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

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] [достижающий]

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 [T] [помогать]

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

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 [T] [претендоват] – application n [C] [заявка]

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] [аттестация] – appraiser n [C] [аттестующий]. Collocations annual appraisal, performance appraisal

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

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] [зadание]

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 [авторитный] – 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 [U] [автономия] 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]

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.

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]

barrier to entry n [C] any factor which prevents new competition from entering a market: [барьер 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]

**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

**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]

**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.

**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 [T] [бить] Collocations make a breakthrough

**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

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

**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

**business practices** n [plural] the methods used to conduct business: [практика деловых отношений] 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: [бизнес-процесс] 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: [предприятие-предприятие] 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: [кампания] A new campaign by activists has forced the company to reconsider some of its policies – campaign v [I] [вести кампанию] [+ for/against] – campaigner n [C] [участник кампании] 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: [благотворительное общество] The charity managed to raise £3m for homeless people in the UK.

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

**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) joint stock company (registered company or limited company) public limited or listed company (company whose shares are traded on the stock exchange) subsidiary [дочернее предприятие] (company owned by a parent company) Synonyms corporation n [C] AmE [корпорация] concern n [C] [фирма] business n [C] [предприятие]

**compensation** n [U] payment, including salary and other incentives like stock options: [выплата] The best paid executives received more than $10 million in compensation last year – compensate v [T] [выплачивать] Collocations compensation deal, compensation package
competition n [U] rivalry between businesses that are operating in the same market: [конкуренция] The competition is getting tougher every year – competite v [I] [конкурировать] – competitor n [C] [конкурент] – competitive ad [конкурентный] – competitiveness n [U] [конкурентоспособность] 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): [консорциум] SK Gas has formed a consortium with automakers to produce gas-powered vehicles.

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

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

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.

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

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: [траты] It looks like production and labour costs will be higher than we expected – cost v [I] [стоить] Synonym overheads n [C] [надбавки] 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: [сопроводительное письмо] 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: [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

curriculum vitae 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]

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.

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.

deadline n [C] the date by which something has to be completed: [конечный 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

dealer n [C] a person who specialises in trading a particular type of goods: [торговец] 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

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

defraud v [T] to cheat another person by taking something that they own: [мошенничать] 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: [делегировать] Managers need to delegate more routine tasks to junior members of staff — delegation n [U] [делегирование]

demand n [C,U] the quantity required to supply orders: [спрос] Total petroleum demand has increased by one per cent — Collocations supply and demand

demonstration n [C] a march to publicly protest about something: [демонстрация] 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: [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

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 research to produce new, improved products: [разработка] Our company is actively pursuing the development of new biotechnology solutions 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

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

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] [увольнять]

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.

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]

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]

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]

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

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

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]

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

file-swapping n [U] exchanging files between computers on a network: [обмен файлами] 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: [финансовый отчет] 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: [готовая продукция] We keep close track of the stock levels of our finished goods.

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]

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]

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

generic adj a product that does not have a trademark: [непатентованный] Generic drugs sell at a much lower price.
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]
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 [T] [выделять грант]
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.
gross n [C] 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)
growth n [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 v [I] [расти] Collocations growth rate

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

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

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

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

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]

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

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.

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.

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

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

legal action n [C] using the law to defend one’s rights:  [[судебный иск]]
The consumer association said it will consider legal action

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

litigation n [U] legal action against an individual or organisation:  [[судебное дело]]
Litigation has increased significantly over the years –

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.

loan n [C] money lent to an individual or organisation:  [[ссуда]]
The World Bank has agreed to a five-year loan of $125m –

lobby n [T] 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 –

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 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.

market share n [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 –

merchandising n [U] toys, clothes and other products based on a popular film, TV show, etc and sold to

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

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

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 –

mismanagement n [U] poor quality management:  [[неправильное руководство]]
Lack of cashflow is often due to mismanagement –
mobile n [C] a wireless telephone: The introduction of colour screens and digital imaging have made mobiles even more essential Synonyms cell phone n [C] AmE mobile

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

negotiation n [C] the process of negotiating a business deal: The success of the negotiations will depend on the financial terms of the deal — negotiate v [I,T] — negotiator n [C] 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: I have a meeting with my line manager to fix my objectives every six months Synonyms goal n [C] — aim n [C] — target n [C] Collocations set / fix / establish / achieve / meet objectives

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

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

outsource v [T] transferring work to an outside supplier: We are planning to outsource all of our IT operations to an Indian supplier — outsourcing n [U] Synonyms subcontract v [T] Collocations outsource

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

overload n [C] an excessive quantity of something: You may be overwhelmed by the overload of information that is available on the net — overload v [I] Synonyms copyright n [C,U] — patented adj — copyright pending, patent office

pay 1 n [U] money earned by an employee as a salary or wage: Some employees are complaining that their pay has not increased in line with inflation — payment n [C] 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 2 the administration of employee pay: 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: 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: So far, five thousand people have signed the petition — petition v [I,T] Collocations petition

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

pilot v [T] to test a new idea or product: We are piloting new ways to improve our supply chain management Synonyms test v [T] Collocations test
压力组织 n [C] a group that tries to influence the opinions of other people: [группа воздействия] The pressure group is coordinating the protests.

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

促进 v [T] to promote a product: [продвигать] 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

繁荣 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]

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

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

资格 n [C] an examination passed at school or university: [квалификационный экзамен] Candidates must have qualifications in accounting – qualify v [I] [квалифицировать] – qualified adj [квалифицированный]

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

原材料 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.


监管 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]
reserve

resources

resumé

salary

reward

revenue

saving

screen

securities exchange commission

service provider

severance deal / pay

share

ship

shortage

staff

reserve 1 n [C] the amount of something kept for future use: Shell has revised its estimate of available oil reserves 2 an amount of money set aside from profits: Ten per cent of earnings have been transferred to reserves – reserve v [T] 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 autobiography

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 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 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 n [C] – salesclerk n [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

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] Synonym economy n [U] Collocations cost saving, make savings

screen v [T] 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: The SEC is currently investigating ten cases of fraud.

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

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

share n [C] a unit of the capital of a company. Shares in listed companies can be bought and sold on the stock market: Investors are having to pay a higher price for the company’s shares – shareholder n [C] акционер Collocations share capital, share certificate, share dealing, share issue, share price

ship v [T] to move goods from one place to another: This order is being shipped to Puerto Rico – shipment n [U] Collocations hold in reserve, use up reserves

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

staff 1 n [plural] the employees of an organisation: The new manager will be joining the staff in November Collocations provide workers for an organisation: 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

**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.

**strategy** n [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 adj [стратегический] – strategically adv [стратегически] Collocations develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)

**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]

**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 [T]

**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]

**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

**supply** n [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 v [T] [поставлять] – supplier n [C] [поставщик] – supplies n [C] [запасы] Collocations order supplies, supply and demand, supply chain management, supply side, oversupply

Synonyms candidate n [C] [кандидат]

**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

**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.

**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]

**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]

**threat** n [C] a potential danger to the interests of a company: [угроза] Deregulation of the market is a real threat to established telecom operators – threaten v [T] [угрожать] – threatening adj [угрожающий] – threateningly adv [угрожающе]
**trade union** *n* [C] an organisation that exists to protect the rights of employees in a company: [прощюза]

The trade union is in pay negotiations with the employer

**trademark** *n* [C] a special, registered picture or symbol that is associated with a particular brand or product:

Our trademark is now well-known in most countries in the region.

**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] – **trainee** *n* [C] – **trainer** *n* [C]

**wealth** *n* [U] the amount of money or possessions owned by an individual, organisation or country:

Accumulating wealth is the key to financial independence – **wealthy** *adj*

**Collocations** acquire / accumulate wealth

**white-collar** *adj* employees who work in offices: [канцелярский]

White-collar jobs are moving abroad.