activity n [C] something that you do, or something that a company does: [actividad] 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: [diversificar] Our company is diversifying into cosmetics – diversification n [C, U] [diversificación]
employment n [U] work that you do to earn money: [empleo] After leaving university, I’m going to look for employment. – employ v [T] [emplear] to pay someone to work for you: The company employs 2,000 people worldwide. – employer n [empleado] [C] a person or company that employs others – employee n [C] [empleado] someone who works for another person or company.
goods n [plural] things that a company produces for sale or for use: [mercancías] 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: [sector] The car industry is producing too many cars. – industrial adj [industrial]
manufacture v [T] produce large quantities of goods for sale using machinery: [fabricar] Nike manufactures sports shoes. – manufacturer n [C] [fabricante]
responsibility n [U] something that you are in charge of in a particular job: [responsabilidad] The manager has responsibility for her department. – be responsible for something [ser responsable de algo] I’m responsible for telephone sales.
retailer n [C] a business that sells goods to the general public and not to shops: [minorista] 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: [servicio] A lot of companies offer financial services now.
team n [C] a group of people who work together to do a particular job: [equipo] We have an excellent sales team.
**Unit 2  Data**

**browse** v [T] look for information on the internet: [navegar] 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: [datos] 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: [base de datos] 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: [archivo] Please check that the customer files are up-to-date. – file v [T] [archivar] – filing adj [de archivo] Collocations computer files, filing system

**information technology** abbreviation IT n [U] [TI] the study or use of electronic processes for storing information and making it available [tecnología informática]

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

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

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

**store** 1 v [T] to keep things in a special place until you need them: [almacenar] You could store the paper in the photocopier room. 2 v [T] to keep information on a computer or disk: [almacenar] 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: [sitio web] You can find details of all our products on the company website.
contact n [C] a person you know who may be able to help or advise you because of the work they do:
[contacto] He has a lot of contacts in the film industry.

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

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

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

relationship n [C] the way in which people or groups work together: [relación] 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: [regla] The phone companies are working under new rules now.

status n [U] social or professional position in relation to other people: [estatus] 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: [subordinado] 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: [entorno laboral] 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: [anuncio] The cost of TV advertising is very high. Collocation advertising campaign – advertise  v [anunciar]

[T] advertisement  n  [C] [anuncio] abbreviation advert [anuncio], ad [anuncio] a piece of film, a picture or writing used in advertising: 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: [marca] We built the Veuve Clicquot brand slowly over seven years. Collocations brand name, brand image – branding  n  [U] [establecimiento de marcas]

image  n  [C] the general opinion that most people have of a person, organisation or product: [imagen] 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: [logotipo] 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: [articulo de reclamo] 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: [lujo] 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.: [promocionar] They are promoting her new film heavily. – promotion  n  [C] [promoción] 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.: [publicidad] 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: [mercado objetivo] 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 [valor] – value for money of good quality, considering the price: [relación calidad-precio] 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: [en bancarrota] 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: [plan de negocios] 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: [empresa] 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: [competencia] There is strong competition between the two companies. – compete v [I] [competir] – competitor n [C] [competidor] – competitive adj [competitivo]

demand n [U] the total amount of a type of goods or services that people or companies want to buy: [demanda] 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: [distribución] 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: [empresario] 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: [finanzas] We need finance to start manufacturing our new product. – finance v [T] [financiar] 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: [pérdida] We had a loss of $20 million last year. Collocations make a loss, suffer a loss – lose v [T] [perder]

market share n [C, U] the percentage of sales that a company or product has in a market: [participación en el mercado] 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: [beneficio] 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: [puesta en marcha] 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: [presupuesto] The department has a budget of $4 million to spend on research. Collocation a tight budget – budget v [I, T] [presupuestar]

capital n [singular, U] money used to start a business: [capital] 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: [financiamiento] [+ for] [+ de] 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: [fondos] 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: [inversión] [+ in] [+ en] Several rich people have made large investments in the space project. Collocation make an investment – investor n [C]

[inversor] – invest v [I, T] [invertir] [+ in] [+ en]

joint venture n [C] a business activity in which two or more companies have invested together: [empresa conjunta] 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: [lanzar] 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: [plazo de recuperación] The payback period for space projects is very long.

potential n [U] the possibility of future success of a product or venture: [potencial] 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: [rendimiento de la inversión] 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: [tecnología] New technology gives us the possibility to explore space. – technologies [plural] [tecnologías] 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: [actividad comercial arriesgada] The company is starting on a new venture to build small private aircraft.

venture capitalist n [C] someone who invests money in new businesses: [empresa capitalista] 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: [desarrollo] The government is providing funding for regional development. 2 [U] planning and making new products or services: [desarrollo] 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: [economía] 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.: [empleo] 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: [crecimiento] Analysts are predicting strong economic growth next year. – grow v [I] [crecer] The market grew slowly last year.

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

location n [C] the place where something is, especially a building or a business: [ubicación] 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: [multinacional] 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: [región] The north-east region is developing more rapidly than the south. – regional adj [regional] Collocation regional office

unemployment n [U] the number of people in an area or country who don’t have a job: [desempleo] Since the factory closed, there has been high unemployment in the area. – unemployed adj [desempleado]
application  n  [C] a formal, written request for something  [solicitud]  – job application a formal request to be considered for a job:  [solicitud de empleo]  We are considering your application for the job of marketing manager.  – apply  v  [+ for]:  [solicitar]  He applied for the job of sales assistant.  – job applicant  n  [C]  [solicitante]  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:  [trayectoria profesional]  I’m hoping to have a career in law.  Collocations  careers advisor,  careers advisory service,  change  careers

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

experience  n  [U] knowledge or skill that you have from doing a particular job:  [experiencia]  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:  [caza de talentos]  We could ask a headhunting firm to find a new production director.  – headhunter  n  [C]  [cazatalentos]

human resources  abbreviation  HR  n  [plural]  [RR.HH.] the department in a company that deals with recruitment, training and helping employees:  [recursos humanos]  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:  [entrevista]  I have an interview for a job at Microsoft next week.  – interview  v  [T]  [entrevistar]

job  n  [C] the regular paid work that you do for an employer:  [trabajo]  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:  [título]  Candidates must have a university qualification.  – qualify  v  [I]  [obtener un título]  – qualified  adj  [titulado]

recruit  v  [T] to find new people to work for an organisation or company:  [reclutar]  We’re recruiting 20 new graduates this year.  – recruitment  n  [U]  [reclutamiento]

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

staff  n  [plural] the employees of an organisation:  [personal]  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: [consumidor] 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: [correo directo] 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: [descuento] We’re offering a ten per cent discount on all furniture this week. – discount  v  [T] [descontar]

flyer  n  [C] a small sheet of paper advertising something. Flyers are usually handed to people or delivered to people’s houses: [folleto] 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: [ventas] 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: [rollo publicitario] 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: [representante comercial] 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: [oferta especial] 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: [patrocinar] Mastercard is sponsoring the World Cup. – sponsor  n  [C] [patrocinador] a person or company that sponsors something – sponsorship  n  [U] [patrocinio]
Unit 10 Price

-cost 1 n [C, U] the amount of money that you have to pay to buy or produce something: [coste] 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. [costes] Our profits are falling because of increasing costs. Synonym expenses n [plural] Collocations labour costs, manufacturing costs

dead n [C] an agreement or arrangement, especially one that involves the sale of something to get a good deal [hacer un buen trato] get an agreement to buy or sell a product at a good price: [trato] 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: [gráfico] 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: [precio] 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: [fijación de precios] 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: [margen de beneficio] 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: [acción] He made a lot of money by investing in IBM shares.

spending n [U] the amount of money an organisation or a person spends: [gastos] [+ on] [+ en] 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: [estrategia] We need to develop a strategy for exporting the company's products. Collocations pricing strategy, develop a strategy – strategic adj [estratégico]

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

workforce n [C] all the people who work in a particular country, industry or workplace: [mano de obra] We are increasing our workforce from 1,200 to 1,400.
Claim \( n \) \([C]\) request for payment for damage, injury, theft, etc. for which you are insured: [reclamación] If you want to make an insurance claim, you must fill out this form. – claim \( v \) \([T]\) [+ on] [reclamar] 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.: [cubrir] The policy doesn’t cover accidents that happen abroad. – cover \( n \) \([U]\) [cobertura] The policy provides cover for loss, damage and theft.

Damage \( n \) \([U]\) physical harm caused to something: [daño] The fire caused $100,000 of damage. – damage \( v \) \([T]\) [dañar] 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: [fraude] Online banks need special software to protect against fraud. – fraudulent \( adj \) [fraudulento]

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.: [seguro] Travel companies recommend that their customers take out insurance. Collocations insurance claim, insurance company, insurance cover – insure \( v \) \([T]\) [asegurar] [+ against] [+ contra] 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: [póliza de seguro] 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: [prima] 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: [riesgo] 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: [cláusula] 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:  
[disculpa] The company sent an apology to their customers for their poor service. apologise v  
[disculparse] [+ for + -ing] [+ por + inf.] 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: [queja] Our sales assistants are trained to deal with customer complaints in a friendly  
manner. – complain v [quejarse] [+ about] [+ de] 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:  
[satisfacción del cliente] Our main goal is to achieve customer satisfaction at all times. – satisfied,  
dissatisfied adj [satisfecho, insatisfecho] [+ with] [+ con] 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.: [servicio al cliente] The company says that it offers good  
customer service. – customer services [plural] [servicio al cliente] 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: [información] 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: [garantía] The company offers a two-year guarantee on all electrical goods. –  
guarantee v [T] [garantizar] 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: [pago]  
Payment must be made within 30 days. – pay v [+ for] [pagar] Shoppers are willing to pay more for  
famous brands.

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

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

– trainee n [C] [aprendiz]
assembly n [U] the process of putting the parts of a product together in manufacturing: [montaje] Parts are manufactured in Japan and assembly is done in Turkey. – assemble v [T] [montar] – assembly line n [C] [cadena de montaje] 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: [capacidad] 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] [pieza]

delivery n [C, U] the act or process of bringing goods to the place or person who has ordered them: [entrega] 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: [eficiencia] We need to improve our efficiency if we want to become more profitable. 2 how well and quickly a person works.

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 [justo a tiempo] 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: [producción] Toshiba is increasing production of its popular laptop computers.
– producer n [C] [productor] – produce v [T] [producir] – product n [C] [producto]

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

resource n [C] [usually plural] this can include the money, buildings, machinery, materials, skills and workforce that a company has available: [recurso] 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: [existencias] 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: [suministrar] The company supplies products to the car industry. – supplier n [C] [proveedor] – supply n [suministro]
[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: [desperdiciar] We waste too much time repairing old equipment. Collocations waste time, waste money, waste resources – waste n [U] [desperdicio(s)]
brainstorming  n [U] a way of developing new ideas and solving problems by having a meeting where everyone makes suggestions and these are discussed: [tormenta de ideas] 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: [reto] 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] [creatividad]

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

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

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

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

tradition  n [C] a way of doing something that has existed for a long time [tradición] – traditional  adj: [tradicional] 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: [extra] 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: [iniciativa] 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: [satisfacción laboral] 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: [leal] Martin has given 15 years of loyal service. – **loyalty** *n [lealtad]*

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

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

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

– **perform** *v [T]* [rendir]

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

– **powerful** *adj [poderoso]*

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

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

**senior** *adj* having a high position in an organisation or company: [superior] Senior managers have their own office and drive a company car. – **seniority** *n [U]* [antigüedad]