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

**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]

**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]

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

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

**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] – **appraisor** n [C] [taksator, osoba oceniająca] Collocations annual appraisal, performance appraisal

**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

**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]

**authority 1** n [U] the power to impose decisions **władze**: The managers in our company have a great deal of authority. – **authorise** v (T) [upoważnić] – **authorisation** n [U] [upoważnienie] – authoritative adj [autorytatywny, uprawniony] – authoritarian adj [autorytatywny] Collocations lines of 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 [autonomiczny]

**back office** n [C] the departments of a financial company where routine administrative tasks are done without direct contact with customers **zaplecz**: Efficient management of the back office can reduce costs.
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, bankrut] – bankruptcy n [U] [bankructwo] Synonyms insolvent adj AmE [niewypłacalność]

barrier to entry n [C] any factor which prevents new competition from entering a market bariery wejścia: 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 korzyść: One benefit of the new design is that it can be installed easily. – benefit [+ from] v [korzystać (z czegoś)] – beneficial adj [korzystny]

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

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

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]

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.

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]

brand n [C] the identity of a product or service marka: 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

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

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

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

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

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.
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. – campaign v [I] [+ for/against] [prowadzić kampanię] – campaigner n [C] [osoba prowadząca kampanię]

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 działalność charytatywna: The charity managed to raise £3m for homeless people in the UK.

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.

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

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

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.

consumer n [C] a person who buys products and/or services konsument: Nokia is committed to providing consumers with the information they need. – consume v [T] [konsumować] – consumption n [U] [konsumpcja]

Collocations consumer goods, consumer research, consumer survey

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] [zlecieniobiorca] – sub-contractor n [C] [pod-zlecieniobiorca] Collocations agree a contract, be under contract, break a contract, negotiate a contract, review a contract, sign a contract, terminate a contract

copycat n [C] the term for someone who copies the work of another person plagiator: 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.

correspondence n [U] writing, receiving and answering letters korespondencja: I’m catching up on my correspondence. – correspond v [I] [korespondować]

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

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.
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] [pieniądze] 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 życiorys: Her CV is fairly typical for a business graduate. Synonyms resumé n [C] AmE [życiorys]
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.
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.
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
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
debt relief n [U] the cancellation or reduction of a debt umorzenie długu: The government is firmly committed to a programme of debt relief.
defraud v [T] to cheat another person by taking something that they own defraudacja: He admitted defrauding his employer of more than £2m.
delegate v [T] to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions udzielać pełnomocnictwa: Managers need to delegate more routine tasks to junior members of staff. – delegation n [U] [delegacja, przekazanie]
demand n [C,U] the quantity required to supply orders popyt: Total petroleum demand has increased by one per cent. Collocations supply and demand
demonstration n [C] a march to publicly protest about something demonstracja: 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 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
**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.

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

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**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]

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**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.

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

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**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]

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

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**expense** 1 n [C] money spent: *wydatek:* We have significantly reduced our expenses over the last five years. – **expenditure** n [C] [wydatki]

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**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.

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

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**feature** n [C] an important part of something: *cecha:* The programme has a number of interesting new features. – **feature** v [T] [cechować się]

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

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**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.
**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.

**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]**

**freelance n [C] someone who works for different companies and is not employed by one niezależny 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 [związany z niezależnym wykonawcą]**

**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**

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

**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]**

**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]**

**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.

**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)**

**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. – **grow v [I] [rosnąć]** Collocations **growth rate**

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

**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**

**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**

**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**

**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]

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

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.

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.

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]

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

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

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

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

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

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]

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

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.

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. – market-sharing n [U] [posiadanie udziału w rynku] Collocations increase / lose / take / win market share
marketing mix n [U] the four different components of marketing miks marketingowy (marketing mix):
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

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 [dotwujący rynku masowego odbiorcy]

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]

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.

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]

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

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]

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 [uzasadniający] Synonym encourage v [T] [zachęta] Collocations highly-motivated, motivational skills, motivation techniques

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

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

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 dotwujący działalność offshore – offshore n [U] [działość offshore] Synonyms outsource v [T] [zlecać na zewnątrz]

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

outsource v [T] 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]

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] [przeładować, przeciążyć]

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

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] [płatność] 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.

payroll n [U] 1 a list of the employees in an organisation lista pracowników 2 the administration of employee pay lista plac: 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 emerytura: 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 petycja: So far, five thousand people have signed the petition. – petition [+ against/for] v [I,T] [składać petycję]

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

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]

piracy n [U] infringement of copyrights piractwo: 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 miejsce sprzedaży: New electronic systems can approve credit for customers at the point of sale.

premium n [C] a price that is higher than the standard price, usually due to higher quality cena premiowa: 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 grupa nacisku: The pressure group is coordinating the protests.

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

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.

productivity n [U] wydajność The relationship between the output of goods and the resources
needed to produce them: 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 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 [zestawieniezych]

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]

promotion n [C] a method of communicating and publicising a product promocja: 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

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

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

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

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

quota n [C] an official limit on the amount of something kontyngent: 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 surowce: Securing long term supplies of raw materials is critical.

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

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]

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
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

revenue n [C] money received especially from selling goods and services przychód: 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 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

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. 2 the department responsible for the activity of selling goods and services to customers dział sprzedaży: I’ll put you through to our sales department. – salesman/woman n [C] [sprzedawca] – salesclerk n [C] AmE [sprzedawca] 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 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

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

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.

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.

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.

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] US [akcjonariusz] – shareholding n [C] [posiadanie akcji] Synonym stock n [C] AmE [akcja] Collocations share capital, share certificate, share dealing, share issue, share price
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]

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

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 zapewniać 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

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.

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. – strategic adj strategiczny – strategically adv strategicznie 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 podwładny: I have six subordinates that report to me. – subordinate v [T] [podlegać]

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] [subsydiować]

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]

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

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. – supply v [T] [dostarczać] – supplier n [C] [dostawca] – supplies n [C] [dostawy, rezerwy] Collocations order supplies, supply and demand, supply chain management, supply side, oversupply

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

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.

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]

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]
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.  – threaten v  [T]  [grozić] – threatening adj  [zagrażający]– threateningly adv  [zagrażająco]

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]

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.

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]

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

white-collar  adj employees who work in offices  pracownik umysłowy: White-collar jobs are moving abroad.