

# Intelligent Business

## Pre-Intermediate Mini-Dictionary - Italian

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

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

**advertisement** *n* [C] abbreviation *advert, ad* a piece of film, a picture or writing used in advertising: [pubblicità] *I saw the advertisement in the newspaper yesterday.*

**advertising** *n* [U] telling people publicly about a product or service in order to persuade them to buy it: [pubblicità] *The cost of TV advertising is very high.* Collocation *advertising campaign - advertise* *v* [T] [pubblicizzare]

**apology** *n* [C] something that you say or write to show you are sorry for doing something wrong: [scusa, apologia] *The company sent an apology to their customers for their poor service.* *apologise* *v* [+ for + -ing] [scusarsi] *We apologise for the inconvenience we have caused you.*

**application** *n* [C] a formal, written request for something [domanda, richiesta]- *job application* a formal request to be considered for a job: [domanda di lavoro] *We are considering your application for the job of marketing manager.* - *apply* *v* [+ for]: [richiedere, fare domanda di] *He applied for the job of sales assistant.* - *job applicant* *n* [C] [chi presenta domanda di lavoro] someone who is applying for a job

**assembly** *n* [U] the process of putting the parts of a product together in manufacturing: [assemblaggio] *Parts are manufactured in Japan and assembly is done in Turkey.* - *assemble* *v* [T] [assemblare] - *assembly line* *n* [C] [linea di assemblaggio] method of making goods, especially cars, in a factory. The product moves along a line of machines or workers, each adding a different part or doing a different job.

**bankrupt** *adj* not having enough money to pay your debts and so not allowed to continue any business activities: [bancarotta] *A lot of people will lose their jobs if the company goes bankrupt.*

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

**brainstorming** *n* [U] a way of developing new ideas and solving problems by having a meeting where everyone makes suggestions and these are discussed: [brainstorming, "tempesta di cervelli" ] *The team held a brainstorming meeting to get ideas for selling the new product.*

**brand** *n* [C] a name that a company gives to a product so that people can recognise it easily: [marchio] *We built the Veuve Cliquot brand slowly over seven years.* Collocations *brand name, brand image - branding* *n* [U] [branding (creazione e diffusione dell'identità di un marchio)]

**browse** *v* [T] look for information on the internet: [navigare] *About five hundred people browse our company website each day.* Collocation *browsing habits*

**budget** *n* [C] a detailed plan prepared by an organisation of how much money it will receive, how much it intends to spend and how it will spend the money: [budget] *The department has a budget of \$4 million to spend on research.* Collocation *a tight budget - budget* *v* [I, T] [preventivare]

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

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

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

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

**career** *n* [C] a profession or job you have trained for and intend to do for your working life, and which offers the chance to improve your status and salary: [carriera] *I'm hoping to have a career in law.* Collocations *careers advisor, careers advisory service, change careers*

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

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

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

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

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

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

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

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

**cost 1** *n* [C, U] the amount of money that you have to pay to buy or produce something: [costo] *The cost of land in the city centre is very high.*  
**2 costs** [plural] [costi] the money that a business must regularly spend in order to continue its activities. *Our profits are falling because of increasing costs.* Synonym *expenses n* [plural] [spese] Collocations *labour costs, manufacturing costs*

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

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

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

**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.*

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

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

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

**data** *n* [U, plural] information or facts about a particular subject that someone has collected: [dati] *We don't have a lot of data on customers' buying habits.*

**database** *n* [C] an organised collection of information that is stored on a computer: [database, base di dati] *We are currently updating our customer files on the database.*

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

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

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

**development 1** *n* [U] the growth or improvement of a business, industry or economy: [sviluppo] *The government is providing funding for regional development.* **2** [U] planning and making new products or services: [sviluppo] *The company is investing a lot of money in product development.* Collocation *research and development*

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

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

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

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

**economy** *n* [C] the system by which a country's goods and services are produced and used: [economia] *Europe's economy is expected to grow faster than the US.* Collocations *a strong economy, a weak economy*

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

**employment** *n* [U] the number of people in an area or country who have jobs, the types of jobs they have, etc.: [occupazione] *High employment is a key factor in a strong economy.*

**employment** *n* [U] work that you do to earn money: [impiego] *After leaving university, I'm going to look for employment.* - **employ** *v* [T] [impiegare] to pay someone to work for you: *The company employs 2,000 people worldwide.* - **employer** *n* [datore di lavoro] [C] *a person or company that employs others* - **employee** *n* [C] [dipendente] *someone who works for another person or company*

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

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

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

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

**file** *n* [C] a collection of information stored under a particular name on a computer, or in a box or paper cover: [file, archivio] *Please check that the customer files are up-to-date.* - **file** *v* [T] [archiviare] - **filing** *adj* [archiviazione] Collocations *computer files, filing system*

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

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

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

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

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

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

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

**growth** *n* [U] an increase in the value of goods and services provided in a country or area: [crescita] *Analysts are predicting strong economic growth next year.* - **grow** *v* [I] [crescere] *The market grew slowly last year.*

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

**headhunting** *n* [U] finding a manager with the right skills and experience to do a particular job, often by persuading a suitable person to leave their present job: [caccia di teste] *We could ask a headhunting firm to find a new production director.* - **headhunter** *n* [C] [cacciatore di teste]

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

**human resources** abbreviation **HR** *n* [plural] the department in a company that deals with recruitment, training and helping employees: [Risorse Umane abbr. RU] *He works in human resources.*

**image** *n* [C] the general opinion that most people have of a person, organisation or product: [immagine] *Good advertising helps to promote a company's image.*

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

**inflation** *n* [U] a continuing increase in the prices of goods and services: [inflazione] *The rate of inflation was 4 per cent last year.*

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

**infrastructure** *n* [C, U] the basic systems and structures that a country needs to make economic activity possible, for example, roads, communications, electricity: [infrastruttura] *The government invested a250 million in infrastructure.*

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

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

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

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

**interview** *n* [C] a formal meeting where someone is asked questions to find out if they are suitable for a job: [colloquio] *I have an interview for a job at Microsoft next week.* - **interview** *v* [T] [sottoporre a un colloquio]

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

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

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

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

**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 [just-in-time, in tempo] Collocations *just-in-time delivery, just-in-time manufacturing*

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

**location** *n* [C] the place where something is, especially a building or a business: [località, luogo] *All the company's offices are in good locations.*

**logo** *n* [C] a design or way of writing the name that a company or organisation uses as an official sign on its products and advertising: [logo] *Nike uses a tick as its logo.*

**loss leader** *n* [C] a product that is sold at a loss to encourage people to buy other more profitable products: [loss leader, articolo civetta] *Supermarkets sometimes sell bread as a loss leader to bring customers into the store.*

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

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

**luxury** *n* [C] something that is expensive and not really necessary, but pleasing and enjoyable: [lusso] *The store sells luxury goods such as perfume.*

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

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

**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.*

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

**multi-national** *n* [C] a large company that has offices, factories and business activities in many different countries: [multinazionale] *It is difficult for small local companies to compete with the multi-nationals.*

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

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

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

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

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

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

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

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

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

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

**production** *n* [U] the process of making or growing things to be sold as products, usually in large quantities: [produzione] *Toshiba is increasing production of its popular laptop computers.* - **producer** *n* [C] [produttore] - **produce** *v* [T] [produrre] - **product** *n* [C] [prodotto]

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

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

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

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

**promote** *v* [T] to try hard to improve sales of a product by advertising it, reducing its price, etc.: [promuovere] *They are promoting her new film heavily.* - **promotion** *n* [C] [promozione] a special activity intended to sell a product or service

**publicity** *n* [U] the attention that a person or company gets from newspapers, television, etc.: [pubblicità] *The show received good publicity in the media.*

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

**qualification** *n* [C] an examination that you passed at school, university or in your profession: [titolo di studio] *Candidates must have a university qualification.* - **qualify** *v* [I] [avere le competenze] - **qualified** *adj* [qualificato]

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

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

**record** *n* [C] a piece of information that is written down or stored on computer so that it can be looked at in the future: [record, dossier] *The sales team keeps a record of all customer enquiries.*

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

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

**region** *n* [C] a large area of a country or of the world: [regione] *The north-east region is developing more rapidly than the south.* - **regional** *adj* [regionale] Collocation *regional office*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**staff** *n* [plural] the employees of an organisation: [personale] *A new manager is going to join the staff next month.* Synonyms *employees, workers.* [dipendenti, impiegati]

**start-up** *n* [C] a new company that has started to do business recently: [azienda start-up] *This bank specialises in providing finance for start-ups.*

**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*

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

**store 1** *v* [T] to keep things in a special place until you need them: [conservare, immagazzinare] *You could store the paper in the photocopier room.* **2** *v* [T] [memorizzare] to keep information on a computer or disk: *We store all our customers' addresses on the sales database.*

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

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

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

**target market** *n* [C] a group of people that a product is aimed at; advertising of the product is designed to make the product appeal to this group: [mercato target] *You can't sell a product if you don't know the target market.*

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

**technology** *n* [U] knowledge dealing with scientific or industrial methods and the use of these methods in industry: [tecnologia] *New technology gives us the possibility to explore space.* - **technologies** [plural] [tecnologie] different types of technology: *The company is making use of different technologies to develop the new machine.*

**term** *n* [C] one of the conditions of an agreement, contract or legal document: [termine] *According to the terms of the agreement, the company will pay within 10 days of accepting the claim.*

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

**training** *n* [U] the process of teaching someone the skills and knowledge needed for a particular job: [formazione] *The company is sending 30 workers to the US for training.* - **train** *v* [T] [formare] - **trainer** *n* [C] [formatore] - **trainee** *n* [C] [tirocinante]

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

**unemployment** *n* [U] the number of people in an area or country who don't have a job: [disoccupazione] *Since the factory closed, there has been high unemployment in the area.* - **unemployed** *adj* [disoccupato]

**value** *n* [C, U] the amount of money something is worth [valore] - **value for money** of good quality, considering the price: [ottimo rapporto qualità/prezzo] *These jeans are good value for money at only \$15.*

**venture capitalist** *n* [C] someone who invests money in new businesses: [venture capitalist, esperto d'investimenti] *Venture capitalists invested over \$300 million in computer-related start-ups last year.*

**venture** *n* [C] a new business activity or project that involves taking risks: [iniziativa imprenditoriale] *The company is starting on a new venture to build small private aircraft.*

**waste** *v* [T] to use more of something, especially time or money, than you need to, or to use it in a way that is not economical: [sprecare] *We waste too much time repairing old equipment.* Collocations *waste time, waste money, waste resources* - **waste** *n* [U] [spreco]

**website** *n* [C] a program on a computer that is connected to the internet, showing information about a particular organisation, company or subject: [sito Web] *You can find details of all our products on the company website.*

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

**working environment** *n* [C] the general conditions in a workplace, including physical conditions (heat, light, noise, etc.) and relationships between people: [ambiente di lavoro] *We have a very good working environment in our office.*