applicant n [C] a person who is applying for a position [candidat]. All applicants are asked to provide a letter of reference – apply [+ for] v [I] [postuler + à/pour] – application n [C] [candidature] Synonyms candidate n [C] [postulant]

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 [évaluer] The department manager will appraise each employee individually – appraisal n [C] [evaluation] – appraisee n [C] [personne évaluée] – appraisor n [C] [évaluateur] Collocations annual appraisal, performance appraisal

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

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

authority 1 n [U] the power to impose decisions [autorité] The managers in our company have a great deal of authority – authorise v [T] [autoriser] – authorisation n [U] [autorisation] – authoritative adj – [qui fait autorité] authoritarian adj [autoritaire] 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 authorization [autonomie] I’ve always believed that it’s best to give staff as much autonomy as possible – autonomous adj [autonome]

bankrupt adj unable to pay your debts [en faillite] The company is almost bankrupt and will need to secure a loan to survive – bankrupt v, n [C] [mettre en faillite, faillite] – bankruptcy n [U] [banqueroute] Synonyms insolvent adj AmE [insolvable]

barrier to entry n [C] any factor which prevents new competition from entering a market [barrière à l’entrée] 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 [avantage] One benefit of the new design is that it can be installed easily – benefit [+ from] v [bénéficier + de] – beneficial adj [avantageux]

board n [C] the group of directors elected by the shareholders to manage a company [conseil] The board has approved the director’s salary Collocations board of directors, board meeting, boardroom

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

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

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

brand n [C] the identity of a product or service [marque] Eastman Kodak is a premier brand in traditional and digital imaging – brand v [T] [positionner] Collocations brand image, brand leader, brand loyalty, brand manager, brand management, brand name, brand-stretching, cross-branding, own brand, premium brand
breakthrough n [C] an important new discovery [percée] The iMac was a major breakthrough in computer design

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

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

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

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

campaign n [C] a planned operation which aims to achieve a particular result [campagne] A new campaign by activists has forced the company to reconsider some of its policies – campaign v [I] [+ for/against] [faire campagne + pour/contre] – campaigner n [C] [militant] Collocations advertising campaign, marketing campaign, political campaign

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

campaigner n [C] a person who works on a campaign to try to change people’s opinions – campaigner v [I] [+ for/against]

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

company n [C] a legally registered business [enterprise] There are many different types of companies: holding company (holds the share capital of one or more other companies) [holding] joint stock company [registered company or limited company] [société par actions] public limited or listed company (company whose shares are traded on the stock exchange) [société anonyme] subsidiary [filiale] [company owned by a parent company [société mere]} Synonyms corporation n [C] [compagnie] AmE concern n [C] [exploitation] business n [C] [société]

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

competition n [U] rivalry between businesses that are operating in the same market [concurrence] The competition is getting tougher every year – compete v [I] [concurrent] – competitive adj [compétitif] – competitiveness n [U] Collocations competitive advantage

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

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

copyright n [U] the legal right that belongs to the person who has created a new artistic work or piece of software [droit d’auteur] All of the graphics and editorial content on this site are protected under US copyright.
cost 1 n [C] the price paid for something [coût] 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 – cost v [I] [établir le coût] Synonym overheads n [C] [frais généraux]

Collocations fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost
cover letter n [C] a letter written to an employer in response to a job advertisement [lettre d’accompagnement] Candidates should send a cover letter with a copy of their CV

currency n [C] the type of money that is used by a particular country or trading bloc [ devise] The euro is the currency of most member states of the European Union Synonyms money n [U] [monnaie]

Collocations foreign currency, hard currency, currency dealer, currency exchange rate, currency trading
curriculum vitae abbreviation CV n [C] a document that gives details of a person’s experience and qualifications [ curriculum vitae (CV)] Her CV is fairly typical for a business graduate Synonyms resumé n [C] AmE [CV]
damages n [plural] an amount of money paid to a person who has suffered an injustice [ dommages-intérêts] The company paid damages to staff who were unfairly dismissed.
database n [C] an organised set of information stored in a computer [ base de données] We’re currently updating all our customer files in the database.
deadline n [C] the date by which something has to be completed [ date limite] The deadline for applications has been extended until the 25 May Collocations fix a deadline, meet a deadline, miss a deadline, set a deadline
dealer n [C] a person who specialises in trading a particular type of goods [ marchand] The company only uses authorised dealers who are fully trained – deal n [C] [ affaire] – deal v [I,T] [négocier] Collocations foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal
debt relief n [U] the cancellation or reduction of a debt [ allègement de la dette] The government is firmly committed to a programme of debt relief.
defraud v [T] to cheat another person by taking something that they own [escroquer] He admitted defrauding his employer of more than £2m.
defraud v [T] to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions [ déléguer] Managers need to delegate more routine tasks to junior members of staff – delegation n [U] [délégation]
demand n [C,U] the quantity required to supply orders [deman de] Total petroleum demand has increased by one per cent Collocations supply and demand
demonstration n [C] a march to publicly protest about something [manifestation] The demonstration will take place at G7 summit on 10 June.
design v [T] to make a drawing or plan of something that will be made [ concevoir] At the moment she’s designing a new range of furniture to be used in schools – design n [C] [conception, design] – designer n [C] [conceptrice, designer] – designer adj [de grande marque, de synthèse] Collocations designer goods, designer label, designer ware
development 1 n [C] the growth and expansion of a business, industry or economy [développement] The OECD provides advice and assistance on all aspects of development 2 research to produce new, improved products: Our company is actively pursuing the development of new biotechnology solutions 3 a change or alteration: Another recent development has been the arrival of Asian companies on the market – developer n [C] [développeur] – developing adj [en développement] Collocations research and development (R&D), developing countries
distribution n [U] the arrangements and activities required in order to get goods from the manufacturer to the consumer [distribution] Distribution is organised via a product list.

downsize v [I] to reduce the number of employees in an organisation [réduire ses effectifs] European companies are continuing to downsize their manufacturing operations – downsize v [T] [réduire les effectifs de] Synonyms lay off v [T] [licencier]
e-business n [U] business to business relationships conducted using internet technology [affaires électroniques] IBM is one of the leading suppliers of e-business solutions.
e-commerce n [U] selling activities that are conducted using internet technology [commerce électronique]

Some consumers still lack confidence in e-commerce.

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

enforce v [T] to make people obey a law or rule [faire appliquer] Enforcing a patent can be a long and expensive process – enforcement n [U] [application–enforceable adj [applicable]

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

expense 1 n [C] money spent [dépense] We have significantly reduced our expenses over the last five years – expenditure n [C] [frais] Synonyms spending n [U] [dépenses] 2 n [C] money spent by an employee that can be claimed back frais I put the restaurant bill on expenses Collocations expense account, expenses claim form, claim expenses

fair trade n [U] a movement which promotes fairer trading conditions for developing countries [commerce equitable] Fair trade gives consumers an opportunity to help change the world.

fake n [C] a copy or imitation of a genuine article [contrefaçon] Experts have identified the components as fakes – fake v [T] [contrefaire] Synonyms copy v [C] [copier] – copy n [C] [copie]

feature n [C] an important part of something [caractéristique, fonction] The programme has a number of interesting new features – feature v [T] [comporter] Synonyms characteristic n [C] [particularité] Collocations product features, special features

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

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

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

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

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

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

generic adj a product that does not have a trademark [Générique] Generic drugs sell at a much lower price.
**glitch n [C]** a minor fault with a computer program or machine [pépin] A glitch in the computer system has led to the cancellation of several flights Synonyms malfunction n [C] [dysfonctionnement] bug n [C] [bogue]

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

**grey marketing** n [U] selling products without the authorisation of the trademark owner [grey marketing, importations parallèles] Any authorised dealers who resort to grey marketing will be immediately suspended.

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

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

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

**hierarchy** n [C] system of authority within an organization [hiérarchie] Many Swedish firms have very flat hierarchies – hierarchical adj [hiérarchique] Collocations flat hierarchy, steep hierarchy, traditional hierarchy

**hire** v [T] employ someone [embaucher] Businesses are hiring as job growth booms – hire n [C] [embauche] Synonyms recruit v [T] [recruter] employ v [T] [employer] Collocations hiring and firing, hiring manager

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

**income statement** n [C] AmE a financial statement showing revenue, expenditure and profit from operations during a given period [compte de résultat] Enron’s income statement did not accurately reflect its losses Synonyms profit and loss account n [C] BrE [compte de profits et pertes] statement of earnings n [C] AmE [état des résultats]

**industry** n [C] the production of goods using capital and labour [industrie] The automobile industry is facing increased competition – industrial adj [industriel] – industrialise v [T] [industrialiser] – industrialisation n [C] [industrialization] Collocations manufacturing industry, service industry, industrial relations

**information technology** abbreviation IT n [C] the technology of processing, storing or transmitting data by electronic means [technologies de l'information] Information technology has revolutionised all aspects of management.

**infringement** n [U] a breach of the law or of another person’s rights [violation] 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 [propriété intellectuelle] All international businesses are having to spend more on protecting their intellectual property.

**inventory** n [C] a list of the stocks held by a business [inventaire] New software has made it possible to control inventory more accurately Synonyms stock n [C] [stocks]
knowledge work n [U] work that involves developing or using knowledge [travail du savoir] The profitability of most business today depends more on knowledge work than on manual work – knowledge worker n [C] (travailleur du savoir)

legal action n [C,U] using the law to defend one’s rights [action judiciaire] The consumer association said it will consider legal action Synonyms litigation n [U] (litige) law suit n [C] (poursuite) Collocations take legal action, win a legal action

litigation n [U] legal action against an individual or organization [litige] Litigation has increased significantly over the years – litigate v [U] (contester en justice) – litigator n [C] (avocat-conseil)

loading bay n [C] the area in a factory or warehouse where goods are loaded for transport (baie de chargement) When a truck arrives at the loading bay an employee registers the delivery.

loan n [C] money lent to an individual or organization (prêt) The World Bank has agreed to a five-year loan of $125m – loan v [T] (prêter) Collocations apply for a loan, bank loan, interest on a loan, take out a loan

lobby v [T] to try to persuade a government or organisation to change a policy or situation (exercer des pressions) Big companies are lobbying the president to open up marine reserves for oil drilling – lobby n [U] (lobby) lobbyist n [U] (lobbyiste)

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

market research n [U] the work of finding out what kind of goods consumers want (étude de marché) Conducting online surveys is a new and promising approach to market research.

market share n [U] the proportion of the total market that is supplied by a particular company (part de marché) Our objective is to increase our European market share by five per cent this year – market-sharing n [U] (partage du marché) Collocations increase / lose / take / win market share

marketing mix n [U] the four different components of marketing (marketing mix) 1 place n [C] the distribution and delivery of goods to market (distribution) 2 price n [C] the amount of money for which something can be sold (prix) – price v [T] (établir un prix pour) 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 (produit) 4 promotion n [C] activities that help sell a product (communication)

mass market n [U] the market for standardised consumer products (marché de masse) Licensing is one way for small businesses to enter the mass market – mass-market adj [de masse]

mass-production adj produced in large quantities (de série) Many companies have moved their mass-production overseas to cheaper markets – mass-produce v [T] (fabriquer en série) – mass-production n [U] (production en série)

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

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

mismanagement n [U] poor quality management (mauvaise gestion) Lack of cashflow is often due to mismanagement – mismanage v [T] (mal gérer)
mobile n [C] a wireless telephone [téléphone mobile] The introduction of colour screens and digital imaging have made mobiles even more essential Synonyms cell phone n [C] AmE [téléphone cellulaire]

negotiation n [C] the process of negotiating a business deal [négociation] The success of the negotiations will depend on the financial terms of the deal – negotiate v [I,T] [négocier] – negotiator n [C] [négociateur] Synonyms talks n [plural] [pourparlers] Collocations negotiate an agreement / a deal, negotiation skills

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

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

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

outsourcing v [T] transferring work to an outside supplier [externaliser] We are planning to outsource all of our IT operations to an Indian supplier – outsourcing n [U] [externalisation] Synonyms subcontract v [T] [sous-traiter]

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

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

patent n [C] a special right given to the inventor of a machine or process [brevet] Some governments do not recognise patents on software – patent v [T] [breveter] – patented adj [breveté] Synonyms copyright n [C,U] [droit d’auteur] Collocations patent pending, patent office

pay 1 n [U] money earned by an employee as a salary or wage [paie] Some employees are complaining that their pay has not increased in line with inflation – payment n [C] [paiement] 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.

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

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

petition n [C] a document signed by many people asking someone in authority to change something [pétition] So far, five thousand people have signed the petition – petition v [I,T] [faire circuler une pétition + contre/pour]
pilot project  n  [C] a trial project to test performance \[projet pilote\] The pilot project will start operating in June.

pilot  v  [T] to test a new idea or product  \[expérimenter\] We are piloting new ways to improve our supply chain management Synonyms test  v  [T] [tester] trial  v  [T] [faire des essais sur]

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

point of sale  abbreviation  POS  n  [C] the place where a consumer can buy a product or service \[point de vente\] New electronic systems can approve credit for customers at the point of sale. back office  n  [C] the departments of a financial company where routine administrative tasks are done without direct contact with customers \[(service de) post-marché, back-office\] Efficient management of the back office can reduce costs.

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

pressure group  n  [C] a group that tries to influence the opinions of other people \[groupe de pression\] The pressure group is coordinating the protests.

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

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

process  v  [T] to deal with information or documents \[traiter\] All the data is processed on the server – process  n  [C] \[processus\]

product recall  n  [C] a situation where a defective product is withdrawn from the market and returned to the manufacturer \[ rappel de produits\] Product recalls of children’s toys are now very rare.

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

profit and loss account  n  [C] BrE a financial statement showing revenue, expenditure and profit from operations during a given period \[compte de résultat\] Ahold’s profit and loss account did not show all its losses Synonyms income statement  n  [C] AmE \[compte de profits et pertes\] statement of earnings  n  [C] AmE \[état des résultats\]

profitability  n  [U] the ability of a business to earn profits \[rentabilité\] Increased labour costs have reduced our profitability – profit  n  [C] \[bénéfices\] – profit  v  [I] \[profiter\] – profitable  adj  \[rentable\]

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

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

protectionism  n  [U] protecting a country’s trade by taxing foreign goods \[protectionnisme\] Protectionism usually increases the prices of basic goods to the consumer.
**prototype** n [C] the first form that a new design takes. The prototype has revealed areas where the design can be improved.

**qualification** n [C] an examination passed at school or university. Candidates must have qualifications in accounting – qualify v [I] [se qualifier] – qualified adj [qualifié]

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

**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.

**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. Synonyms property n [U] BrE [immobilier] Realty n [U] AmE [bien-fonds]

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

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

**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. Collocations human resources, financial resources

**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. Synonyms Curriculum Vitae BrE [CV]

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

**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 – reward n [C,U] [prime] – rewarding adj

**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 [salaré] Collocations be on a salary of, earn a salary, negotiate a salary, salary scale

**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: the department responsible for the activity of selling goods and services to customers: I’ll put you through to our sales department – salesman/woman n [C] [vendeur/vendeuse] – salesclerk n [C] AmE [vendeur] 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

**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 – savings [plural] [économies] Synonym economy n [U] [réduction des dépenses] Collocations cost saving, make savings
screen v [T] to examine or test people [tester] Each candidate is screened for education, experience, expertise and salary.

Securities Exchange Commission abbreviation SEC n the US agency responsible for stock market regulation [commission de contrôle des opérations de bourse] The SEC is currently investigating ten cases of fraud. accountable adj responsible for the effects of your actions [responsable] Managers are accountable for the performance of their employees Synonyms responsible [+ for] adj [comptable + de]

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

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

share n [C] a unit of the capital of a company Shares in listed companies can be bought and sold on the stock market [action] Investors are having to pay a higher price for the company’s shares – shareholder n [C] [actionnaire] stockholder n [C] US [détenteur d’actions] – sharing n [C] [participation] Synonym stock n [C] AmE [valeur] Collocations share capital, share certificate, share dealing, share issue, share price

ship v [T] to move goods from one place to another [expédier] This order is being shipped to Puerto Rico – shipment n [U] [chargement – shipping n [U] [expedition] - ship n [C] [navire] Synonyms deliver v [T] [livrer]

shortage n [C] a lack or scarcity of something [pénurie] 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 [bilan] 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 [bilan]

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

stock option n [C] an option given to executive employees allowing them to buy shares in the company at a favourable price [option d’achat d’actions] 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) [consortium] SK Gas has formed a consortium with automakers to produce gas-powered vehicles.

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

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

subsidy n [C] money given by a government to certain producers to help them to produce without losing money [subvention] World Bank economists are urging rich countries to cut subsidies to certain industries – subsidise v [T] [subventionner]
**supervise** v [T] to control the work of other people in order to make sure that it is properly done [suprimer]
We need to supervise the trainees very closely – supervision n [U] [supervision] – supervisory adj [de supervision] Synonym manage v [T] [gérer]

**supply chain** n [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product [chaîne d’approvisionnement] 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 [réalisation] Designing the first laptop computer was one of his greatest achievements – achieve v [T] [réaliser] – achiever n [C] [battant]

**supply** n [U] the amount of goods or services available on a market at a certain time [offre] Improved production techniques will increase the supply of raw materials – supply v [T] [approvisionner] – supplier n [C] [fournisseur] – supplies n [C] [fournitures] Collocations order supplies, supply and demand, supply chain management, supply side, oversupply

**task** n [C] a piece of work that has to be done [tâche] Tasks are generally assigned to employees at the start of the week Synonym duty n [C] [mission] Collocations assign / delegate a task, task-based, task-driven, task force analysis n [C] the work of studying data and information [analyser] Detailed analysis of our results shows that productivity has increased only marginally – analyse v [T] [analyser] – analyst n [C] [analyst] Collocations financial analysis

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

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

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

**threat** n [C] a potential danger to the interests of a company [menacer] Deregulation of the market is a real threat to established telecom operators – threaten v [T] [menacer] – threatening adj [menaçant] – threateningly adv [de manière menaçante]

**trade union** n [C] an organisation that exists to protect the rights of employees in a company [syndicat] The trade union is in pay negotiations with the employer Synonym labor union n [C] AmE [syndicat (ouvrier)]

**trademark** n [C] a special, registered picture or symbol that is associated with a particular brand or product [marque commerciale] Our trademark is now well-known in most countries in the region. bid n [C] an offer to buy something at a stated price [offre d’achat] All bids must be submitted in writing – bid v [I,T] [offrir] – bidder n [C] [offrant] – bidding n [U] [enchères] Synonyms offer n [C] [offre] Collocations make/accept/reject a bid, takeover bid

**train** v [T] to teach someone the skills of a particular job or activity [former] Staff are trained to watch for situations where they may be required to help – training n [U] [formation] – trainee n [C] [stagiaire] – trainer n [C] [formateur] copycat n [C] the term for someone who copies the work of another person [copieur] The Australian government has announced that it is cracking down on copycats.
wealth n [U] the amount of money or possessions owned by an individual, organisation or country [richesse]
Accumulating wealth is the key to financial independence – wealthy adj [riche] Collocations acquire / accumulate wealth

white-collar adj employees who work in offices [employé] White-collar jobs are moving abroad.