absenteeism n [U] the problem of employees not being at work when they should be: [недостаточность] We have a high rate of absenteeism, which is mainly due to stress. – absent adj [отсутствующий]

accomplish v [T] to succeed in doing something: [выполнять] We accomplished all our goals on the last project. – accomplishment n [C] [выполнение] – accomplished adj [выполненный (-ая, -ое)]

acquisition n [C,U] when one company buys another one or part of another one: [приобретение] Sales from a recent acquisition increased revenues to $85m.

alliance n [C] an agreement between two or more organisations to work together: [альянс] The two companies agreed to form an alliance.

allocate v [T] to decide officially that a particular amount of money, time, etc. should be used for a particular purpose: [распределить] Du Pont has allocated funds for the design of four plants. – allocation n [C,U] [распределение]

alternative energy n [C] energy that is not derived from fossil fuels like petroleum and coal: [альтернативный источник энергии] There is a growing number of firms engaged in alternative energy and power technologies. Synonym renewable energy n [C] [возобновляемый источник энергии]

analyst n [C] a specialist in a particular market or industry who gives advice and provides forecasts for that sector: [аналитик] The company’s senior oil analyst said that OPEC may need to cut production to balance the market. – analysis n [C] [анализ] – analyse v [T] [анализировать]

angel n [C] a business angel is a private investor who puts money into new business activities: [финансовый покровитель] In the UK, business angels are a more important source of investment for start-ups than venture capital funds.

assign v [T] to give someone a particular job or task: [поручать] The team leader will assign tasks to all the members of the team. – assignment [поручение] n [C]

attorney n [C] AmE a lawyer, especially one who represents clients and speaks in court: [адвокат] A company spokesperson said that they would be seeking the advice of their attorneys. Synonym lawyer n [C] BrE [адвокат]

auction n [C] a public or online meeting where things are sold to the person who offers the most money: [аукцион] 70 per cent of eBay’s sales are from auctions, and the remaining 30 per cent are from fixed price sales. – auction v [T] [продавать с аукциона] – auctioneer n [C] [аукционер]

audience n [C] the number or kind of people who receive a written or spoken message: [аудитория] The ad was broadcast on all major channels, giving it an audience of millions. Collocation target audience

audit 1 n [C] an official examination of a person’s or organisation’s accounts by an expert, to check that they are true and honest: [аудит] An
audit of the company showed accumulated losses of $1.5 billion. 2 an official examination of how an organisation behaves, how well it treats its employees, the environment, etc.: [ревизия] The social audit of Ben & Jerry’s commends the company, which gives 7.5 per cent of pre-tax profits to charity. – auditor n [C] [аудитор, ревизор] – audit v [T] [проводить аудит, ревизию] Collocations audit report, audit committee, ethical audit, external audit, social audit

barrier to entry n [C] any factor which prevents new competition from entering an industry, for example the need for a lot of capital or strict government regulations: [барьер для доступа] The aircraft engine industry has high barriers to entry and requires a lot of technological capital.

bid n [C] an offer to buy something at a stated price: [заявка с предложением цены] They made a successful bid for an established company. – bid v [делать заявку с предложением цены] [I,T] – bidder n [C] [заявитель] – bidding n [U] [подача заявки с предложением цены] Synonym offer n [C] [предложение цены] Collocations make a bid, accept a bid, reject a bid, takeover bid

billboard n [C] a large sign, usually outdoors, used for advertising: [рекламный щит] The agency estimates that one million drivers pass their billboards every day. Synonym hoarding n [C] AmE [щит для плакатов]

blue-chip shares n [plural] shares in a well-managed company with a record of paying profits to shareholders during good and bad economic conditions: [высококачественные акции] It’s far less risky to buy blue-chip shares than to buy shares in a start-up. Synonym blue-chip stock n [C,U] AmE [высококачественная акция] Collocation blue-chip company

brokerage 1 n [C] a company or organisation that buys or sells securities, currencies, property, insurance, etc. for others: [брокерство] The credibility of a brokerage or bank can disappear overnight. 2 [U] the work done by a brokerage: [брокерское дело] The electricity company saved $520,000 in brokerage fees by selling the bonds directly to investors. – broker n [C] [брокер] – broker v [T] [осуществлять брокерскую деятельность] Collocation broker-dealer

budget n [C] the amount of money that an organisation has to spend on a particular activity in a given period of time: [бюджет] The service operates on a very tight budget. – budget v [I,T] [составлять бюджет] – budgetary adj [бюджетный]

business plan n [C] a document produced by a company, especially a new company, giving details of expected sales and costs and how the business can be financed, and showing why the plan will make money: [бизнес-план] The bank requires a three-year business plan from anyone applying for a loan for their company.

campaign n [C] a series of actions intended to achieve a particular result: [кампания] We are launching a campaign to promote the new product. – campaign v [I] [проводить кампанию] Collocation advertising campaign

capital 1 n [U] money or property used to produce wealth: [основной капитал] Countries around the world are hungry for capital and economic development. 2 money from shareholders and lenders that can be invested in assets in order to produce profits: [капитал] Because Mr Blech is
injecting new capital, Ecogen said it is no longer seeking a buyer.

– capitalism  n [U] [капитализм] – capitalist  n [C] [капиталист]– capitalise  v [T] [превращать в капитал] Collocations equity capital, fixed capital, issued capital, venture capital, working capital, capital equipment, capital gains, capital goods
cartel  n [C] a group of companies who agree to set the price of something they produce at a fixed level in order to limit competition and increase their own profits: [картель] The oil cartel, OPEC, has just had its first major success in forcing up oil prices.
central bank  n [C] the official bank of a country, which is responsible for setting interest rates, controlling the money supply, producing bank notes and keeping the country’s supply of foreign currency and gold, etc.: [центральный банк] China’s central bank said that a decline in interest rates is unlikely.

chief technology officer  abbreviation  CTO  n [C] the manager with the most authority concerning technology: [главный технический директор] The Chief Technology Officer announced the company’s intention to launch a new consumer electronics product next month.
clearing bank  n [C] one of the high street banks that issues and accepts cheques and passes them through the banking system: [клиринг-банк] All cheques have to be authorised by the clearing bank before being accepted. Synonym commercial bank  n [C] [коммерческий банк]
collaborate  v [I] to work with someone on a project: [сотрудничать] The two teams collaborated well. – collaboration  n [U]
collateral  n [U] assets promised by a borrower to a lender if the borrower cannot repay a loan: [гарантия в форме залога] When the firm went bankrupt, he lost his home because he had used it as collateral for the business. Synonym security  n [U]
commercial  n [C] an advertisement on television, radio, or at the cinema: [рекламное объявление] The campaigns were designed to run as television or cinema commercials.
commission 1  n [C] an amount of money paid to someone according to the value of goods, shares, bonds, etc. they have sold: [комиссионные] He didn’t charge a commission on trades, as other brokers do. 2 an official organisation that ensures that the law is obeyed in a particular activity: [комиссия] The Equal Opportunities Commission works to eliminate sex discrimination.
commit  v [I,T] to agree to do something or say that someone else will do something: [брать обязательство] Sorry, I’ve already committed myself to working on the other team. – commitment  n [U]
committed  adj [обязательный]
competitive advantage  n [C] an advantage that makes a company more able to succeed in competing with others: [конкурентное преимущество] Advanced Micro’s chip carries the competitive advantage of using less power than Intel’s. Collocation comparative advantage
component  n [C] 1 one part of something: [компонент] The microchip department is the main component of our technology division. 2 one part used in making a piece of equipment: [деталь] TTPcom is a firm that
designs and manufactures software components for satellite navigation systems.

**conglomerate** *n [C]* a large business organisation consisting of different companies that have joined together: [промышленный конгломерат] TWE is a cable TV and film subsidiary of the world’s largest media conglomerate.

**contractor** *n [C]* a person or company that makes an agreement to do work or provide goods for another company: [подрядчик] The company has no plans to expand its use of contractors. – **contract** *n [C] [контракт]*

**control** *v [T]* to limit something or prevent it from increasing too much; check that something is as it should be: [контролировать] To help control costs, the company cut salaries by 12 per cent last month. – **control** *n [C] [контроль] – **controller** *n [C] [контролер]*

**co-ordinate** *v [T]* to organise all the different parts of something to ensure an effective operation: [координировать] Your job is to co-ordinate the different aspects of the project. – **co-ordination** *n [U] [координация] – **co-ordinator** *n [C] [координатор]*

**core business** *n [C]* the business that makes the most money for a company and that is considered to be its most important and central one: [основной вид деятельности] US car maker Chrysler is to sell off its $1 billion technology arm to concentrate on its core business.

**corporate culture** *n [C,U]* the attitudes or beliefs that are shared by a particular organization: [корпоративная культура] Working late hours seems to be part of the corporate culture.

**corporate identity** *n [C,U]* the way in which a company uses similar designs and colours on all its products, advertisements, letters, etc. so that people will become familiar with the company: [marca фирмы] People throughout the world recognise our company thanks to our strong corporate identity.

**creative director** *n [C]* someone who is in charge of the work relating to producing advertisements and image campaigns for a company: [творческий директор] The new creative director wants the communications department to start working on a whole new image of corporate social responsibility for the company.

**crude oil** *n [U]* oil in a natural condition, before it has been transformed in an industrial process in order to separate it into different products: [сырая нефть] 300 million tons of crude oil are exported every year. **Synonym crude** *n [U] (when used in the context of the oil industry) [сырая нефть]*

**customise** *v [T]* to make, build or adapt especially for a customer: [изготовливать на заказ] Our training courses are customised to suit all our customers’ specific needs.

**damages** *n [plural]* money that a court orders someone to pay someone else for harming them or their property, or causing them financial loss: [компенсация за убытки] The group is facing claims for damages due to faulty components. **Synonym compensation** *n [U] [компенсация]*

**data** *n [plural]* information or facts about a particular subject that someone has collected: [данные] We cannot tell you the results until we have looked at all the data. **Collocations data bank, data management, data mining, data processing, data warehouse**
database  n  [C] an organised set of information stored in a computer:  [база данных] A database of more than 14,000 training courses is being marketed by an information services company.
deadline  n  [C] a date or time by which you have to do or complete something:  [конечный срок] The team will never meet these deadlines; they’re too tight!
defendant  n  [C] the person or organisation in a court of law accused of doing something illegal or of causing harm to another person:  [ответчик] The defendant was accused of fraud and tax evasion.
delay  n  [C] the situation in which something does not happen or start when it should do:  [задержка] The government has been blamed for the delay in executing the project.  – delay  v  [I,T] [задерживать]
delegate  n  [C] someone who has been chosen by their company to attend a conference, meeting or training course:  [делегат] We sent several delegates on a new management training course.  – delegate  v  [делегировать]
differentiate  v  [T] when a company differentiates its products, it shows how they are different from each other and from competing products:  [дифференцировать] The only viable strategy was to differentiate Citibank credit cards from all the low-cost alternatives.  – differentiation  n  [U]
display  n  [C] an attractive arrangement of objects for people to look at or buy, for example in a shop:  [показ] There was a wide range of goods on display.  – display  v  [показывать]
distribution  n  [U] the actions involved in making goods available to customers after they have been produced, for example, moving, storing and selling the goods:  [распределение] The company plans to establish a network of central warehouses to make product distribution more efficient.
Collocations distribution chain / channel / network
dividend  n  [C] a part of the profits of a company for a particular period of time paid to the shareholders for each share that they own:  [дивиденд] The company has announced a dividend of 25 cents per ordinary share.
Collocations annual dividend, interim dividend, share dividend, dividend yield, dividend payment
download  v  [T] to move computer software or information from one computing device to another:  [загрузить] You can now download music and video clips from the internet onto your mobile phone.  – download  n  [C]
edconomies of scale  n  [plural] the advantages that a big factory, shop, etc. has over a smaller one because it can spread its fixed costs over a larger number of units and therefore produce or sell things more cheaply:  [экономия масштаба] Toys ‘R’ Us buys massive quantities directly from manufacturers and has gigantic stores with huge economies of scale.
end user  n  [C] the person who actually uses a particular product, rather than someone involved in its production or sale:  [конечный пользователь] End users can often choose who they buy their electricity from.
entrepreneur  n  [C] someone who starts a company, arranges business deals and takes risks in order to make a profit:  [предприниматель] State
governments had sought to promote economic growth by working closely with local entrepreneurs.

equity 1 n [U] the capital that a company has from shares rather than from loans. The strong market will encourage companies to use equity to finance acquisitions. Collocation shareholder equity 2 [plural] the shares of a company listed on the Stock Exchange.

estimate v [I,T] to calculate what you think the value, size, amount, etc. of something will probably be: [оценивать] The value of the deal is estimated at €12m. – estimate n [C] [предварительная оценка] – estimation n [C] [оценка]

equity 2 n [C] the price at which one currency can be bought with another. If the euro-dollar exchange rate remains at its current level, US exporters could lose $5 billion in business annually.

exchange rate n [C] the price at which one currency can be bought with another: [курс валют] A method of illegally getting money from a person or an organisation, often using clever and complicated methods: [мошенничество] The external auditor discovered the firm was involved in massive fraud. – fraudulent adj [мошеннический]

exclusivity n [U] the fact that a product is so expensive that not many people can afford to buy it: [эксклюзивность] Porsche highlighted its exclusivity by aiming at the high end of the luxury-car segment. – exclusive adj [эксклюзивный]

exhibition n [C] a public event where businesses and other organisations show their products or services: [выставка] Exhibitions and trade shows are expensive but effective ways to promote products.

facilitator n [C] someone who helps a team to work together effectively: [фасилитатор] A facilitator should remain neutral and ensure everyone follows the agreed ground rules.

fee n [C] an amount of money paid to a professional person or organisation for their services: [гонорар] Legal fees for registering a company range from $500 to $1,000.

feedback n [U] advice or criticism about how someone is doing their job: [отзыв] I’m sure he’ll improve if he gets positive feedback after each task.

forecast n [C] a description of what is likely to happen in the future, based on information that is available now: [прогноз] The figures for 2015 are forecasts, the others are actuals. – forecast [делать прогноз] v [I,T] Synonyms prediction n [C] [прогнозирование] – projection n [C] [предсказание] Collocations economic forecast, profit forecast, sales forecast, to make a forecast, forecast growth

fortune n [C] a very large amount of money: [богатство] He made a fortune by investing on the stock exchange.

fossil fuel n [C] a fuel such as coal, gas or oil that is produced by the gradual decay of animals or plants over millions of years: [ископаемое топливо] Fossil fuels currently account for about 90 per cent of world energy consumption.
fuel n [C,U] a substance such as coal, gas or oil that can be burned to produce heat or energy: [топливо] The rising cost of fuel has prompted protests across Europe. – fuel v [T] [снабжать топливом]
gasoline abbreviation gas n [U] AmE a liquid obtained from petroleum, used mainly for producing power for the engines of motor vehicles: [бензин] The US alone consumes well over a hundred billion gallons of gasoline per year. Synonym petrol n [U] BrE [бензин]
gather v [T] to collect information, ideas, etc.: [собирать] Successful market research depends on the quality of the information that is gathered.
goal n [C] something that you hope to achieve in the future: [цель] Our goal is to meet all the team’s requirements. Synonyms aim n [C] [цель] – objective n [C] [цель]
hardware n [U] computer machinery and equipment: [оборудование] The continued evolution of computer hardware imposes new challenges.
incentive n [C] something which is used to encourage people, especially to make them work harder and produce more: [стимул] Training opportunities for staff can be more of an incentive than financial bonuses.
information n [U] facts or details that tell you about something or someone: [информация] Corporations are making more financial information available to investors. Collocations inside information, information system, information technology
ingredient n [C] a component or element that is added to form a compound or mixture: [ингредиент] Mineral oil and petroleum are the basic ingredients in many cosmetic products.
initial public offering abbreviation IPO n [C] an occasion when a company offers shares on a stock market for the first time: [первое открытие размещения акций] The government will sell 40 per cent of the company through an initial public offering.
intelligence n [U] information that is collected about the activities of an organisation or individual: [сведения] We provide confidential reports and intelligence for companies operating in the biotechnology sector. Collocations business intelligence, competitive intelligence
interest 1 n [U] an amount paid by a borrower to a lender, for example by a bank to someone who saves money with them: [процент] Any spare cash is best put in a savings account where it can earn interest. 2 the rate of interest at which a particular sum of money is borrowed or lent: [процентная ставка] Small businesses have to pay interest at 12 per cent and upwards if they go through microfinance institutions. Collocations interest rate / rate of interest
invention n [C] 1 a new product that was not available before: [новинка] The paperclip was one of the most useful inventions of the twentieth century! 2 [U] when something is made or designed for the first time: [изобретение] Mobile phones have changed considerably since their invention. – inventor n [C] [изобретатель] – inventive adj [изобретательный (-ая, -ое, -ые)]
investment bank n [C] a bank that buys stocks and shares and then sells them to members of the public, and offers financial advice to businesses: [инвестиционный банк] JPMorgan is a leading US investment bank
specialising in asset management. Synonyms corporate bank  
[ведомственный банк] – merchant bank  
[коммерческий банк]
issue  
[выпустить акции] In January, AMR issued five million new shares. – issue  
[выпустить акции]
launch  
[выпустить товар на рынок] The company is launching a new range of perfumes. – launch
lawsuit  
[выпустить акции]
litigate  
[вести тяжбу] Angry consumers have announced that they will litigate. – litigant
litigious
lucrative
market share  
[доля на рынке] If the two companies’ market shares are combined, they’ll have 28 per cent of the US market.
mass consumption  
[массовое потребление] Mass consumption has transformed not only industry but society as a whole.
mass market  
[рынок товаров массового спроса] We access the mass market by selling our clothing range in department stores.
measurement  
[измерение] Precise measurements of business performance enable managers to make better decisions.
media  
[средства массовой информации] The company is keen to get its views across in the media.
merger  
[сливаться] The merger between the two biggest supermarket chains will have to be approved by the authorities. – merge
model  
[модель] This is the most expensive model in our range of luxury watches.
monetary policy n [C] the way a central bank controls the amount of money in the economy at a particular time, for example by changing interest rates: [монетарная политика] Unless the Bank of Japan relaxes monetary policy and makes borrowing easier, the stock market is unlikely to improve.

monopoly n [C,U] a situation where a business activity is controlled by only one company or by the government and other companies do not compete with it: [монополия] Many national airlines used to be monopolies, but this is no longer the case. – monopolist n [C] [монополист] – monopolise [v [T] монополизировать]

motivation n [U] willingness, eagerness or desire to do something without being forced to do it: [мотивация] Some of the staff seem to lack motivation. – motivate v [мотивировать] – motivated adj [заинтересованный] – motivational adj [мотивационный] Collocations highly motivated, motivational skills, motivational techniques

multinational adj a multinational organisation has offices, factories, activities, etc. in many different countries: [транснациональная (-ый, -ое)] Big multinational companies can earn huge profits.

nanotechnology n [U] a science that combines computer technology and chemistry to build things from atoms: [нанотехнология] Nanotechnology could allow us to invent devices that manufacture at almost no cost, by replicating atoms in the way that computers produce information.

network n [C] a group of people or organisations that are connected or that work together: [сеть] It is important to build up a network of professional contacts. – networking n [U] [организация сети] – network v [I] [создавать сеть]

network n [C] a set of computers which are connected to each other and operate as part of the same system, able to exchange information and messages: [сеть] Incoming orders are processed automatically by the computer network.

nuclear power n [U] the energy, usually in the form of electricity, that is produced by a nuclear reactor: [ядерная энергия] The expansion of nuclear power depends substantially on politics.

outsourced v [T] to transfer work to an outside supplier: [передача на внешний подряд] The company outsourced all their financial operations to an accounting consultant. – outsourcing n [U] [аутсорсинг] Synonym subcontract v [T] [заключать субконтрактный договор]

portfolio 1 n [C] a collection of shares owned by a person or a company: [портфель ценных бумаг] Over 50 per cent of his portfolio is in European shares and the rest is in American and Asian investments. 2 all the products or services offered by a business: [портфель товаров или услуг] The company has struck a deal with a biotechnology company of similar size and product portfolio. Collocations portfolio management, portfolio manager, portfolio mix

positioning n [U] the way people think about a product in relation to the company’s other products and to competing products, or the way that the company would like them to think about it: [позиционирование] A price reduction may have the effect of damaging the brand’s image and positioning.
**power plant** *n [C]* a factory or building that generates electricity, usually by the burning of fossil fuels: [электростанция] *The new power plant will generate enough power to meet the annual residential needs of nine million people.*

**pricing** *n [U]* the prices of a company’s products or services in relation to each other and in relation to those of competitors, and the activity of setting them: [ценообразование] *Aggressive pricing helped increase our sales.*

**procedure** *n [C]* the accepted method and order of doing something in a formal situation: [процедура] *We are currently reviewing our procedures for invoicing our customers.*

**process** *v [T]* to put information into a computer to be examined and to produce a particular result: [обработывать] *The accounts are processed by the central system.* – **process n [C] [обработка]** – **processor n [C] [процессор]**

**product demonstration** *n [C]* an act of explaining and showing how a product works or how something is done: [демонстрация товара] *We organise weekly, live product demonstrations.*

**product placement** *n [C,U]* when the maker of a product arranges for it to appear or be used in a film or television programme, as a form of advertising: [размещение товара] *Product placement in video games is part of a new strategy by advertisers eager to reach the young consumer.*

**production** 1 *n [U]* The process of making or growing things to be sold as products, usually in large quantities: [промышленное производство] *Toshiba is increasing production of its popular line of laptop computers.* 2 *an amount of something that is produced: [объем производства]* *In August, production of passenger cars climbed 12 per cent from a year earlier.* – **produce v [T] [производить]** – **productive adj [производительный]**

**profit margin** *n [C]* the difference between the price of a product or service and the cost of producing it, or between the cost of producing all of a company’s products or services and the total sum they are sold for: [чистая прибыль] *Slow sales have cut profit margins in the industry.*

**project** *n [C]* an important and carefully planned piece of work that will create something new or improve a situation: [проект] *British Aerospace expected the project to be completed by 2005.*

**promotion** *n [C]* an activity such as special advertisements or free gifts intended to sell a product or service: [продвижение] *ABC has announced a joint promotion with Mullen.* – **promote v [T] [продвигать]** – **promotional adj [стимулирующий (-ая, -ое, -ие)]**

**public relations** abbreviation **PR** *n [plural]* the activity of telling the public about an organisation, person, product, etc. so that people think of them in a good way: [общественные отношения] *Good public relations is always*...
good for a business. Collocations public relations officer (PRO), public relations agency

publicise v [T] to give information about something to the public, so that they know about it: [пропагандировать] Car makers are publicising a new generation of fuel-efficient vehicles. – publicity n [U] [пропаганда] –

publicist n [C] [специалист по пропаганде]

reserve n [C] an amount of something valuable such as oil, gas, etc., kept for future use: [резерв] Most countries have a strategic reserve of petroleum which they can use if supply is interrupted.

revolution n [C] a complete change in ways of thinking, methods of working, etc.: [революция] Computer technology has caused a revolution in working practices. – revolutionise v [T] [революционизировать] – revolutionary adj [революционный, (-ая, -ое)]

Sarbanes-Oxley Act n US government legislation introduced to ensure honest accountability and corporate governance practices in US companies:

[закон Сорбейнса-Окслей] The USA’s response to Enron and other scandals was to introduce strict financial controls through the Sarbanes-Oxley Act.

scarce adj if something is scarce, there is not enough of it available: [недостаточный] Demand is up, supply is dwindling and new finds are scarce. – scarcity n [U] [недостаток]

schedule n [C] a plan of what someone is going to do and by when they are going to do it: [график] We are running several weeks behind schedule. – schedule v [T] [составлять график] Collocation time schedule

Securities Exchange Commission abbreviation SEC n [U] the US agency responsible for stock market regulation: [Биржа ценных бумаг] The SEC is looking into a large US corporation’s investment arrangements, as it thinks they may be illegal.

seminar n [C] a fairly informal meeting of a group of people, who share information and ideas and often discuss matters relating to work: [семинар] The people attending the management training seminar were all from accountancy firms.

settlement n an agreement to resolve a dispute before it is taken to court: [урегулирование] The two companies refused to disclose the financial details of their out-of-court settlement.

share n [C] a unit of the capital of the company. Shares in listed companies can be bought and sold on the stock exchange: [акция] Investors are having to pay a higher price for the company’s shares. – shareholder n [C] [акционер] – stockholder n [C] AmE[пайщик] – shareholding n [C] [владение акциями] Synonym stock n [C] AmE [акция] Collocations share capital, share certificate, share dealing, share issue, share price

shortage n [C,U] a situation in which there is not enough of something that people need or want: [недостаток] Illegal exports and high world oil prices are the main causes of the current fuel shortage.

software n [U] sets of programs put into a computer to perform particular tasks: [программное обеспечение] There’s plenty of good software on the market to help us improve security.

specifications n [usually plural] a detailed description of how something
should be designed or made: [спецификация] They delivered parts that did not conform to contract specifications. Collocation job specifications speculate v [I] to buy goods, shares, property, etc. in the hope that their value will increase so that they can be sold for a profit: [спекулировать] Many individuals are now speculating on the stock exchange through special savings schemes provided by their banks. – speculation n [U] [спекуляция] – speculative adj [спекулятивный] sponsor v [T] to give money to pay for a television programme, a sports or arts event, training, etc., in exchange for advertising or to get public attention: [спонсировать] Eagle Star Insurance sponsored the charity’s first TV campaign. – sponsor n [C] [спонсор] – sponsorship n [U] [спонсорство] telemarketing n [U] the practice of telephoning people in order to sell things: [телефонные продажи] Telemarketing can be used to update your client database. – telemarketer n [C] [телефонный продавец] spreadsheet n [C] a computer program that can show rows of figures and perform calculations with them. Spreadsheets are often used to work out sales, taxes, profits and other financial information: [электронная таблица] Most spreadsheets can transform data and figures into graphs and charts. staff loyalty n [U] if staff are loyal to their company, they enjoy working for it, they keep company secrets and tend to stay for a long time: [преданность персонала] The Human Resources department has built up staff loyalty by ensuring good working conditions, awarding regular bonuses and providing in-company training. stakeholder n [C] a person or group of people who are considered to be an important part of an organisation because they have responsibility within it or receive advantages from it: [заинтересованная сторона] When a company is new and small it can stay close to its stakeholders – staff, customers and suppliers. stock exchange n [C] a market where company shares are traded: [фондовая биржа] Companies listed on the Madrid stock exchange dropped about 3 per cent this year. strategic alliance n [C] an alliance formed as part of a plan with important aims: [стратегический альянс] Singapore airlines and Lufthansa have announced a strategic alliance with broad implications for competition. stress n [U] continuous feeling of worry about your work or personal life that prevents you from relaxing: [стресс] He has been under a lot of stress at work recently, due to tight deadlines and staff shortages.– stressful adj [стрессовый] Collocations stress-related (illness), stress management subcontractor n [C] a person or company who is paid to do part of the work of another person or company: [субподрядчик] Always check whether a contractor is using subcontractors, and who is liable if things go wrong. sue v [I,T] to make a legal claim against someone, especially for an amount of money, because you have been harmed in some way [возбуждать дело]. The company was sued for non payment by their supplier. surveillance n [U] the act of monitoring a person or group of people: [надзор] Employees must be notified if they are under surveillance at their workplace. sustainable adj an action or process that is sustainable can continue or last
for a long time: [устойчивый (-ая, -ое, -ые)] The benefits from sustainable fuels would be enormous. – sustainability  n [U] [устойчивость] Synonym renewable  adj [возобновляемый (-ая, -ое, -ые)] Collocation sustainable development

**switch  v** [I,T] to change from one thing to another, usually suddenly: [переключаться] Consumers are switching to more affordable brands.

**synergy  n** [C,U] additional advantages, profits, etc. that are produced by two people or organisations combining their ideas and resources: [синергизм] The companies could benefit from cost savings, as well as synergies from combining their manufacturing activities. – synergistic  adj [синергичный]

**target  n** [C] a limited group of people or area that a plan, idea, etc. is aimed at: [целевая группа] The main target for Gucci’s watches is successful businessmen and women. – **target  v** [T] [сделать целевым, -ой]

**Collocations** target audience / customers / group, sales target

**task  n** [C] 1 a piece of work that has to be done, especially one that has to be done regularly: [задача] Scheduling is a key task for team leaders. 2 a piece of work that is very difficult but important: [проблема] The team is facing the difficult task of installing a new accounting procedure.

**team  n** [C] a group of people who work together to do a particular job: [команда] We have recruited an excellent management team. Collocations team leader, team player, team spirit, teamwork

**telecommunications  n** [plural] the process or business of sending and receiving information by telephone, television, the internet, etc.: [телекоммуникации] Telecommunications is one of the fastest growing industries today.

**trader  n** [C] someone who deals in shares, bonds, currencies, commodities (= oil, metal and farm products), etc. on a market, either for themselves or for a financial institution: [биржевой маклер] Traders are predicting that the dollar will rise in European markets. – **trade  v** [I,T] [продавать на бирже]

**training  n** [U] the process of teaching someone or being taught the skills and knowledge for a particular job: [профессиональное обучение] When the new software system was installed, we had to provide training for all the staff in how to use it. – **trainer  n** [C] [наставник] – **trainee  n** [C] [обучаемый]

**Collocations** assertiveness training, computer-based training, management training

**upload  v** [T] to move computer software or information from one computing device to another especially from a local computer to a central server or network: [выгружить] If you are uploading big files, you’ll need a high-speed internet connection. – **upload  n** [выгрузка] [C]

**venture  n** [C] a new business activity or project that involves risk: [рискованное предприятие] Investors are always looking for business ventures that they think will show a healthy profit. Collocation venture capital

**Wall Street 1  n** [U] The New York Stock Exchange, situated in Wall Street in Manhattan [Нью-Йоркская фондовая биржа]. 2 American financial institutions and investors in general: [финансовая олигархия] Wall Street analysts predicted that the issue would sell at 96 cents a share.