{\textit{adv\ [стратегически]} Collocations develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)}}}

\textbf{supply} \text{\textit{n\ [\text{U}] the amount of goods or services available on a market at a certain time: [предложение] Improved production techniques will increase the supply of raw materials – supply \text{\textit{v\ [\text{T}] [поставлять] – supplier \text{\textit{n\ [\text{C}] [поставщик] – supplies \text{\textit{n\ [\text{C}] [запасы]} Collocations order supplies, supply and demand, supply chain management, supply side, oversupply}}}

\textbf{threat} \text{\textit{n\ [\text{C}] a potential danger to the interests of a company: [угроза] Deregulation of the market is a real threat to established telecom operators – threaten \text{\textit{v\ [\text{T}] [угрожать] – threatening \text{\textit{adj\ [угрожающий]} – threateningly \text{\textit{adv\ [угрожающе]}}}})}
board n [C] the group of directors elected by the shareholders to manage a company: [совет] 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: [бюджет] We are currently preparing the budget for next year – budget v [I] [составлять бюджет] – budgetary adj [бюджетный] 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: [выплаты] The best paid executives received more than $10 million in compensation last year – compensate v [T] [выплачивать] Collocations compensation deal, compensation package

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

legal action n [C,U] using the law to defend one’s rights: [судебный иск] The consumer association said it will consider legal action Synonyms litigation n [U] [судебное дело] law suit n [C] [судебный процесс]

Collocations take legal action, win a legal action

pay 1 n [U] money earned by an employee as a salary or wage: [зарплата] Some employees are complaining that their pay has not increased in line with inflation – payment n [C] [жалованье] 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: [платить] 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: [пенсия] 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: [вознаграждать] We like to reward our staff when they reach the objectives – reward n [C,U] [вознаграждение] – rewarding adj [наградной]

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 – salaried adj [находящийся на окладе]

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: [выходное пособие] 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: [фондовый опцион] Microsoft has announced that it plans to end stock options for employees.
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): [консорциум] SK Gas has formed a consortium with automakers to produce gas-powered vehicles.

cost 1 n [C] the price paid for something: [стоимость] The total cost for the new equipment will be $50,000 2 the money that is required to produce or sell something: [затраты] It looks like production and labour costs will be higher than we expected – cost v [I] [стоить] Synonym overheads n [C] [накладные расходы] 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: [развитие] The OECD provides advice and assistance on all aspects of development 2 research to produce new, improved products: [разработка] Our company is actively pursuing the development of new biotechnology solutions 3 a change or alteration: [изменение] Another recent development has been the arrival of Asian companies on the market – developer n [C] [разработчик] – developing adj [развивающийся] Collocations research and development (R&D), developing countries

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

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

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

revenue n [C] money received especially from selling goods and services: [доход] 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: [богатство] Accumulating wealth is the key to financial independence – wealthy adj [богатый] Collocations acquire / accumulate wealth
barrier to entry  n [C] any factor which prevents new competition from entering a market: [бартьер для доступа] 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: [польза] One benefit of the new design is that it can be installed easily – benefit [+ from] v [получить пользу] – beneficial adj [полезный]

brand  n [C] the identity of a product or service: [бренд] Eastman Kodak is a premier brand in traditional and digital imaging – brand v [T] [маркировать] 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: [потребитель] Nokia is committed to providing consumers with the information they need – consume v [T] [потреблять] – consumption n [U] [потребление] 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: [логотип] The Nike ‘swoosh’ is an instantly recognisable logo.

marketing mix  n [U] the four different components of marketing: [составляющие маркетинга] 1 place  n [C] the distribution and delivery of goods to market [место] 2 price  n [C] the amount of money for which something can be sold [цена] – price v [T] [назначать цену] 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 [продукция] 4 promotion  n [C] activities that help sell a product [продвижение] Collocations seasonal promotion, promotional campaign, promotional price

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

promotion  n [C] a method of communicating and publicising a product: [продвижение] America Online plans to launch a promotion on Thursday that will let its members download full-feature films – promote v [T] [продвигать] – promotional adj [для продвижения] 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: [кассовый терминал] 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: [вспомогательный офис] 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: [бизнес-процесс] 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: [база данных] We’re currently updating all our customer files in the database.

downsize  

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

knowledge work  

n [U] work that involves developing or using knowledge: [интеллектуальная работа] The profitability of most business today depends more on knowledge work than on manual work – knowledge worker n [C] [работник интеллектуального труда]

offshoring  

n [U] transferring work to an outside supplier based in another country: [перевод в офшор] Offshoring is only suitable for tasks that have been clearly defined and can be managed at a distance – offshore adj – offshore n [U] [офшор] Synonyms outsource v [T]

outsourcing  

n [U] transferring work to an outside supplier: [производить аутсорсинг] We are planning to outsource all of our IT operations to an Indian supplier – outsourcing n [U] [аутсорсинг] Synonyms subcontract v [T] [заключать субподряд]

overhead  

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

pilot project  

n [C] a trial project to test performance: [опытный проект] 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: [производительность] Productivity has continued to grow strongly.

saving  

n [C] money and materials saved by economical working: [сбережение] New construction techniques resulted in a saving of 25 per cent of operation and maintenance costs – savings [plural] [сбережения] Synonym economy n [U] [экономия] Collocations cost saving, make savings

service provider  

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

shortage  

n [C] a lack or scarcity of something: [недостаток] 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. The balance sheet has two parts showing assets and liabilities: [баланс] Buildings and machinery are assets that should be listed on the balance sheet. Synonyms statement of financial position n [C] AmE [баланс]

bankrupt adj unable to pay your debts: [обанкротившийся] The company is almost bankrupt and will need to secure a loan to survive – bankrupt v, n [C] [обанкротиться, банкрот] – bankruptcy n [U] [Банкротство] Synonyms insolvent adj AmE [неплатежеспособный]

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

expense 1 n [C] money spent: [затраты] We have significantly reduced our expenses over the last five years – expenditure n [C] Synonyms spending n [U] 2 n [C] money spent by an employee that can be claimed back: [расходы] 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: [финансовый отчет] Financial statements must be completed by the end of August.

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

income statement n [C] AmE a financial statement showing revenue, expenditure and profit from operations during a given period: [отчет о прибыли] Enron’s income statement did not accurately reflect its losses Synonyms profit and loss account n [C] BrE [отчет о доходах и расходах] statement of earnings n [C] AmE [отчет о доходах]

mismanagement n [U] poor quality management: [неправильное руководство] Lack of cashflow is often due to mismanagement – mismanage v [T] [неправильно руководить]

profit and loss account n [C] BrE a financial statement showing revenue, expenditure and profit from operations during a given period: [отчет о доходах и расходах] Ahold’s profit and loss account did not show all its losses Synonyms income statement n [C] [отчет о прибыли] AmE statement of earnings n [C] AmE [отчет о доходах и расходах]

regulator n [C] a government agency responsible for overseeing a profession or an activity: [регулятор] Stock market regulators are in charge of protecting investors – regulation n [C] [регулирование] Synonyms controller n [C] [ревизор]

Securities Exchange Commission abbreviation SEC n the US agency responsible for stock market regulation: [Комиссия по ценным бумагам] The SEC is currently investigating ten cases of fraud.
**Unit 9  Recruitment**

**accountable** adj responsible for the effects of your actions: [ответственный] Managers are accountable for the performance of their employees Synonyms responsible [+ for] adj [ответственный]

**applicant** n [C] a person who is applying for a position: [претендент] All applicants are asked to provide a letter of reference – apply [+ for] v [I] [претендовать] – application n [C] [заявка]

Synonyms candidate n [C] [кандидат]

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

**cover letter** n [C] a letter written to an employer in response to a job advertisement: [сопроводительное письмо] 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: [автобиография] Her CV is fairly typical for a business graduate Synonyms resumé n [C] AmE [резюме]

**deadline** n [C] the date by which something has to be completed: [крайний срок] 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: [предоставлять возможность] Staff are empowered to shape their career development – empowerment n [U] [предоставление возможности]

**hire** v [T] employ someone: [нанимать] Businesses are hiring as job growth booms – hire n [C] [найм] Synonyms recruit v [T] [нанимать] employ v [T] [трудоустраивать] Collocations hiring and firing, hiring manager

**payroll** n [U] 1 a list of the employees in an organisation [список сотрудников] 2 the administration of employee pay: [плательная ведомость] 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: [квалификационный экзамен] Candidates must have qualifications in accounting – qualify v [I] [квалифицировать] – qualified adj [квалифицированный]

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

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

**train** v [T] to teach someone the skills of a particular job or activity: [обучать] Staff are trained to watch for situations where they may be required to help – training n [U] [обучение] – trainee n [C] [обучаемый] – trainer n [C] [обучающий]
Unit 10 Counterfeiting

copycat n [C] the term for someone who copies the work of another person: [плагиатор] 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: [авторское право] 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: [валюта] The euro is the currency of most member states of the European Union Synonyms money n [U] [деньги] 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: [мошенничать] He admitted defrauding his employer of more than £2m.

enforce v [T] to make people obey a law or rule: [принуждать] Enforcing a patent can be a long and expensive process – enforcement n [U] [принуждение] – enforceable adj [допускающий принуждение]

fake n [C] a copy or imitation of a genuine article: [подделка] Experts have identified the components as fakes – fake v [T] [подделывать] Synonyms copy v [C] [копировать] – copy n [C] [копия]

file-swapping n [U] exchanging files between computers on a network: [обмен файлами] 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: [нарушение] 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: [интеллектуальная собственность] 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: [патент] Some governments do not recognise patents on software – patent v [T] [патентовать] – patented adj [патентованный] Synonyms copyright n [C,U] [авторское право] Collocations patent pending, patent office

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

profitability n [U] the ability of a business to earn profits: [прибыльность] Increased labour costs have reduced our profitability – profit n [C] [прибыль] – profit v [I] [получать прибыль] – profitable adj [выгодный]

trademark n [C] a special, registered picture or symbol that is associated with a particular brand or product: [торговый знак] Our trademark is now well-known in most countries in the region.
bid n [C] an offer to buy something at a stated price: [предложение цены] All bids must be submitted in writing – bid v [I,T] [предлагать цену] – bidder n [C] - bidding n [U] Synonyms offer n [C] [предложение]

Collocations make/accept/reject a bid, takeover bid

business to business abbreviation B2B adj refers to any business or correspondence between two companies: [предприятие-предприятие] 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: [торговый агент] The company only uses authorised dealers who are fully trained – deal n [C] [дело]– deal v [I,T] [торговать]

Collocations foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal

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

e-commerce n [U] selling activities that are conducted using internet technology: [электронная торговля]

Some consumers still lack confidence in e-commerce.

glitch n [C] a minor fault with a computer program or machine: [сбой] A glitch in the computer system has led to the cancellation of several flights

Synonyms malfunction n [C] [неполадка] bug n [C] [неполадка]

gross v [T] to calculate revenue before tax and other charges have been deducted: [исчислять валовой доход] The film grossed $8.5m in the first two weeks – gross adj [валовой]

Collocations gross profit, gross margins, gross national product, gross domestic product (GDP)

inventory n [C] a list of the stocks held by a business: [реестр]

New software has made it possible to control inventory more accurately

Synonyms stock n [C] [запас]

market research n [U] the work of finding out what kind of goods consumers want: [исследования рынка]

Conducting online surveys is a new and promising approach to market research.

mass market n [U] the market for standardised consumer products: [массовый рынок] Licensing is one way for small businesses to enter the mass market – mass-market adj

merchandising n [U] toys, clothes and other products based on a popular film, TV show, etc and sold to make additional profits: [тематический товар]

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: [установление цены]

In price setting you try to estimate how much customers will be prepared to pay for an item

real estate n [U] property in the form of land or houses: [недвижимое имущество] Investing in real estate is not as risk free as some people think

Synonyms property n [U] BrE realty n [U] AmE [недвижимость]

Collocations estate agent BrE

tender n [C] a written offer by a supplier to provide goods or services at a certain price: [коммерческое предложение] Your tender has been accepted at the agreed price – tender v [I,T] [выдвигать коммерческое предложение]
aid n [U] assistance given to a country or organisation in difficulty: [помощь] The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations – aid v [Т] [помогать]

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

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

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

demonstration n [C] a march to publicly protest about something: [демонстрация] 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: [взаимовыгодная торговля] 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: [грант] The Central Development Fund has awarded a grant of $7.5m – grant v [Т] [выделять грант]

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

litigation n [U] legal action against an individual or organisation: [судебное дело] Litigation has increased significantly over the years – litigate v [U] [вести тяжбу] – litigator n [C] [сторона]

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

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

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

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

quota n [C] an official limit on the amount of something: [квота] 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: [субсидия] World Bank economists are urging rich countries to cut subsidies to certain industries – subsidise v [Т]

taxpayer n [C] any person or organisation that is liable to pay tax: [налогоплательщик] Taxpayers will pay more to subsidise the development of alternative energy sources.
correspondence

**correspondence** *n* [U] writing, receiving and answering letters: [корреспонденция] *I'm catching up on my correspondence* – correspond *v* [I]

information technology

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

mobile

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

overload

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

prioritise

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

process

**process** *v* [T] to deal with information or documents: [обрабатывать] *All the data is processed on the server* – process *n* [C] [процесс]

product recall

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

text messaging

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

white-collar

**white-collar** *adj* employees who work in offices: [канцелярский] *White-collar jobs are moving abroad.*
Unit 14  Logistics

distribution  n  [U]  the arrangements and activities required in order to get goods from the manufacturer to the consumer: [распространение]  Distribution is organised via a product list.

finished goods  n  [plural]  goods or products that are ready to be sold on to consumers: [готовая продукция]  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: [перевозка]  All freight is paid by the customer – freight  v  [фрахтовать]  Collocations  air-freight, freight car (AmE), freight train, freight forward

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

haulage  n  [U]  the business of transporting goods by road or railway: [перевозка наземным транспортом]  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: [погрузочная площадка]  When a truck arrives at the loading bay an employee registers the delivery.

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

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

ship  v  [T]  to move goods from one place to another: [доставлять]  This order is being shipped to Puerto Rico – shipment  n  [U]  [доставка]  – shipping  n  [U]  [доставка]  - ship  n  [C]  [корабль]  Synonyms  deliver  v  [T]  [поставлять]

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

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

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

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

business practices n [plural] the methods used to conduct business: [практика деловых отношений] 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: [разрабатывать] At the moment she’s designing a new range of furniture to be used in schools – design n [C] [разработка] – designer n [C] [разработчик, дизайнер] – designer adj [дизайнерский] Collocations designer goods, designer label, designer ware

feature n [C] an important part of something: [особенность] The programme has a number of interesting new features – feature v [T] [характеризоваться] Synonyms characteristic n [C] [характеристика] Collocations product features, special features

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

mass-production adj produced in large quantities: [массового производства] Many companies have moved their mass-production overseas to cheaper markets –

mass-produce v [T] [производить в большом количестве] – mass-production n [U] [массовое производство]

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