activity n [C] something that you do, or something that a company does: [attività] The company has different activities, for example making computer games and videos. Collocations work activities, business activities

diversify v [I] increase the range of goods or services a company produces: [diversificare] Our company is diversifying into cosmetics - diversification n [C, U] [diversificazione]

employment n [U] work that you do to earn money: [impiego] After leaving university, I'm going to look for employment. - employ v [T] [impiegare] to pay someone to work for you: The company employs 2,000 people worldwide. - employer n [datore di lavoro]

[C] a person or company that employs others - employee n [C] [dipendente] someone who works for another person or company

goods n [plural] things that a company produces for sale or for use: [merci] Supermarkets buy goods and sell them to their customers.

industry 1 n [U] the production of goods or services to sell: [industria] Industry has become more competitive. 2 [C] a particular type of industry or service: [settore] The car industry is producing too many cars. - industrial adj [industriale]

manufacture v [T] produce large quantities of goods for sale using machinery: [produrre] Nike manufactures sports shoes. - manufacturer n [C] [produttore]

responsibility n [U] something that you are in charge of in a particular job: [responsabilità] The manager has responsibility for her department. - be responsible for something [essere responsabile di qualcosa] I'm responsible for telephone sales.

retailer n [C] a business that sells goods to the general public and not to shops: [dettagliante] Dixons is a retailer of electronic goods.

sector n [C] all the organisations or companies in a particular area of industry: [settore] The number of jobs in the service sector is increasing.

service n [C] usually plural] a business that sells help, advice, consultancy, etc., not manufacturing: [servizio] A lot of companies offer financial services now.

team n [C] a group of people who work together to do a particular job: [squadra, team] We have an excellent sales team.
browse v [T] look for information on the internet: [navigare] About five hundred people browse our company website each day. Collocation browsing habits

data n [U, plural] information or facts about a particular subject that someone has collected: [dati] We don't have a lot of data on customers' buying habits.
database n [C] an organised collection of information that is stored on a computer: [database, base di dati] We are currently updating our customer files on the database.
file n [C] a collection of information stored under a particular name on a computer, or in a box or paper cover: [file, archivio] Please check that the customer files are up-to-date. - file v [T] [archiviare] - filing adj [archiviazione] Collocations computer files, filing system
information technology abbreviation IT n [U] the study or use of electronic processes for storing information and making it available [informatica]
record n [C] a piece of information that is written down or stored on computer so that it can be looked at in the future: [record, dossier] The sales team keeps a record of all customer enquiries.
research n [C] serious study to find out new things about a subject: [ricerca] Before we develop any new products, we need to do more research. Collocations conduct research, market research - research v [T] [ricercare] - researcher n [C] [ricercatore]
security n [U] feeling safe and free from worry about what might happen: [sicurezza] Cameras in the streets help to increase security. - secure adj [sicuro, di sicurezza] Collocations security cameras, security staff, security systems
store 1 v [T] to keep things in a special place until you need them: [conservare, immagazzinare] You could store the paper in the photocopier room. 2 v [T] [memorizzare] to keep information on a computer or disk: We store all our customers' addresses on the sales database.
website n [C] a program on a computer that is connected to the internet, showing information about a particular organisation, company or subject: [sito Web] You can find details of all our products on the company website.
**Unit 3 Etiquette**

**contact** *n [C]* a person you know who may be able to help or advise you because of the work they do: [contatto] He has a lot of contacts in the film industry.

**etiquette** *n [U]* the formal rules for polite behaviour in a group of people: [etichetta] When you do business in a new country, it is important to be familiar with the etiquette.

**hierarchy** *n [C]* a structure in which the staff are organised in levels and people at one level have authority over those below them: [gerarchia] The company president is at the top of the organisational hierarchy. - hierarchical adj [gerarchico]

**organisation** *n [C]* a company, business, group, etc. that has been formed for a particular purpose: [organizzazione] ANSI is an organisation in the US that fixes rules on the design of products. - organisational adj [organizzativo] - organise *v [T]* [organizzare]

**punctual** adj arriving at exactly the time that has been arranged: [puntuale] She’s always very punctual for appointments. - punctuality *n [U]* [puntualità]

**relationship** *n [C]* the way in which people or groups work together: [relazione] We have a good relationship with our partners in the US. Collocations build a relationship, business relationship, develop a relationship, personal relationship, working relationship

**rule** *n [C]* an official instruction that says how you should do things or what is allowed: [regola] The phone companies are working under new rules now.

**status** *n [U]* social or professional position in relation to other people: [status] Lawyers have high status in our society. Collocations high status, low status

**subordinate** *n [C]* someone who has a lower position than someone else in an organisation: [subalterno] I am responsible for six subordinates.

**working environment** *n [C]* the general conditions in a workplace, including physical conditions (heat, light, noise, etc.) and relationships between people: [ambiente di lavoro] We have a very good working environment in our office.
advertising  n [U] telling people publicly about a product or service in order to persuade them to buy it: [pubblicità] The cost of TV advertising is very high. Collocation advertising campaign - advertise  v [T] [pubblicizzare]
advertisement  n [C] abbreviation advert, ad a piece of film, a picture or writing used in advertising: [pubblicità] I saw the advertisement in the newspaper yesterday.
brand  n [C] a name that a company gives to a product so that people can recognise it easily: [marchio] We built the Veuve Clicquot brand slowly over seven years. Collocations brand name, brand image - branding  n [U] [branding (creazione e diffusione dell'identità di un marchio)]
image  n [C] the general opinion that most people have of a person, organisation or product: [immagine] Good advertising helps to promote a company's image.
logo  n [C] a design or way of writing the name that a company or organisation uses as an official sign on its products and advertising: [logo] Nike uses a tick as its logo.
loss leader  n [C] a product that is sold at a loss to encourage people to buy other more profitable products: [loss leader, articolo civetta] Supermarkets sometimes sell bread as a loss leader to bring customers into the store.
luxury  n [C] something that is expensive and not really necessary, but pleasing and enjoyable: [lusso] The store sells luxury goods such as perfume.
promote  v [T] to try hard to improve sales of a product by advertising it, reducing its price, etc.: [promuovere] They are promoting her new film heavily. - promotion  n [C] [promozione] a special activity intended to sell a product or service
publicity  n [U] the attention that a person or company gets from newspapers, television, etc.: [pubblicità] The show received good publicity in the media.
target market  n [C] a group of people that a product is aimed at; advertising of the product is designed to make the product appeal to this group: [mercato target] You can't sell a product if you don't know the target market.
value  n [C, U] the amount of money something is worth [valore] - value for money of good quality, considering the price: [ottimo rapporto qualità/prezzo] These jeans are good value for money at only $15.
bankrupt adj not having enough money to pay your debts and so not allowed to continue any business activities: [bancarotta] A lot of people will lose their jobs if the company goes bankrupt.

business plan n [C] a document produced by a new company giving details of expected sales and costs, how the company can be financed and why it can expect to make money: [business plan, piano d’impresa] The bank needs to see a business plan before it will provide money for the start-up.

company n [C] an organisation that makes or sells goods or services in order to make money: [azienda] He works for a software company.

competition n [U] a situation in which businesses are trying to be more successful than others by selling more goods and services and making more profit: [concorrenza] There is strong competition between the two companies. - compete v [I] - [competere] competitor n [C] [concorrente, competitor] - competitive adj [competitivo]

demand n [U] the total amount of a type of goods or services that people or companies want to buy: [domanda] There was strong demand for jeans last month.

distribution n [U] the activities of making goods available to customers after they have been produced, for example, moving, storing and selling goods: [distribuzione] The company plans to use computers to improve distribution.

entrepreneur n [C] someone who starts a company, arranges business deals and takes risks in order to make a profit: [imprenditore] She’s a successful entrepreneur who has started several profitable companies.

finance n [U] money provided or lent (for example by a bank) for investment in a business: [finanziamento] We need finance to start manufacturing our new product. - finance v [T] [finanziare] Collocations get finance, provide finance, raise finance

loss n [U] when a business spends more money than it receives, or loses money on a particular deal or problem: [perdita] We had a loss of $20 million last year. Collocations make a loss, suffer a loss

- lose v [T] [perdere]

market share n [C, U] the percentage of sales that a company or product has in a market: [quota di mercato] The company hopes to increase its market share by 5 per cent next year.

profit n [C, U] money that you make from selling something or doing business in a particular period, after taking away costs: [profitto] Coca-Cola reported strong profits last year. Collocations make a profit, earn a profit

start-up n [C] a new company that has started to do business recently: [azienda start-up] This bank specialises in providing finance for start-ups.
**budget** *n* [C] a detailed plan prepared by an organisation of how much money it will receive, how much it intends to spend and how it will spend the money: *budget* The department has a budget of $4 million to spend on research. Collocation a tight budget - budget *v* [I, T] [preventivare]

**capital** *n* [singular, U] money used to start a business: *capitale* You'll need more capital if you want the business to succeed.

**funding** *n* [U] money which organisations, for example banks, lend to people and businesses for specific projects: [+ for] *[finanziamento]* Jane Hunter got funding for her business from venture capitalists. Collocations get funding, provide funding, raise funding

**funds** *n* [plural] money that a person or organisation has available for a particular purpose: *fondi* Peter Jones is an entrepreneur with funds to invest in new business ideas.

**investment** *n* [C] money that people or organisations put into a business in the hope of making a profit: [+ in] *[investimento]* Several rich people have made large investments in the space project. Collocation make an investment - investor *n* [C] *[investitore]*

- invest *v* [I, T] [+ in] *[investire]*

**joint venture** *n* [C] a business activity in which two or more companies have invested together: *[joint venture, impresa di partecipazione]* Ford and VW agreed a joint venture to build the Galaxy and Sharon models.

**launch** *v* [T] to make a new product available for sale for the first time: *[lancio]* The company will launch a new model next month.

**payback period** *n* [C] the period of time needed to get back the cost of an investment: *[fase di restituzione]* The payback period for space projects is very long.

**potential** *n* [U] the possibility of future success of a product or venture: *[potenziale]* No one wanted to invest in the project because they didn't think it had much potential.

**return on investment** *abbreviation* ROI *n* [singular, U] the amount of profit on an investment in relation to the amount of money invested: *[return on investment abbr. ROI, ritorno sull'investimento]* The project is risky and there may not be a good return on investment.

**technology** *n* [U] knowledge dealing with scientific or industrial methods and the use of these methods in industry: *[tecnologia]* New technology gives us the possibility to explore space. - technologies *[plural] [tecnologie]* different types of technology: *The company is making use of different technologies to develop the new machine.*
venture *n* [C] a new business activity or project that involves taking risks: [iniziativa imprenditoriale] The company is starting on a new venture to build small private aircraft.

venture capitalist *n* [C] someone who invests money in new businesses: [venture capitalist, esperto d'investimenti] Venture capitalists invested over $300 million in computer-related start-ups last year.
development 1 n [U] the growth or improvement of a business, industry or economy: [sviluppo] The government is providing funding for regional development. 2 [U] planning and making new products or services: [sviluppo] The company is investing a lot of money in product development. Collocation research and development
economy n [C] the system by which a country's goods and services are produced and used: [economia] Europe's economy is expected to grow faster than the US. Collocations a strong economy, a weak economy
employment n [U] the number of people in an area or country who have jobs, the types of jobs they have, etc.: [occupazione] High employment is a key factor in a strong economy.
growth n [U] an increase in the value of goods and services provided in a country or area: [crescita] Analysts are predicting strong economic growth next year. - grow v [I] [crescere] The market grew slowly last year.
inflation n [U] a continuing increase in the prices of goods and services: [inflazione] The rate of inflation was 4 per cent last year.
infrastructure n [C, U] the basic systems and structures that a country needs to make economic activity possible, for example, roads, communications, electricity: [infrastruttura] The government invested a250 million in infrastructure.
location n [C] the place where something is, especially a building or a business: [località, luogo] All the company's offices are in good locations.
multi-national n [C] a large company that has offices, factories and business activities in many different countries: [multinazionale] It is difficult for small local companies to compete with the multi-nationals.
region n [C] a large area of a country or of the world: [regione] The north-east region is developing more rapidly than the south. - regional adj [regionale] Collocation regional office
unemployment n [U] the number of people in an area or country who don't have a job: [disoccupazione] Since the factory closed, there has been high unemployment in the area. - unemployed adj [disoccupato]
application n [C] a formal, written request for something [domanda, richiesta]- job application a formal request to be considered for a job: [domanda di lavoro] We are considering your application for the job of marketing manager. - apply v [+ for]: [richiedere, fare domanda di] He applied for the job of sales assistant. - job applicant n [C] [chi presenta domanda di lavoro] someone who is applying for a job
candidate n [C] someone that a company is considering for a job: [candidato] We are interviewing the candidates on Friday.
career n [C] a profession or job you have trained for and intend to do for your working life, and which offers the chance to improve your status and salary: [carriera] I'm hoping to have a career in law.
careers advisor, careers advisory service, change careers
curriculum vitae abbreviation CV n [C] a document that gives details of a person's experience and qualifications: [curriculum vitae, abbr. CV] It is important to prepare your CV in the right way.
Synonym resumé [curriculum]
experience n [U] knowledge or skill that you have from doing a particular job: [esperienza] He has years of experience in selling.
headhunting n [U] finding a manager with the right skills and experience to do a particular job, often by persuading a suitable person to leave their present job: [caccia di teste] We could ask a headhunting firm to find a new production director. - headhunter n [C] [cacciatore di teste]
human resources abbreviation HR n [plural] the department in a company that deals with recruitment, training and helping employees: [Risorse Umane abbr. RU] He works in human resources.
interview n [C] a formal meeting where someone is asked questions to find out if they are suitable for a job: [colloquio] I have an interview for a job at Microsoft next week. - interview v [T] [sottoporre a un colloquio]
job n [C] the regular paid work that you do for an employer: [lavoro] What's your job? I'm applying for a new job.
qualification n [C] an examination that you passed at school, university or in your profession: [titolo di studio] Candidates must have a university qualification. - qualify v [I] [avere le competenze] - qualified adj [qualificato]
recruit v [T] to find new people to work for an organisation or company: [assumere] We're recruiting 20 new graduates this year. - recruitment n [U] [reclutamento, assunzione]
salary n [C, U] money that you receive as payment for your work, usually every month: [stipendio] The company offers good salaries. Collocation to earn a salary
staff n [plural] the employees of an organisation: [personale] A new manager is going to join the staff next month. Synonyms employees, workers. [dipendenti, impiegati]
**Unit 9  Selling**

**consumer n** [C] a person who buys goods, products or services for their own use, not for business or to re-sell: [consumatore] Consumers are demanding more choice and variety.

**customer n** [C] a person or organisation that buys goods or services from a shop or company: [cliente] A customer telephoned this morning to ask about prices.

**direct mail n** [U] advertisements that are sent in the post, often to people who are specially chosen because they might be interested in the product: [posta diretta] Over three billion items of direct mail were sent in the post last year.

**discount n** [C] a reduction in the cost of a product or service, usually to encourage people to buy something: [sconto] We’re offering a ten per cent discount on all furniture this week. - discount v [T] [scontare]

**flyer n** [C] a small sheet of paper advertising something. Flyers are usually handed to people or delivered to people’s houses: [volantino pubblicitario] Let’s use flyers to advertise the opening of our new store.

**marketing n** [U] activities to design and sell a product or service by considering what buyers want or need: [marketing] We’ll have to spend a lot on marketing to get customers back.

**sales n** [plural] the value of goods and services that a company sells during a period of time: [vendite] Sales increased following our successful advertising campaign last year.

**sales pitch n** [C] what a salesperson says about a product to persuade people to buy it: [imbonimento] The rep gave a ten-minute sales pitch about the new model.

**sales representative** abbreviation rep n [C] a person who sells a company’s products or services by speaking to customers on the phone or travelling to meet them: [rappresentante commerciale] He travelled all over the US as a sales representative.

**special offer n** [C] a reduction in the price of something for a short time, to encourage people to buy it: [offerta speciale] The company is running a special offer - a new phone for only £20.

**sponsor v** [T] to give money to pay for a television programme, or sports or arts event, in exchange for advertising or to get public attention: [sponsorizzare] Mastercard is sponsoring the World Cup. - sponsor n [C] [sponsor] a person or company that sponsors something - sponsorship n [U] [sponsorizzazione]
**Unit 10**

**Price**

**cost** 1 *n* [C, U] the amount of money that you have to pay to buy or produce something: [costo] The cost of land in the city centre is very high. 

2 *costs* [plural] [costi] the money that a business must regularly spend in order to continue its activities. Our profits are falling because of increasing costs.

*Synonym: expenses* [plural] [spese] *Collocations: labour costs, manufacturing costs*

**deal** *n* [C] an agreement or arrangement, especially one that involves the sale of something [affare] to get a good deal get an agreement to buy or sell a product at a good price: [fare un buon affare] We got a good deal when we bought this office as demand was low at the time.

**graph** *n* [C] a drawing that uses a line or lines to show the relationship between two sets of figures: [grafico] This graph shows sales figures for the year 2005.

**price** *n* [C, U] the amount of money for which something is bought, sold or offered: [prezzo] The price of this picture is £6,000.

**pricing** *n* [U] the prices of a company’s products in relation to each other and in relation to the prices of competitors; also the activity of setting prices: [pricing, determinazione del prezzo] We need to discuss our pricing if we want to boost sales.

**profit margin** *n* [C] the difference between the price a product or service is sold for and the cost of producing it: [margine di profitto] We can increase our profit margin by cutting the cost of production.

**share** *n* [C] the ownership of a company is divided into shares, which can be made available for sale as a way to increase capital. Investors buy and sell shares in the hope of making a profit: [azione] He made a lot of money by investing in IBM shares.

**spending** *n* [U] the amount of money an organisation or a person spends: [+ on] [spesa] We need to increase spending on research and development.

**strategy** *n* [C] a plan for achieving a goal; the best way for a company to develop in the future: [strategia] We need to develop a strategy for exporting the company’s products. *Collocations: pricing strategy, develop a strategy - strategic adj [strategico]*

**trend** *n* [C] the general way in which a particular situation is changing or developing: [tendenza, trend] Economists study the trends in spending.

**workforce** *n* [C] all the people who work in a particular country, industry or workplace: [forza lavoro] We are increasing our workforce from 1,200 to 1,400.
**Unit 11 Insurance**

**Claim** n [C] request for payment for damage, injury, theft, etc. for which you are insured: [denuncia] If you want to make an insurance claim, you must fill out this form. - **claim** v [T] [+ on] [chiedere] He claimed for the damage on his car insurance.

**Cover** v [T] when an insurance policy covers someone or something, the insurance company will pay out if the person is injured; or if something is damaged, stolen, etc.: [coprire] The policy doesn’t cover accidents that happen abroad. - **cover** n [U] [copertura] The policy provides cover for loss, damage and theft.

**Damage** n [U] physical harm caused to something: [danno] The fire caused $100,000 of damage. - **damage** v [T] [danneggiare] The car was badly damaged in the accident.

**Fraud** n [U] a method of getting money illegally from a person or organisation often in a clever way: [frode] Online banks need special software to protect against fraud. - **fraudulent** adj [fraudolento]

**Insurance** n [U] an arrangement in which a company collects money regularly in premiums from a person or organisation, and in return agrees to pay them a sum of money if they are involved in an accident, have something stolen, etc.: [assicurazione] Travel companies recommend that their customers take out insurance. Collocations insurance claim, insurance company, insurance cover - **insure** v [T] [+ against] [assicurare] We are insured against fire and theft.

**Insurance policy** n [C] an insurance contract covering a particular risk, and the document that gives details of this: [polizza di assicurazione] In the policy, it says that we can claim up to £1 million for medical expenses.

**Premium** n [C] the amount paid for insurance during a particular period of time: [premio] If you haven’t paid your premiums, you will no longer be covered.

**Risk** n [C] the possibility of a particular type of damage against which you are covered: [rischio] Check in detail the risks that are covered by your policy.

**Term** n [C] one of the conditions of an agreement, contract or legal document: [termine] According to the terms of the agreement, the company will pay within 10 days of accepting the claim.
apology n [C] something that you say or write to show you are sorry for doing something wrong: [scusa, apologia] The company sent an apology to their customers for their poor service. apologise v [+ for + -ing] [scusarsi] We apologise for the inconvenience we have caused you.

complaint n [C] a written or spoken statement by someone saying that they are unhappy about something: [reclamo] Our sales assistants are trained to deal with customer complaints in a friendly manner. - complain v [+ about] [reclamare] Many customers have complained about late delivery.

customer satisfaction n [U] when customers who have paid for a product or service feel happy with it: [soddisfazione cliente] Our main goal is to achieve customer satisfaction at all times. - satisfied, dissatisfied adj [+ with] [soddisfatto, insoddisfatto] We are very dissatisfied with the service at your hotel.

customer service n [U] when an organisation helps customers by answering questions, listening to complaints, giving product advice, etc.: [assistenza clienti] The company says that it offers good customer service. - customer services [plural] [servizio clienti] the department in a company that deals with customer service

feedback n [U] advice or criticism about products, services or ideas. Companies may seek customer feedback by providing questionnaires asking if customers are satisfied or not: [feedback, riscontro] We conducted a survey to get feedback on customers’ opinions about our products.

guarantee n [C] a formal written promise to repair or replace a product if it has a fault within a period of time after you buy it: [garanzia] The company offers a two-year guarantee on all electrical goods. - guarantee v [T] [garantire] This product is guaranteed for two years.

payment n [C] an amount of money that must be paid, or has been paid, or the act of paying it: [pagamento] Payment must be made within 30 days. - pay v [+ for] [pagare] Shoppers are willing to pay more for famous brands.

quality n [U] used to talk about how good or bad something is: [qualità] Several customers complained about the poor quality of the service.

refund v [T] to give someone their money back, for example, because they are not satisfied with the goods or services they have paid for: [rimborsare] We guarantee to refund your money if you are not fully satisfied. - refund n [C] [rimborso]

training n [U] the process of teaching someone the skills and knowledge needed for a particular job: [formazione] The company is sending 30 workers to the US for training. - train v [T] [formare] - trainer n [C] [formatore]
-trainee n [C] [tirocinante]
assembly  n [U] the process of putting the parts of a product together in manufacturing: [assemblaggio] 
Parts are manufactured in Japan and assembly is done in Turkey. - assemble  v [T] [assemblare] -  
assembly line  n [C] [linea di assemblaggio] method of making goods, especially cars, in a factory. The  
product moves along a line of machines or workers, each adding a different part or doing a different  
job.

capacity  n [U] the amount of something that a factory can produce: [capacità] Our production capacity  
has increased with the new technology.

component  n [U] one part used in making a machine, vehicle, etc.: [componente] The company  
supplies electrical components to the car industry. Synonym part  n [C] [parte]

delivery  n [C, U] the act or process of bringing goods to the place or person who has ordered them:  
[consegna] We have arranged delivery of your order on Monday. Collocations just-in-time delivery,  
delivery date, delivery terms

efficiency 1  n [C] how well an industrial process, factory or business works so that it produces as much  
as possible from the time, money and resources that are put into it: [efficienza] We need to improve  
our efficiency if we want to become more profitable. 2 how well and quickly a person works.  
[efficienza] - efficient  adj [efficiente] - efficiently  adv [efficientemente]

just-in-time  adj if goods are produced or bought using a just-in-time system,  
they are delivered just before they are needed, which reduces the cost to the company of keeping  
goods for long periods of time [just-in-time, in tempo] Collocations just-in-time delivery, just-in-time  
manufacturing

production  n [U] the process of making or growing things to be sold as products, usually in large  
quantities: [produzione] Toshiba is increasing production of its popular laptop computers.

- producer  n [C] [produttore] - produce  v [T] [producere] - product  n [C] [prodotto]

productivity  n [U] the relationship between the amount of goods that a factory produces and the  
resources needed to produce them: [produttività] New technology has helped us to improve  
productivity. - productive  adj [produttivo]

resource  n [C] [usually plural] this can include the money, buildings, machinery, materials, skills and  
workforce that a company has available: [risorsa] The company doesn’t have the resources to  
compete in a completely new market. Collocations human resources, financial resources

stock, stocks  n [C, U] a supply of raw materials or parts that have been produced and are kept to be  
used when needed in manufacturing, or a supply of finished goods that are kept before being sold:  
[stock, scorte] It is expensive to store large quantities of stocks.

supply  v [T] to provide goods or services to customers, especially regularly over a long period of time:  
[fornire] The company supplies products to the car industry. - supplier  n [C] [fornitore] - supply  n  
[fornitura]  
[C] [plural] supplies [forniture] an amount of something that is available to be used: We have a good  
supply of components in stock.

waste  v [T] to use more of something, especially time or money, than you need to, or to use it in a way  
that is not economical: [sprecare] We waste too much time repairing old equipment. Collocations  
waste time, waste money, waste resources - waste  n [U] [spreco]
brainstorming n [U] a way of developing new ideas and solving problems by having a meeting where everyone makes suggestions and these are discussed: [brainstorming, “tempesta di cervelli”] The team held a brainstorming meeting to get ideas for selling the new product.

challenge n [C] something difficult that you feel determined to solve or achieve: [sfida] The challenge for the company is how to pay its $3 billion debt.

creative adj producing or using new and interesting ideas: [creativo] We need to find a creative solution to the problem of falling sales.

- creativity n [U] [creatività]

discovery n [C] something you learn or find out that was hidden or not known about before: [scoperta] Researchers have made some interesting discoveries about human thinking. - discover v [T] [scoprire]

innovation n [U] the introduction of new ideas or methods: [innovazione] The company encourages creativity and innovation. - innovative adj [innovativo]

radical adj a radical solution involves looking at the original source of the problem and making big, important changes [radicale]

solution n [C] a way of dealing with a problem or difficult situation: [soluzione] There are no simple solutions to the problem of unemployment. Collocation find a solution [+ for] - solve v [T] [risolvere]

tradition n [C] a way of doing something that has existed for a long time [tradizione] - traditional adj: [tradizionale] We need to move away from the traditional way of thinking.
Unit 15: Motivation

**bonus** *n [C]* an extra amount of money added to an employee’s salary for doing difficult or good work: [gratifica] The sales staff get excellent bonuses when they reach their sales targets.

**initiative** *n [U]* the ability to make decisions and take action without waiting for someone to tell you what to do: [iniziativa] Employees in our company are encouraged to use their initiative.

**job satisfaction** *n [U]* a feeling of happiness or pleasure in doing your job or achieving something in your job: [soddisfazione nel lavoro] Job satisfaction is just as important to workers as a bonus.

**loyal** *adj* loyal employees stay with that company and don’t seek jobs in other companies: [fidelizzato] Martin has given 15 years of loyal service. - **loyalty** *n [U]* [fidelizzazione]

**motivation** *n [U]* willingness and enthusiasm to do something without being told to do it: [motivazione] Many of our workers have little or no motivation. - **motivate** *v [T]* [somebody to do something] [motivare qualcuno a fare qualcosa]

**pay** *n [U]* the money someone receives for the job they do: [pagare] The workers have asked for a pay increase.

**performance** *n [U]* the way that someone does their job and how well they do it: [prestazioni, performance] Some people criticised his performance as a manager.
- **perform** *v [T]* [operare, eseguire]

**power** *n [U]* the ability or right to control people: [potere] We shouldn’t give too much power to one man.
- **powerful** *adj* [potente]

**promote** *v [T]* to give someone a better paid, more responsible job in a company or organisation: [promuovere] The company has promoted him to the post of managing director. - **promotion** *n [C]* [promozione]

**reward** *v [T]* to give payment for excellent work, high performance or special service: [ricompensare] We like to reward our staff when they reach their production targets. - **reward** *n [C, U]* [ricompensa]

**senior** *adj* having a high position in an organisation or company: [superiore] Senior managers have their own office and drive a company car. - **seniority** *n [U]* [superiorità di grado]