Unit 1 Contacts

**business card** *n* [C] a small card with your name, job title, company, address, phone, email, etc. on it: [tarjeta de visita] My business card has my email address on it.

**contact** *n* [C] a person that you meet because of your work: [contacto] I make a lot of contacts at conferences.

- **greet** *v* to welcome someone by saying, for example, Hello or Good morning: [saludar] My job is to greet people when they arrive at my company’s offices. – *greeting* *n* [C] [saludo]

- **introduce** *v* to tell people each other’s names: [presentar] Let me introduce Karl, from Germany. Karl, this is Fran. – *introduction* *n* [C] [presentación]

**job title** *n* [C] the name of a job: [puesto] Her job title is ‘sales manager’.

**legal** adj [C] connected to the law: [legal] I see my lawyer for legal advice. – *law* *n* the system of rules for a country [ley]

**name** *n* [C] what people call you: [nombre] My first name is John and my family name, or surname, is Smith.

**nationality** *n* [C] the right to belong to a country: [nacionalidad] I have Australian nationality.

**qualification** *n* [C] something to show you passed an examination at school, university or work, for which you often receive a certificate or diploma: [calificación] He has a good qualification in engineering. – *qualify* *v* [calificar]

**software** *n* [U] a program that a computer uses to do different jobs: [software] I have some new accounting software on my computer.
colleague n [C] a person that you work with: [compañero] This is my colleague, Juan.

communication n [U] when people give information to each other: [comunicación] Good communication is important in business. – communicate v [comunicar]

consultant n [C] a person who gives a company advice about something: [consultor] We employ a consultant to organise our computer system.

degree n [C] a qualification, usually a BA (Bachelor of Arts) or BSc (Bachelor of Science), from a university: [título] I have a degree from Cambridge University.

group n [C] a number of people or things that belong together: [grupo] I work in a group of four scientists.

opinion n [C] what someone thinks about a subject: [opinión] What’s your opinion of the new production plan?

PhD n [C] the highest university degree: [Doctor] Please call her Doctor Oliveira because she has a PhD.

team n [C] a group of people who work or play sports together: [equipo] It’s a great team because everyone wants to help everyone else.

team leader n [C] the person in charge of a team: [jefe de equipo] The new team leader is popular and a good manager.

team member n [C] a person in a team: [miembro del equipo] All the team members like working together.

teamwork n [U] the ability of a group of people to work well together: [trabajo en grupo] Teamwork is very important for this project.

technology n [U] the development of techniques, machines and equipment in science and industry: [tecnología] We are leaders in computer technology.

traditional adj ideas and ways of working that have existed for a long time: [tradicional] We like our traditional ways of working and we don’t want to change. – tradition n [C] [tradición]
base v to use somewhere as your main place of business: [sede central] Our company is based in Switzerland.

company n [C] a group who make or sell things: [empresa] I work for a food company.

employee n [C] someone who works for a company: [empleado] My company has 200 employees. – employ v give someone a job: [emplear] My company employs 200 people. – employer n someone who employs workers [empleador]

factory n [C] a place where workers make things: [fábrica] He works in a car factory.

headquarters n [plural] the most important place of work of a company: [oficinas centrales] I often have to go to meetings at my company’s headquarters.

manufacture v to make products using machines: [fabricar] They manufacture mobile phones in their German factory. – manufacturing n [U] making things in factories [fabricación] – manufacturer n [C] a person or company that does manufacturing [fabricante]

profit n [U] when you get more money from a product or service than it costs you to make or do it: [beneficio] Our profits increase every year. – profitable adj [beneficioso]

retail n [U] sales to customers in shops: [venta al detalle] We sell our products in retail outlets in most European countries. – retail outlet (= SHOP) n [C] [tienda detallista] – retail v sell to customers in shops: We retail this product at $3.50. – retailer n [C] [detallista]

sector n [C] part of an economic system: [sector] We are in the food manufacturing sector.

service industry n [C] companies that sell services (= HELP) instead of products: [sector de servicios] Architects and consultants sell services.

specialise v to do only one activity: [especializar] They specialise in computer software. – specialist n [C] a person who knows a lot about something: [especialista] We have three computer software specialists in our company.
analysis n [C] a careful examination of something: [análisis] We make an analysis of all our products before we sell them.

desk n [C] a table where you work: [escritorio] I spend a lot of time at my desk every day.

equipment n [U] things you use to do a job: [ equipamiento] We use special equipment to fight fires.

file n [C] a group of papers with information about something or someone: [archivo] Do you have Mr Roberts’ file?

furniture n [U] things in homes and offices such as tables and chairs: [mobiario] How often do you buy new furniture for your office?

office n [C] a room where people work, usually at desks: [oficina] We have an open-plan office instead of individual offices.

organised adj when you have a system for something: [organizado] My desk isn’t very well organised.

– organisation n [C] [organización] – organise v to put things in a system [organizar]

share v to use something with other people: [compartir] Everyone has their own computer but we share a printer.

stationery n [U] things used for writing such as envelopes, paper and pens: [papelería] We keep all our stationery in a large cupboard.

tidy adj when everything is in the correct place: [ordenado] I’m not a very tidy person. – tidy v Tidy your desk.
client n [C] a customer, often one that buys a service: [cliente] We need more clients.

corporate event n [C] something organised by a company to entertain clients: [evento corporativo] We often have corporate events and take our best clients to international football matches.

entertain v to take clients to films, shows, restaurants, etc.: [entretener] We often entertain foreign clients in our large company restaurant. – entertainment n [C] [entretenimiento] We spend about $10,000 a year on entertainment for clients.

event n [C] something you organise such as a party or conference: [evento] My job is to organise events for important visitors.

guest n [C] someone you invite to an event or to visit your home: [invitado] We plan to have a big party with more than a hundred guests.

health and safety n [U] laws and systems related to stopping accidents and illness at work: [seguridad e higiene] Who is in charge of health and safety in the factory?

order v to ask for something such as food in a restaurant: [pedir] I'd like to order steak and chips.

presentation n [C] when someone explains an idea to a group: [presentación] He gave a presentation about the new marketing plan. – present v to give a presentation [presentar]

reception n [C] a formal party: [recepción] We sometimes go to a reception at a top London hotel.

socialise v to go out with people to have fun: [socializar] I often socialise with my colleagues.

special occasion n [C] an important event or ceremony: [ocasión especial] People often have parties for special occasions like birthdays.

waiter n [C] (male), waitress n [C] (female) a person who brings you food and drinks in a restaurant: [camarero, camarera] Waiter – can I have the bill, please?
account n [C] if you have an account with a bank, you can leave money there: [cuenta] He pays £500 into his bank account every month.

cost of living n the amount of money people need in order to buy the things they need: [coste de la vida] The cost of living is increasing all the time.

currency n [C] the money that a country uses: [divisa] The currency in France is the euro.

discount n [C] a lower price than usual: [descuento] There is a 10% discount on all our products this week.

exchange rate n [C] the value of the money of one country when you change it for the money of another country: [tipo de cambio] The exchange rate today is two dollars to the pound.

goods n [plural] things that are made for people to buy: [bienes] Our company produces electrical goods.

invoice n [C] a document that a supplier gives to a customer, with information about what the customer is buying and how much it costs: [factura] Can you pay last month’s invoices, please?

money n [U] coins and notes that you use to buy things: [dinero] I never have enough money at the end of the month.

pay v to give money for something that you buy: [pagar] Can I pay in euros? – pay n [U] the money you get for working: I get my pay at the end of the month.

price n [C] how much money something costs: [precio] What’s the price of this laptop?

supplier n [C] a company that sells goods to shops and businesses: [proveedor] They work for an office equipment supplier. – supply v to sell to a company: [proveer] They supply our paper and pens.
aim n [C] something that you want to do or get: [propósito] My aim is to work for a big company. – aim v to want to do something: We aim to increase sales.

budget n [C] an amount of money that is available: [presupuesto] My team has a budget of one million dollars. – budget v to organise how to spend money: We budget about €50,000 for advertising every year.

deadline n [C] a date or time when you must finish something: [fecha de entrega] The deadline for completing the project is 1 May.

labour n [U] the total number of workers: [mano de obra] The cost of labour is not high at the moment.

materials n [U] the things you use in order to make something: [materiales] Chairs are made of materials like plastic or wood.

project n [C] planned work that is done over a period of time: [proyecto] The new project starts in June and finishes in September.

project manager n [C] someone who is in charge of a project: [director del proyecto] Rafael is the project manager.

research n [U] the activity of finding information about a subject: [investigación] Steve did a lot of research into the new car design.

schedule n [C] a list of things to do and when to do them: [plan] The project is behind schedule so we need to work faster. – schedule v to plan when you do things

stage n [C] part of a process: [planificar] We started stage four of the project last week.
agriculture  n [U] growing plants for food and keeping animals to produce food: [agricultura] There is a lot of agriculture in my country, mainly fruit and sheep.

complain  v to say you are not happy with goods or services: [quejarse] I complained to the waiter about my food. – complaint  n [C] [queja]

create  v to make something new: [crear] We need to create more jobs in this industry. – creative  adj good at thinking of new ideas: [creativo] Most designers are creative.

electricity  n [U] the power that we use for lights and computers: [electricidad] Many machines that use electricity need a battery. – electric, electrical  adj [eléctrico, eléctrico]

emergency  n [C] a dangerous situation that happens suddenly: [emergencia] Telephone 911 if there is an emergency.

energy  n [U] power from oil, coal, etc. that makes machines work: [energía] Solar energy can heat homes.

fix  v to repair something: [arreglar] A mechanic fixed my car.

invent  v to think of or make something completely new: [inventar] Leonardo da Vinci invented the helicopter. – invention  n [C] [invento]

power  n [U] energy used to make a machine work: [potencia] Wind power is cheap and it’s good for the environment.

solution  n [C] the answer to a problem: [solución] We found a solution to our financial problems. – solve  v [resolver]

work  v to not be broken: [funcionar] Is your computer working now?
describe  

*describe*  

*describir*  

Can you describe the mobile phone that you lost?  

**description**  

*descripción*

feature 

*feature*  

*características*  

This mobile phone has many special features, like a camera and an MP3 player.

packaging 

*packaging*  

*embalaje*  

We need to reduce plastic packaging.

**package**  

*paquete*  

We sent three packages to you in the post.

product 

*product*  

*producto*  

We sell about 200 different food products.

**product description**  

*descripción del producto*  

The product description says that it’s made of wood and is one metre long.

**production**  

*producción*  

Production costs were high and we didn’t make a profit.

**produce**  

*producir*

shape 

*shape*  

*forma*  

What shape is the table?

size 

*size*  

*tamaño*  

His garden is the size of a football field.

useful 

*useful*  

*útil*  

My car is very useful for getting to work.

weight 

*weight*  

*peso*  

The weight of this product is 1kg.

**weigh**  

*pesar*  

This product weighs 1kg.
architect n [C] a person who design buildings: [arquitecto] A famous German architect designed our new factory.

competitor n [C] a company that sells products or services in the same market as your company: [competidor] There are too many competitors in this market. – compete v to try to be more successful than another company: [competir] We compete in many different markets. – competition n [U] a situation where businesses try to be more successful than other companies: [competencia] We have a lot of competition in the African market. – competitive adj [competitivo]

marketing n [U] finding the best way to make customers buy products: [marketing] We need to spend more on marketing so people know about our products. – market v to make customers interested in what your company sells: [mercado] We use TV and radio advertisements to market our products.

opportunity n [C] the chance to do something: [oportunidad] I had the opportunity to work in New York, but I couldn’t go.

range n [C] all the products a company sells: [gama] We have nearly 1,000 products in our range.

strength n [C] what you are good at doing: [fuerza] My strength is in sales. – strong adj [fuerte]

threat n [C] something that can have a bad effect: [amenaza] The new product is a threat to us in the Asian market.

weakness n [C] what you are not good at doing: [debilidad] Their big weakness is their marketing. – weak adj [débil]
abroad adv in a foreign country: [extranjero] He often travels abroad.

average adj usual: [promedio] My average lunch break is 45 minutes.

climate n [C] the typical weather conditions in an area: [clima] The climate in Egypt is hot and sunny.

culture n [U] what people believe, do and how people think, in a particular country: [cultura] I learned about Spanish culture before I went to live in Spain.

emigrate v to go to another country to live and work: [emigrar] Many people emigrated to America in the 1900s. – emigration n [U] [emigración]

healthcare n [U] using doctors, nurses, hospitals and medicine: [atención sanitaria] Some healthcare is free in the UK.

location n [C] the place where something is: [ubicación] What’s the location of your factory? – locate v to put something somewhere: [ubicar] They located their new factory in South America.

quality of life n [U] how well people live: [calidad de vida] We moved out of the city to get a better quality of life.

temperature n [U] how hot something is: [temperatura] The temperature is 12°C today.
apply v to ask for something in writing: [solicitar] You can apply for this job online. – application form n a printed piece of paper on which you write answers to questions: [formulario de solicitud] You have to complete an application form to get a visa.

career n [C] a job or profession that you do for a long time: [carrera profesional] You have to study for a long time if you want a good career in law.

conditions n [plural] the situation in which you work: [condiciones] The pay is low but the working conditions are very good.

curriculum vitae (CV) n [C] a document that gives information about a person’s education and previous jobs: [curriculum vitae] To apply for this job, please send a letter and your CV.

employment agency n [C] an organisation that helps people find a job: [agencia de empleo] I found my new job by using an employment agency.

MBA (Masters in Business Administration) n [C] a postgraduate degree in business for people who have work experience: [Master en Administración de Empresas] Jean has an MBA from a French business school.

pa (per annum) adv every year: [al año] She earns $50,000 pa.

pension n [C] money a company or government pays to people after they stop working because they are too old or ill: [pensión] Most people get a pension when they retire.

promotion n [C] a better job in the same company: [ascenso] He really deserves promotion. – promote v [ascender]

retired adj stop working because of your age, usually after many years: [jubilado] He was an accountant, but he’s retired now. – retire v [jubilarse] Most people retire at 65 in my country.

salary n [C] money that you get for working: [salario] I want a job with a higher salary.
advice n [U] when you say what you think someone should do: [consejo] Can I give you some advice?

brainstorm v to think of ideas in a creative way: [brainstorm] Let’s brainstorm some ideas for a new design.

creative thinking n [U] a way to use your imagination to find ideas: [pensamiento creativo] We need some creative thinking to find a solution.

discuss v to talk to someone about something: [discutir] We had a long meeting to discuss the project.

– discussion n [C] [discusión]

exchange v to give something for another thing: [intercambiar] Let’s exchange business cards.

idea n [C] a plan, thought or suggestion: [idea] He never has good ideas.

imagination n [C] the ability to think of new ideas: [imaginación] You should use your imagination when you brainstorm. – imagine v to think what something would be like: [imaginar] Can you imagine being rich?

logo n [C] a design that is the official sign of a company, used on products or in advertising: [logotipo] It’s a very successful company and everyone knows its logo.

suggestion n [C] an idea to help someone: [propuesta] Does anyone have any suggestions for increasing profits? – suggest v [proponer]
arrangement n [C] something you have agreed or organised: [disposición] Have you made your travel arrangements yet? – arrange v [disponer]

arrival n [C] when you arrive at a place: [llegada] My arrival time is 10 o’clock. – arrive v [llegar]


business trip n [C] travelling because of your work: [viaje de negocios] I’m going on a business trip to South Africa next month.

career break n [C] when you stop your job for a period to do something different: [descanso sabático] I took a career break to travel around the USA.

departure n [C] when you leave a place: [marcha] I was sad about his departure from the company. – depart v [irse]

destination n [C] the place you are going to: [destino] What’s the destination of this train?

itinerary n [C] a list of places to visit: [itinerario] The next place on the itinerary is the factory.

pleasure n [C] 1 something nice: [placer] It’s a pleasure to meet you. 2 something you do because you want to: I write reports for work but I write stories for pleasure.

reservation n [C] an arrangement to have a seat on a plane or train or in a hotel or restaurant: [reserva] I’d like to make a reservation for eight o’clock tonight, please. – reserve v [reservar]

sightseeing n [U] seeing the most famous places during a visit: [visita] We saw Big Ben when we went sightseeing in London.

travel v to go somewhere, usually a long distance: [viajar] I often travel to Japan on business. – travel n [U] Travel helps us to learn about other people.

travel agent n [C] a person whose job is to make travel arrangements: [agente de viajes] I booked my plane tickets with an internet travel agent.
Unit 15 Trends

bar chart n [C] a diagram using rectangles of different sizes to show information: [diagrama de barras] The bar chart showed that more people drink coffee in the morning than tea or fruit juice.

bionic adj part human and part machine: [biónico] In the film I saw last night the police were bionic!

decrease v to become less: [disminuir] I think mobile phone sales in Europe will decrease next year.
– decrease n

full-surround adj from every direction: [de todas direcciones] I like to listen to music in full-surround sound.

graph n [C] a diagram using lines to show increases and decreases during a period of time: [gráfico] You can see on this graph that profits increased between May and September.

increase v to become more: [aumentar] I’m happy that our sales in China are increasing. – increase n [C]

nuclear adj using energy from atoms: [nuclear] What do you think of nuclear power?

pie chart n [C] a diagram using sections of a circle to show information: [gráfico circular] This pie chart shows we have 72% market share.

prediction n [C] something you think will happen in the future: [predicción] My prediction is that the price of oil will increase next year. – predict v [predecir] Do you predict that profits will remain steady?

trend n [C] changes and developments in a situation during a period of time: [tendencia] The trend is for mobile phones to become smaller and to have more features.