### Polish Glossary

#### Unit 1 Activities

**activity** *n [C]* something that you do, or something that a company does: [działalność] 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: [zdywersyfikować] Our company is diversifying into cosmetics – diversification *n [C, U]* [dywersyfikacja]

**employment** *n [U]* work that you do to earn money: [zatrudnienie] After leaving university, I'm going to look for employment. – *employ* *v [T]* [zatrudnić] to pay someone to work for you: The company employs 2,000 people worldwide. – *employer* *n [C]* [pracodawca] a person or company that employs others – *employee* *n [C]* [pracownik] someone who works for another person or company

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

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

**manufacture** *v [T]* produce large quantities of goods for sale using machinery: [produkować] Nike manufactures sports shoes. – *manufacturer* *n [C]* [producent]

**responsibility** *n [U]* something that you are in charge of in a particular job: [obowiązek] The manager has responsibility for her department. – *be responsible for something* [być odpowiedzialnym za coś] I'm responsible for telephone sales.

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

**sector** *n [C]* all the organisations or companies in a particular area of industry: [sector] 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: [usługa] A lot of companies offer financial services now.

**team** *n [C]* a group of people who work together to do a particular job: [zespół] We have an excellent sales team.
Unit 2   Data

**browse** *v [T]* look for information on the internet: [przeglądać] 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: [dane] 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: [baza danych] 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: [plik] Please check that the customer files are up-to-date. – **file** *v [T]* [archiwizować] – **filing** *adj [archiwizacja]* 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 [technika informacyjna]

**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: [rejestr] The sales team keeps a record of all customer enquiries.

**research** *n [C]* serious study to find out new things about a subject: [badania] Before we develop any new products, we need to do more research. Collocations *conduct research, market research* – **research** *v [T]* [badanie] – **researcher** *n [C]* [badacz|ka]

**security** *n [U]* feeling safe and free from worry about what might happen: [bezpieczeństwo] Cameras in the streets help to increase security. – **secure** *adj [bezpieczny|a]* Collocations *security cameras, security staff, security systems*

**store** 1 *v [T]* to keep things in a special place until you need them: [przechowywać] You could store the paper in the photocopier room. 2 *v [T]* 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: [strona internetowa] 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:  
[kontakt] He has a lot of contacts in the film industry.

etiquette  n  [U] the formal rules for polite behaviour in a group of people:  [etykieta] 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:  [hierarchia] The company president is at the top of the  
organisational hierarchy. – hierarchical  adj  [hierarchalny|a]

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

punctual  adj  arriving at exactly the time that has been arranged:  [punktualny|a] She’s always very  
punctual for appointments. – punctuality  n  [U] [punktualność]

relationship  n  [C] the way in which people or groups work together:  [relacje] 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:  [przepis] 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:  
[podwładny] 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:  [środowisko pracy] We have a very good working  
environment in our office.
**Unit 4  Image**

**advertising** *n [U]* telling people publicly about a product or service in order to persuade them to buy it: [reklama] The cost of TV advertising is very high. Collocation *advertising campaign* – advertise *v [T]* [reklamować] advertisement *n [C]* abbreviation advert, ad a piece of film, a picture or writing used in advertising: [reklama] 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: [marka] We built the Veuve Clicquot brand slowly over seven years. Collocations brand *name, brand image* – branding *n [U]* [budowanie świadomości marki]

**image** *n [C]* the general opinion that most people have of a person, organisation or product: [wizerunek] 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: 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: [towar sprzedawany po promocyjnej cenie] 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: [luksus] 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.: [promować] They are promoting her new film heavily. – promotion *n [C]* a special activity intended to sell a product or service [promocja]

**publicity** *n [U]* the attention that a person or company gets from newspapers, television, etc.: [rozgłos] 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: [rynek docelowy] 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 [wartość] – *value for money* of good quality, considering the price: [(produkt) wart swej ceny] 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: [zbankrutowany|a|e] 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: [biznesplan] 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: [firma] 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: [konkurencja] There is strong competition between the two companies. – compete v [I] [konkurować] – competitor n [C] [konkurent] – competitive adj [konkurencyjny|a|e]

demand n [U] the total amount of a type of goods or services that people or companies want to buy: [popyt] 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: [dystrybucja] 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: [przedsiebiorca] 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: [finanse] We need finance to start manufacturing our new product. – finance v [T] [finansować] 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: [strata] We had a loss of $20 million last year. Collocations make a loss, suffer a loss

– lose v [T] [stracić]

market share n [C, U] the percentage of sales that a company or product has in a market: [udział w rynku] 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: [zysk] 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: [nowa działalność] This bank specialises in providing finance for start-ups.
**Unit 6** Future

**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: [budżet] The department has a budget of $4 million to spend on research. Collocation a tight budget – budget *v [I, T]* [planować dochody i wydatki]

**capital** *n [singular, U]* money used to start a business: [kapitał] 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: [fundusz] [+] for [+] na 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: [fundusze] 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: [inwestycja] [+] in [+] w Several rich people have made large investments in the space project. Collocation make an investment – investor *n [C]* [inwestor] – invest *v [I, T]* [inwestować] [+] in [+] w

**joint venture** *n [C]* a business activity in which two or more companies have invested together: [spółka typu joint venture] 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: [wprowadzać] 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: [okres zwrotu] The payback period for space projects is very long.

**potential** *n [U]* the possibility of future success of a product or venture: [potencjał] 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: [zysk z inwestycji] 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: [technologia] New technology gives us the possibility to explore space. – technologies [plural] different types of technology: [technologie] 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: [śmiały przedsięwzięcie] The company is starting on a new venture to build small private aircraft.

**venture capitalist** *n [C]* someone who invests money in new businesses: [inwestor dostarczający kapitału wysokiego ryzyka] 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: [rozwój] The government is providing funding for regional development. 2 [U] planning and making new products or services: 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: [gospodarka] 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.: [zatrudnienie] 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: [wzrost] Analysts are predicting strong economic growth next year. – grow v [I] [wzrastać] The market grew slowly last year.

inflation n [U] a continuing increase in the prices of goods and services: [inflacja] 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: [infrastruktura] The government invested 2.5 billion in infrastructure.

location n [C] the place where something is, especially a building or a business: [lokalizacja] 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: [międzynarodowa (spółka)] 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: [region] The north-east region is developing more rapidly than the south. – regional adj [regionalny] Collocation regional office

unemployment n [U] the number of people in an area or country who don’t have a job: [bezrobocie] Since the factory closed, there has been high unemployment in the area. – unemployed adj [bezrobotny]

application  

- **application** *n [C]* a formal, written request for something [podanie] – **job application** a formal request to be considered for a job: [podanie o pracę] We are considering your application for the job of marketing manager. – apply v [+ for]: [ubiegać się] [+] o He applied for the job of sales assistant. – **job applicant** *n [C]* someone who is applying for a job [ubiegający się o pracę]

candidate  

- **candidate** *n [C]* someone that a company is considering for a job: [kandydat] We are interviewing the candidates on Friday.

career  

- **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: [kariera] I'm hoping to have a career in law.

Collocations
- careers advisor, careers advisory service, change careers

curriculum vitae  

- **curriculum vitae** abbreviation **CV** *n [C]* a document that gives details of a person's experience and qualifications: [życiorys] It is important to prepare your CV in the right way. Synonym *resumé*

experience  

- **experience** *n [U]* knowledge or skill that you have from doing a particular job: [doświadczenie] He has years of experience in selling.

headhunting  

- **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: [rekrutacja menedżerów] We could ask a headhunting firm to find a new production director. – **headhunter** *n [C]* [łowca głów]

human resources  

- **human resources** abbreviation **HR** *n [plural]* the department in a company that deals with recruitment, training and helping employees: [zasoby ludzkie] He works in human resources.

interview  

- **interview** *n [C]* a formal meeting where someone is asked questions to find out if they are suitable for a job: [rozmowa kwalifikacyjna] I have an interview for a job at Microsoft next week. – **interview** v [T] [przeprowadzić rozmowę kwalifikacyjną]

job  

- **job** *n [C]* the regular paid work that you do for an employer: [praca] What's your job? I'm applying for a new job.

qualification  

- **qualification** *n [C]* an examination that you passed at school, university or in your profession: [kwalifikacja] Candidates must have a university qualification. – **qualify** v [I] [kwaliﬁkować się] – qualified adj [kwaliﬁkowany(a)]

recruit  

- **recruit** v [T] to find new people to work for an organisation or company: [rekrutować] We're recruiting 20 new graduates this year. – **recruitment** *n [U]* [rekrutacja]

salary  

- **salary** *n [C, U]* money that you receive as payment for your work, usually every month: [pensja] The company offers good salaries. Collocation to earn a salary

staff  

- **staff** *n [plural]* the employees of an organisation: [personel] A new manager is going to join the staff next month. Synonyms employees, workers.
consumer n [C] a person who buys goods, products or services for their own use, not for business or to re-sell: [konsument] Consumers are demanding more choice and variety.
customer n [C] a person or organisation that buys goods or services from a shop or company: [klient] 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: [reklama pocztowa] 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: [obniżka] We’re offering a ten per cent discount on all furniture this week. – discount v [T] [udzielić obniżenia]
flyer n [C] a small sheet of paper advertising something. Flyers are usually handed to people or delivered to people’s houses: [ulotka] 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: [sprzedaż] Sales increased following our successful advertising campaign last year.
special offer n [C] a reduction in the price of something for a short time, to encourage people to buy it: [oferta specjalna] 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: [sponsorować] Mastercard is sponsoring the World Cup. – sponsor n [C] a person or company that sponsors something [sponsor] – sponsorship n [U] [sponsorowanie/sponsoring]
Unit 10 Price

cost 1 n [C, U] the amount of money that you have to pay to buy or produce something: [koszt] The cost of land in the city centre is very high. 2 costs [plural] the money that a business must regularly spend in order to continue its activities. [koszty] Our profits are falling because of increasing costs. Synonym expenses n [plural] Collocations labour costs, manufacturing costs
deal n [C] an agreement or arrangement [transakcja], especially one that involves the sale of something to get a good deal [zawrzeć dobrą transakcję] get an agreement to buy or sell a product at a good price: 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: [wykres] 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: [cena] 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: [wycena] 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: [marża zysku] 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: [udział] He made a lot of money by investing in IBM shares.

spending n [U] the amount of money an organisation or a person spends: [wydatki] [+ on] [+ na] 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 [strategiczny|a|e]

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

workforce n [C] all the people who work in a particular country, industry or workplace: [siła robocza] 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: [roszczanie] If you want to make an insurance claim, you must fill out this form. – **claim v** [T] [+ on] [rościć] [+ o] 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.: [pokrywać] The policy doesn’t cover accidents that happen abroad. – **cover n** [U] [pokrycie] The policy provides cover for loss, damage and theft.

**damage n** [U] physical harm caused to something: [szkoda] The fire caused $100,000 of damage. – **damage v** [T] [uszkodzić] 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: [oszustwo] Online banks need special software to protect against fraud. – **fraudulent adj** [oszukańczy]

**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.: [ubezpieczenie] Travel companies recommend that their customers take out insurance. Collocations insurance claim, insurance company, insurance cover – **insure v** [T] [+ against] [ubezpieczyć się] [+ przed] 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: [polisa ubezpieczeniowa] 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: [składka] 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: [ryzyko] 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: [warunek] According to the terms of the agreement, the company will pay within 10 days of accepting the claim.
**Unit 12  Service**

**apology**  
*n [C] something that you say or write to show you are sorry for doing something wrong: [przeprosiny] The company sent an apology to their customers for their poor service.  
apologise  
v [+ for + -ing] [przeprosić] [+ za -nie] 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: [reklamacja] Our sales assistants are trained to deal with customer complaints in a friendly manner.  
– complain  
v [+ about] [reklamować] [no preposition required] 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: [zadowolenie klienta] Our main goal is to achieve customer satisfaction at all times.  
dissatisfied  
adj [+ with] [+ z] [zadowolony|a|e, niezadowolony|a|e] 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.: [obsługa klienta] The company says that it offers good customer service.  
– customer services  
(plural) [[biuro] obsługi klienta] 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: [opinia] 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: [gwarancja] The company offers a two-year guarantee on all electrical goods.  
– guarantee  
v [T] [gwarantować] 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: [zapłata] Payment must be made within 30 days.  
– pay  
v [+ for] [zapłacić] [+ za] Shoppers are willing to pay more for famous brands.

**quality**  
*n [U] used to talk about how good or bad something is: [jakość] 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: [zwrócić] We guarantee to refund your money if you are not fully satisfied.  
– refund  
*n [C] [zwrot]

**training**  
*n [U] the process of teaching someone the skills and knowledge needed for a particular job: [szkolenie] The company is sending 30 workers to the US for training.  
– train  
v [T] [szkolić] – trainer  
*C [osoba szkoląca]

– trainee  
*n [C] [uczestnik szkolenia]
assembly n [U] the process of putting the parts of a product together in manufacturing: [montaż] Parts are manufactured in Japan and assembly is done in Turkey. – assemble v [T] [montować] – assembly
line n [C] [taśma montażowa] 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: [zdolność] Our production capacity has increased with the new technology.

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

delivery n [C, U] the act or process of bringing goods to the place or person who has ordered them: [dostawa] 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: [wydajność] We need to improve our efficiency if we want to become more profitable. 2 how well and quickly a person works. – efficient adj [wydajny|a|e] – efficiently adv [wydajnie]

just-in-time written abbreviation JIT 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 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: [produkcja] Toshiba is increasing production of its popular laptop computers. – producer n [C] [producent] – produce v [T] [produkować] – product n [C] [produkt]

productivity n [U] the relationship between the amount of goods that a factory produces and the resources needed to produce them: [produkojność] New technology has helped us to improve productivity. – productive adj [produkojny|a|e]

resource n [C] [usually plural] this can include the money, buildings, machinery, materials, skills and workforce that a company has available: [zasoby] 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: [zapas, zapasy] 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: [dostarczać] The company supplies products to the car industry. – supplier n [C] [dostawca] – supply n

stock [plural] supplies an amount of something that is available to be used: [dostawy] 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: [marnować] We waste too much time repairing old equipment. Collocations waste time, waste money, waste resources – waste n [U] [marnotrawstwo]
brainstorming n [U] a way of developing new ideas and solving problems by having a meeting where everyone makes suggestions and these are discussed: [burza mózgów] 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: [wyzwanie] The challenge for the company is how to pay its $3 billion debt.

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

– creativity n [U] [kreatywność]

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

innovation n [U] the introduction of new ideas or methods: [innowacja] The company encourages creativity and innovation. – innovative adj [innowacyjny|a|e]

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

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

tradition n [C] a way of doing something that has existed for a long time [tradycja] – traditional adj: [tradycyjny|a|e] 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: [nagroda] *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: [inicjatywa] *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: [zadowolenie z pracy] *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: [lojalny|aje] *Martin has given 15 years of loyal service.* – **loyalty** *n*

**motivation** *n* [U] willingness and enthusiasm to do something without being told to do it: [motywacja] *Many of our workers have little or no motivation.* – **motivate** *v* [T] [somebody to do something]* [motywować]*

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

**performance** *n* [U] the way that someone does their job and how well they do it: [wykonanie] *Some people criticised his performance as a manager.*

– **perform** *v* [T] [wykonywać]*

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

– **powerful** *adj* [władczy|a|e]*

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

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

**senior** *adj* having a high position in an organisation or company: [wyższy|a|e rangą] *Senior managers have their own office and drive a company car.* – **seniority** *n* [U] [wysokie stanowisko]