activity n [C] something that you do, or something that a company does: [деятельность] 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: [диверсифицировать] Our company is diversifying into cosmetics – diversification n [C, U] [диверсификация]
employment n [U] work that you do to earn money: [работа] After leaving university, I’m going to look for employment. – employ v [T] to pay someone to work for you: [держать на работе] The company employs 2,000 people worldwide. – employer n [C] [работодатель] a person or company that employs others – employee n [C] [работник] someone who works for another person or company
goods n [plural] things that a company produces for sale or for use: [товары] Supermarkets buy goods and sell them to their customers.
industry 1 n [U] the production of goods or services to sell: [промышленность] Industry has become more competitive. 2 [C] a particular type of industry or service: [отрасль промышленности] The car industry is producing too many cars. – industrial adj [промышленный]
manufacture v [T] produce large quantities of goods for sale using machinery: [производить] Nike manufactures sports shoes. – manufacturer n [C] [производитель]
responsibility n [U] something that you are in charge of in a particular job: [ответственность] The manager has responsibility for her department. – be responsible for something [отвечать за что-то] I’m responsible for telephone sales.
retailer n [C] a business that sells goods to the general public and not to shops: [розничный торговец] Dixons is a retailer of electronic goods.
sector n [C] all the organisations or companies in a particular area of industry: [сектор] 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: [услуги] A lot of companies offer financial services now.
team n [C] a group of people who work together to do a particular job: [команда] We have an excellent sales team.
Unit 2 Data

**browse** *v* [T] look for information on the internet:  [просматривать] 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:  [данные] 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:  [база данных] 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:  [файл] Please check that the customer files are up-to-date. – *file* *v* [записывать в файл] [T] – filing adj [файловый] 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  [информационные технологии, ИТ]

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

**research** *n* [C] serious study to find out new things about a subject:  [научное исследование] Before we develop any new products, we need to do more research. Collocations conduct research, market research – *research* *v* [исследовать] – researcher *n* [C] [исследователь]

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

**store** *1 v* [T] to keep things in a special place until you need them:  [хранить] You could store the paper in the photocopier room. *2 v* [T] to keep information on a computer or disk:  [хранить] 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:  [веб-сайт] 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:  
[контакт] He has a lot of contacts in the film industry.

**Etiquette**  n  [U] the formal rules for polite behaviour in a group of people:  [этикет] 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:  [иерархия] The company president is at the top of the organisational hierarchy.  –  hierarchical  adj  [иерархический]

**Organisation**  n  [C] a company, business, group, etc. that has been formed for a particular purpose:  [организация] ANSI is an organisation in the US that fixes rules on the design of products.  –  organisational  adj  [организационный]  –  organise  v  [организо(вы)вать]

**Punctual**  adj  arriving at exactly the time that has been arranged:  [пунктуальный (-ая, -ое)] She’s always very punctual for appointments.  –  punctuality  n  [пунктуальность]

**Relationship**  n  [C] the way in which people or groups work together:  [отношения] 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:  [правило] The phone companies are working under new rules now.

**Status**  n  [U] social or professional position in relation to other people:  [статус] 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:  [подчинённый] 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:  [рабочее окружение] 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: [реклама] The cost of TV advertising is very high. Collocation advertising campaign – advertise v [Т] [рекламировать] advertisement n [C] [рекламное объявление] abbreviation advert, ad a piece of film, a picture or writing used in advertising: [рекламное объявление] 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: [бренд] We built the Veuve Cliquot brand slowly over seven years. Collocations brand name, brand image – branding n [U] [присвоение бренда]

image n [C] the general opinion that most people have of a person, organisation or product: [имидж] 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: [логотип] 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: [убыточный лидер] 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: [предмет роскоши] 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.: [продвигать] They are promoting her new film heavily. – promotion n [C] [продвижение] 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.: [паблисити, освещение в прессе] 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: [целевой рынок] 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 [стоимость] – value for money of good quality, considering the price: [соотношение цены и качества] These jeans are good value for money at only $15.
bankrupt ad\ not having enough money to pay your debts and so not allowed to continue any business activities: [обанкротившийся, -ая, -ее]] 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: [бизнес-план] 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: [компания] 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: [конкуренция] There is strong competition between the two companies. – compete v [I] [конкурировать] – competitor n [C] [конкурент] – competitive ad\ [конкурентоспособный -ая, -ое]

demand n [U] the total amount of a type of goods or services that people or companies want to buy: [спрос] 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: [распределение] 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: [предприниматель] 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: [финансы] We need finance to start manufacturing our new product. – finance v [T] [финансировать] 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: [убыток] We had a loss of $20 million last year. Collocations make a loss, suffer a loss – lose v [T] [терпеть убытки]

market share n [C, U] the percentage of sales that a company or product has in a market: [доля на рынке] 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: [прибыль] 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: [вновь созданная компания] 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: [бюджет] The department has a budget of $4 million to spend on research. Collocation a tight budget – budget *v [I, T]* [составлять бюджет]

**capital** *n [singular, U]* money used to start a business: [капитал] 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: [финансирование] [+ for] [+ для] 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: [фонды] 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: [инвестиция] [+ in] [+ в] Several rich people have made large investments in the space project. Collocation make an investment – investor *n [C]* [инвестор]

– invest *v [I, T]* [инвестировать] [+ in] [+ в]

**joint venture** *n [C]* a business activity in which two or more companies have invested together: [совместное предприятие] 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: [выпускать товар на рынок] 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: [срок окупаемости капиталовложения] The payback period for space projects is very long.

**potential** *n [U]* the possibility of future success of a product or venture: [потенциальный] 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: [доходность капиталовложений] 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: [технология] New technology gives us the possibility to explore space. – technologies [plural] [технологии] 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: [рискованное предприятие] The company is starting on a new venture to build small private aircraft.

**venture capitalist** *n [C]* someone who invests money in new businesses: [вкладчик в рискованное предприятие] 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: [развитие] The government is providing funding for regional development. 2 [U] planning and making new products or services: [разработка] 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: [экономика] 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.: [занятость] 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: [экономический рост] Analysts are predicting strong economic growth next year. – grow v [I] [расти] The market grew slowly last year.

inflation n [U] a continuing increase in the prices of goods and services: [инфляция] 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: [инфраструктура] The government invested a250 million in infrastructure.

location n [C] the place where something is, especially a building or a business: [месторасположение] 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: [транснациональный (-я, -е)] 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: [регион] The north-east region is developing more rapidly than the south. – regional adj [региональный] Collocation regional office

unemployment n [U] the number of people in an area or country who don’t have a job: [безработица] Since the factory closed, there has been high unemployment in the area. – unemployed adj [безработный]
application n [C] a formal, written request for something [заявление] – job application a formal request to be considered for a job: [заявление на прием на работу] We are considering your application for the job of marketing manager. – apply v [+ for]: [подавать заявление] He applied for the job of sales assistant. – job applicant n [C] [претендент на рабочее место] someone who is applying for a job

candidate n [C] someone that a company is considering for a job: [кандидат] 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: [карьера] I'm hoping to have a career in law.

Collocations 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: [резюме] It is important to prepare your CV in the right way. Synonym resume AmE

experience n [U] knowledge or skill that you have from doing a particular job: [опыт работы] 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: [подбор высококвалифицированных кадров] We could ask a headhunting firm to find a new production director. – headhunter n [C] [охотник за талантами]

human resources abbreviation HR n [plural] the department in a company that deals with recruitment, training and helping employees: [отдел кадров] 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: [собеседование] I have an interview for a job at Microsoft next week. – interview v [T] [проводить собеседование]

job n [C] the regular paid work that you do for an employer: [работа] 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: [квалификационный экзамен] Candidates must have a university qualification. – qualify v [I] [приобрести квалификацию] – qualified adj [квалифицированный]

recruit v [T] to find new people to work for an organisation or company: [нанимать на работу] We're recruiting 20 new graduates this year. – recruitment n [U] [найм на работу]

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

staff n [plural] the employees of an organisation: [персонал] 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: [потребитель] Consumers are demanding more choice and variety.

customer *n* [C] a person or organisation that buys goods or services from a shop or company: [покупатель] 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: [прямая почтовая рассылка] 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: [скидка] We’re offering a ten per cent discount on all furniture this week. – *discount v* [T] [сделать скидку]

flyer *n* [C] a small sheet of paper advertising something. Flyers are usually handed to people or delivered to people’s houses: [рекламная листовка] 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: [маркетинг] 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: [продажи] 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: [торговый призыв] 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: [торговый представитель] 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: [специальное предложение] 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: [спонсировать] Mastercard is sponsoring the World Cup. – *sponsor *n* [C] [спонсор] a person or company that sponsors something – *sponsorship *n* [U] [спонсорство]
cost 1 n [C, U] the amount of money that you have to pay to buy or produce something: [стоимость] 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: [издержки] Our profits are falling because of increasing costs. Synonym expenses n [plural] [расходы] Collocations labour costs, manufacturing costs

deal n [C] an agreement or arrangement, especially one that involves the sale of something to get a good deal get an agreement to buy or sell a product at a good price: [сделка] [заключить выгодную сделку] 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: [график] 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: [цена] 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: [назначение цены] 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: [чистая прибыль] 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: [акция] He made a lot of money by investing in IBM shares.

spending n [U] the amount of money an organisation or a person spends: [расходы] [+ on] [+ на] 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: [стратегия] We need to develop a strategy for exporting the company’s products. Collocations pricing strategy, develop a strategy – strategic adj [стратегический, (-яя, -ое)]

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

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

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

**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.: [страхование] Travel companies recommend that their customers take out insurance. Collocations insurance claim, insurance company, insurance cover – **insure** *v [T]* [+ against] [страховать от] 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: [страховой полис] 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: [страховая премия] 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: [риск] 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: [условие] 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:   
[извинение] The company sent an apology to their customers for their poor service. apologise v  
[извиняться] [+ for + -ing] [+ за] 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: [жалоба] Our sales assistants are trained to deal with customer complaints in a friendly   
manner. – complain v [жаловаться] [+ about] [+ на] 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:   
[удовлетворение клиента] Our main goal is to achieve customer satisfaction at all times. – satisfied,   
dissatisfied adj [удовлетворенный, неудовлетворенный] [+ with] 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.: [обслуживание клиентов] The company says that it offers   
good customer service. – customer services [plural] [отдел обслуживания клиентов] the department   
in a company that deals with customer service

feedback n [U] advice or criticism about products, services or ideas [отзывы]. Companies may seek   
customer feedback by providing questionnaires asking if customers are satisfied or not: 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: [гарантия] The company offers a two-year guarantee on all electrical goods. –   
guarantee v [Г] [гарантировать] 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:   
[платеж] Payment must be made within 30 days. – pay v [+for] [платить] [+ за] Shoppers are willing   
to pay more for famous brands.

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

refund v [Г] to give someone their money back, for example, because they are not satisfied with the   
goods or services they have paid for. [возвращать деньги] We guarantee to refund your money if you   
are not fully satisfied. – refund n [Г] [возврат денег]

training n [U] the process of teaching someone the skills and knowledge needed for a particular job:   
[профессиональное обучение] The company is sending 30 workers to the US for training. – train v   
[Г] [обучать] – trainer n [Г] [наставник]

– trainee n [Г] [ученик]
Unit 13  Productivity

assembly **n [U]** the process of putting the parts of a product together in manufacturing: [сборка] Parts are manufactured in Japan and assembly is done in Turkey. – **assemble** **v [T]** [собирать] – **assembly** **line** **n [C]** [сборочная линия] 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: [производительность] Our production capacity has increased with the new technology.

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

delivery **n [C, U]** the act or process of bringing goods to the place or person who has ordered them: [доставка] 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: [эффективность] We need to improve our efficiency if we want to become more profitable. 2 how well and quickly a person works: [продуктивность] – **efficient** **adj** [эффективный] – **efficiently** **adv** [эффективно]

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 [точно в срок] 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: [производство] Toshiba is increasing production of its popular laptop computers.

– producer **n [C]** [производитель] – **produce** **v [T]** [производить] – **product** **n [C]** [продукт]

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

resource **n [C]** [usually plural] this can include the money, buildings, machinery, materials, skills and workforce that a company has available: [ресурсы] 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: [складские запасы] 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: [поставлять] The company supplies products to the car industry. – **supplier** **n [C]** [поставщик] – **supply** **n [запасы]**

[C] [plural] supplies 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: [неэффективное использование] We waste too much time repairing old equipment. Collocations: waste time, waste money, waste resources – **waste** **n [U]** [отходы]
Unit 14  Creativity

**brainstorming**  
**n** [U] a way of developing new ideas and solving problems by having a meeting where everyone makes suggestions and these are discussed: [метод мозговой атаки] 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: [сложная задача] The challenge for the company is how to pay its $3 billion debt.

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

– **creativity**  
**n** [U] [кreatивность]

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

**innovation**  
**n** [U] the introduction of new ideas or methods: [инновация] The company encourages creativity and innovation. – **innovative**  
**adj** [инновационный]

**radical**  
**adj** a radical solution involves looking at the original source of the problem and making big, important changes [радикальный (-ая, -ое)]

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

**tradition**  
**n** [C] a way of doing something that has existed for a long time [традиция] – **traditional**  
**adj** [традиционный] 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: [бонус] 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: [инициатива] 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: [удовлетворение от работы] 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: [преданный] Martin has given 15 years of loyal service. – loyalty n [преданности] [U]

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

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

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

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

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

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

**senior adj** having a high position in an organisation or company: [старший (-ая, -ее)] Senior managers have their own office and drive a company car. – seniority n [U] [старшинство]