



## **PRE INTERMEDIATE BUSINESS**

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# in company Pre-intermediate

## ■ Unit 19

headword	pronunciation	translation/notes	example sentence
<b>business</b> (n) business idea (n)	/ˈbɪznəs/	.....	If I had more time to think, I'd come up with a really great <b>business idea</b> .
<b>city centre</b> (n) city centre offices/rents	/ˌsɪti ˈsentə/	.....	If our employees worked from home, we wouldn't need to pay expensive <b>city centre rents</b> .
<b>close down</b> (phr v)	/ˌkləʊz ˈdaʊn/	.....	We'd be able to <b>close down</b> office buildings if more of our employees worked from home.
<b>come up with</b> (phr v)	/kʌm ˈʌp wɪð/	.....	I usually <b>come up with</b> my best business ideas when I'm relaxing at home.
<b>commuting</b> (n)	/kəˈmjuːtɪŋ/	.....	One of the things I hate most about going out to work is the daily <b>commuting</b> .
<b>cut</b> (n) a cut in pay/salary etc (opposite = <b>increase</b> )	/kʌt/	.....	I'd accept a <b>cut in pay</b> if I could return to work in the UK.
<b>demonstrate</b> (v)	/dɪməˈstreɪt/	.....	The company could certainly <b>demonstrate</b> the effectiveness of its telecommunications equipment by allowing its employees to work from home!
<b>financially</b> (adv)	/faɪˈnænjəlɪ/	.....	Working from home, you miss out <b>financially</b> on perks like subsidised meals.
<b>flexibility</b> (n) (opposite = <b>inflexibility</b> )	/ˌfleksəˈbɪlətɪ/	.....	The thing I like most about working from home is the <b>flexibility</b> .
<b>get things/more done</b>	/get θɪŋz/mɔː ˈdʌn/	.....	Home workers <b>get more done</b> in a shorter time because there are fewer interruptions.
<b>get down to</b> (phr v) get down to work	/get ˈdaʊn tuː/	.....	You have to be very self-disciplined when you work from home. It can be difficult to <b>get down to work</b> .
<b>home worker</b> (n)	/ˈhəʊm ˌwɜːkə/	.....	<b>Home workers</b> have more freedom and flexibility than people who work in an office.

# in company Pre-intermediate

## Unit 19

headword	pronunciation	translation/notes	example sentence
<b>investment</b> (n) investment in	/ɪn'vestmənt/	.....	If more employees worked from home, we could reduce our <b>investment in</b> new offices.
<b>leisure time</b> (n) (opposite = <b>work time</b> )	/ləʒə 'taɪm/	.....	One of the dangers of working at home is that there's no dividing line between work time and <b>leisure time</b> .
<b>miss out on</b> (phr v)	/mɪs 'aʊt ɒn/	.....	Home workers <b>miss out on</b> things like office gossip and financial perks.
<b>office buildings</b> (n pl)	/ɒfɪs 'bɪldɪŋz/	.....	City centre <b>office buildings</b> are expensive to rent.
<b>office hours</b> (n pl)	/ɒfɪs 'aʊəz/	.....	Some people prefer the discipline of working within <b>office hours</b> while other people prefer the flexibility of working from home.
<b>pay rise</b> (n)	/peɪ 'raɪz/	.....	The unions are currently negotiating for a <b>pay rise</b> .
<b>perk</b> (n)	/pɜ:k/	.....	<b>Perks</b> are things such as subsidised meals, not included in your salary.
<b>productivity</b> (n) level of productivity	/prɒdʌk'tɪvətɪ/	.....	For a lot of workers, their <b>level of productivity</b> improves when they work from home.
<b>promotion</b> (n) (opposite = <b>demotion</b> )	/prə'məʊʃn/	.....	If I accept the <b>promotion</b> it will mean a lot more travelling and time away from home.
<b>proposal</b> (n)	/prə'pəʊzəl/	.....	What do you think of the company's <b>proposal</b> for home working?
<b>quality of life</b> (n)	/kwɒlətɪ əv 'laɪf/	.....	Do you think working from home would mean an improvement in your <b>quality of life</b> ?
<b>rent</b> (n)	/rent/	.....	City centre <b>rents</b> are very expensive.
<b>save on</b> (phr v)	/seɪv ɒn/	.....	Companies could <b>save on</b> city centre rents by persuading their employees to work from home.

# in company Pre-intermediate

## ■ Unit 19

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<b>self-disciplined</b> (adj)	/ˌselfdɪsəˈplɪnd/	.....	You have to be <b>self-disciplined</b> to work from home – it can be difficult to get down to work.
<b>subsidised</b> (adj)	/sʌbsɪˈdaɪzd/	.....	Working in an office, you get perks such as <b>subsidised</b> refreshments or travel.
<b>talks</b> (n pl) have talks with	/tɔːks/	.....	The company is <b>having talks with</b> the unions about persuading employees to work from home.
<b>technical problem</b> (n)	/ˈteknɪkl ˌprɒbləm/	.....	<b>Technical problems</b> can be difficult to solve if you’re working from home.
<b>telecommunications</b> (n) telecommunications company/equipment	/ˌtelɪkəˌmjuːnɪˈkeɪʃnz/	.....	Employees can work productively from home thanks to the effectiveness of our <b>telecommunications equipment</b> .
<b>teleworking</b> (n)	/ˌtelɪwɜːkɪŋ/	.....	“Teleworking” is a phrase that means working from home using a computer and other equipment.
<b>travel</b> (n) home to office travel	/ˈtrævl/	.....	Working from home preserves the environment by reducing <b>home to office travel</b> .
<b>union</b> (n)	/ˈjuːnjən/	.....	A <b>union</b> is an organisation that represents workers and tries to improve pay and conditions.
<b>wind down</b> (phr v)	/ˌwaɪnd ˈdaʊn/	.....	In the evening I like to <b>wind down</b> by listening to music.
<b>work</b> (v) work from/at home	/wɜːk/	.....	What are the advantages and disadvantages of <b>working from home</b> ?

# in company Pre-intermediate

## ■ Unit 18

headword	pronunciation	translation/notes	example sentence
<b>access</b> (v) access the network	/ækses/	.....	In future the consumer will be able to <b>access the network</b> from anywhere – from home, the car or even from a pair of glasses.
<b>advertising</b> (n)	/ædvə'taɪzɪŋ/	.....	As far as the teenage Internet market is concerned, you can make money from <b>advertising</b> but not much from direct sales.
<b>audience</b> (n)	/ɔːdiəns/	.....	In order to sell successfully to teenagers on the Internet, you need to clearly define your <b>audience</b> .
<b>catalogue shopping</b> (n)	/kætə'lɒg ʃɒpɪŋ/	.....	<b>Catalogue shopping</b> works on the principle that consumers want convenience more than the best price.
<b>comparison shop</b> (v)	/kəm'pærɪsn ʃɒp/	.....	The Internet enables consumers to <b>comparison shop</b> without too much effort.
<b>consumer</b> (n)	/kən'sju:mə/	.....	<b>Consumers</b> want things to be simple, easy and fast and the Internet can provide all of this.
teenage consumers (n pl)	/tiːneɪdʒ kən'sju:məz/	.....	In your opinion, is it ethical to target <b>teenage consumers</b> as a market?
<b>direct sales</b> (n)	/daɪrekt 'seɪlz/	.....	Providing teenagers with their own swipe card would enable websites to make more money from <b>direct sales</b> .
<b>e-commerce</b> (n)	/iː'kɒmə:s/	.....	<b>E-commerce</b> is the activity of buying and selling goods on the Internet.
<b>economic boom</b> (n)	/iːkə'nɒmɪk; ,ekə'nɒmɪk 'bu:m/	.....	Do you think there will be an <b>economic boom</b> in the next five years?
<b>Internet marketing</b> (n)	/ɪntənət ,mɑ:kɪtɪŋ/	.....	What are the problems associated with teenagers and <b>Internet marketing</b> ?
<b>market</b> (n) market studies (n pl)	/mɑ:kɪt/	.....	<b>Market studies</b> have shown that retired people spend a lot of time surfing the Internet.

## Unit 18

headword	pronunciation	translation/notes	example sentence
<b>network</b> (n) access the network	/netwɜ:k/	.....	Consumers will be able to <b>access the network</b> from almost anywhere.
<b>online</b> (adj)	/ɒnlaɪn/	.....	Artificial intelligence will provide a virtual shop assistant for every <b>online</b> shopper.
<b>online</b> (adv)	/ɒn'laɪn/	.....	Have you ever bought anything <b>online</b> ?
<b>option</b> (n) a range of options	/ɒpʃn/	.....	The advantage of shopping online is that the network can assemble a <b>range of options</b> from a variety of stores.
<b>site</b> (n)	/saɪt/	.....	Persuading teenagers to buy directly from your <b>site</b> could be a problem.
<b>spending power</b> (n)	/spendɪŋ paʊə/	.....	One of the problems in marketing to teenagers is that their <b>spending power</b> is often limited because they don't have jobs.
<b>swipe card</b> (n)	/swaɪp ,kɑ:d/	.....	The <b>swipe card</b> would enable teenagers to buy suitable products online.
<b>target</b> (v)	/tɑ:ɡɪt/	.....	A lot of teenage sites are trying to <b>target</b> an audience that's too wide.
<b>turnover</b> (n)	/tɜ:nəʊvə/	.....	A high <b>turnover</b> is important but making good profits is another.
<b>virtual</b> (adj)	/vɜ:tʃʊəl/	.....	A <b>virtual</b> shop assistant will be at the service of every online shopper.
<b>virtually shop</b> (v)	/vɜ:tʃʊəlɪ 'ʃɒp/	.....	Do you enjoy being able to <b>virtually shop</b> without leaving home?
<b>voice recognition</b> (n)	/vɔɪs rekəɡnɪʃn/	.....	<b>Voice recognition</b> may make the keyboard obsolete.

# in company Pre-intermediate

## ■ Unit 17

headword	pronunciation	translation/notes	example sentence
<b>company</b> (n)	/ˈkʌmp(ə)ni/	.....	
company car (n)	/ˈkʌmpni ˈkɑː/	.....	The new job means a big increase in salary and a brand new <b>company car</b> .
company policy (n)	/ˈkʌmpni ˈpɒləsi/	.....	What do you think of the <b>company policy</b> on coffee breaks?
company strategy (n)	/ˈkʌmpni ˈstrætədʒi/	.....	Gossip is often the only way of finding out about <b>company strategy</b> .
<b>consultant</b> (n)	/kənˈsʌltənt/	.....	Somebody overheard one of the bosses talking to a management <b>consultant</b> about restructuring.
<b>damaging</b> (adj)	/ˈdæmɪdʒɪŋ/	.....	Gossip can <b>be</b> very <b>damaging to</b> relations among work colleagues.
be damaging to			
<b>efficiency</b> (n)	/ɪˈfɪʃnsi/	.....	As part of the <b>drive for efficiency</b> many companies have removed the opportunity to socialise at work.
drive for efficiency			
<b>environment</b> (n)	/ɪnˈvaɪrəmənt/	.....	
professional environment (n)	/prəˈfeʃnəl ɪnˈvaɪrəmənt/	.....	The city council of Cascavel has banned gossip in the workplace, saying employees have the right to work in a <b>professional environment</b> .
work environment (n)	/wɜːk ɪnˈvaɪrəmənt/	.....	A friendly <b>work environment</b> makes employees happy.
<b>gossip</b> (n)	/ˈɡɒsɪp/	.....	Public employees who <b>spread gossip</b> about their colleagues will face the sack.
spread gossip			
<b>gossip</b> (v)	/ˈɡɒsɪp/	.....	Municipal employees in the city of Cascavel have been banned from <b>gossiping</b> during working hours.
<b>head</b> (n)	/hed/	.....	"I'm the new <b>head of</b> the eastern sales team." "Congratulations!"
head of			
<b>human resources</b> (n)	/ˈhjuːmən riˈzɔːsɪz/	.....	Many opportunities to socialise have disappeared and this is all part of the revolution in <b>human resources</b> .

# in company Pre-intermediate

## ■ Unit 17

headword	pronunciation	translation/notes	example sentence
<b>individual</b> (adj) individual performance attitude	/ˌɪndɪˈvɪdʒʊəl/ /ˈætɪtʃuːd/	.....	The employees' future depends on their <b>individual performance</b> and <b>attitude</b> .
<b>insight</b> (n) insight into	/ˈɪnsaɪt/	.....	Some of my biggest <b>insights into</b> problems at work have occurred while chatting by the coffee machine.
<b>involve</b> (v)	/ɪnˈvɒlv/	.....	How many people does the restructuring <b>involve</b> ?
<b>let people go</b>	/ˌlet piːpl 'gəʊ/	.....	One of the management consultants said we were overstaffed and that we'd have to <b>let some people go</b> .
<b>the management</b> (n)	/ðə 'mænɪdʒmənt/	.....	Where I work, <b>the management</b> refuses to talk to most of the staff.
<b>office</b> (n)	/ˈɒfɪs/	.....	
office gossip (n)	/ˈɒfɪs 'gɒsɪp/	.....	In your opinion, is <b>office gossip</b> a good or bad thing?
office politics (n)	/ˈɒfɪs 'pɒlətɪks/	.....	Gossip is the only way to learn about <b>office politics</b> .
<b>overstaffed</b> (adj)	/əʊvə'stɑːft/	.....	The management consultant said that the firm was <b>overstaffed</b> in some areas and that we would have to let people go.
<b>place of work</b> (n)	/pleɪs əv 'wɜːk/	.....	In my <b>place of work</b> , gossip is the only way of finding out anything about company strategy.
<b>production figures</b> (n pl)	/prəˈdʌkʃn 'fɪgəz/	.....	Have you finished last month's <b>production figures</b> yet?
<b>rumours</b> (n pl) spread rumours	/ˈruːməz/	.....	Employees have been banned from <b>spreading rumours</b> about their colleagues.

# in company Pre-intermediate

## ■ Unit 17

headword	pronunciation	translation/notes	example sentence
<b>sack</b> (n) face the sack	/sæk/	.....	Employees spreading rumours about their colleagues will <b>face the sack</b> .
<b>salary</b> (n) be on a salary of £20,000/\$80,000	/sæləri/	.....	As head of the eastern sales team, he's <b>on a salary of £60,000</b> .
<b>workplace</b> (n)	/wɜ:kpleɪs/	.....	Gossip can be damaging to relations in the <b>workplace</b> .

# in company Pre-intermediate

## ■ Unit 16

headword	pronunciation	translation/notes	example sentence
<b>answer phone</b> (n)	/ɑːnsə ˈfəʊn/	.....	Leaving the <b>answer phone</b> on for a couple of hours creates a bad impression.
<b>appreciate</b> (v) I'd appreciate it if ...	/əˈpriːʃiːeɪt/	.....	<b>I'd appreciate it if</b> you could look into the possibility of my having an upgrade to business class.
<b>authorised</b> (adj) be authorised to do sth	/ɔːθəˈraɪzd/	.....	I'm afraid I'm not <b>authorised to offer</b> you a discount on your room.
<b>business</b> (n) business class (n)	/ˈbɪznəs/	.....	I was wondering if there was any chance of an upgrade to <b>business class</b> .
<b>choice</b> (n) not have much choice	/tʃɔɪs/	.....	"If you do it, I'll see it as a personal favour." "I see, I <b>don't</b> really <b>have much choice</b> , do I?"
<b>discount</b> (n) offer a discount	/ˈdɪskaʊnt/	.....	I'm not authorised to <b>offer</b> you a <b>discount</b> on your room.
<b>face on to</b> (phr v)	/feɪs ɒn ˌtuː/	.....	My room <b>faces on to</b> the road and it's far too noisy.
<b>favour</b> (n) ask sb a favour	/ˈfeɪvə/	.....	"I wonder if I could <b>ask you a favour</b> ?" "It depends what it is."
<b>get sth back</b> (phr v)	/ˌget sʌmθɪŋ ˈbæk/	.....	"Could I borrow your dictionary?" "Yes, as long as I <b>get it back</b> before the end of the afternoon."
<b>give sth back</b> (phr v)	/ˌɡɪv sʌmθɪŋ ˈbæk/	.....	Could you lend me your pen? I'll <b>give it back</b> later.
<b>impression</b> (n) create a bad impression (n)	/ɪmˈpreʃn/	.....	Leaving the answer phone on for long periods <b>creates a bad impression</b> .
<b>inconvenient</b> (adj) (opposite = <b>convenient</b> )	/ˌɪnkənˈviːniənt/	.....	I realise this is <b>inconvenient</b> but I need your help.

# in company Pre-intermediate

## ■ Unit 16

headword	pronunciation	translation/notes	example sentence
<b>keen</b> (adj) (not) be keen on sth	/ki:n/	.....	"My car's being repaired and I wondered if you'd lend me yours." "Well, actually, I'm <b>not very keen on the idea.</b> "
<b>lift</b> (n) give sb a lift	/lɪft/	.....	Could you <b>give me a lift?</b> I need to be at the airport at five.
<b>ready</b> (adj) have sth ready	/redi/	.....	"Could you post the letter for me?" "All right, as long as you <b>have it ready</b> by five o'clock."
<b>renewal</b> (n) be up for renewal	/ri'nju:əl/	.....	If you do it, I'll see it as a personal favour, and remember your contract's <b>up for renewal</b> next month.
<b>time</b> (n) take the time	/taɪm/	.....	"I can't work from 2.00 to 4.00 – it's not my hours." "I know, but you can <b>take the time</b> later on."
<b>trouble</b> (n) put sb to any trouble	/trʌbl/	.....	I'm sorry to <b>put you to any trouble</b> but I'd really like an upgrade to business class.
<b>upgrade</b> (n) an upgrade to	/ʌpɡreɪd/	.....	I'd like <b>an upgrade</b> to business class.
<b>worry</b> (v) Not to worry.	/wʌrɪ/	.....	"I don't feel happy about other people using my car." "Oh, all right. <b>Not to worry.</b> "

# in company Pre-intermediate

## ■ Unit 15

headword	pronunciation	translation/notes	example sentence
<b>administration</b> (n)	/əd,mɪnɪ'streɪʃn/	.....	A well-organised manager should be able to devote more time to customer service than <b>administration</b> .
<b>analyse</b> (v)	/ænəlaɪz/	.....	The first step in time management is to <b>analyse</b> how you are using your time now.
<b>approach</b> (n) a methodical approach	/ə'prəʊtʃ/	.....	Analysing how you use your time requires a <b>methodical approach</b> .
<b>assign</b> (v) assign tasks	/ə'saɪn/	.....	It's important to learn to <b>assign tasks</b> to other people.
<b>block of time</b> (n)	/blɒk əv 'taɪm/	.....	Try to organise your work so that you have large <b>blocks of time</b> for top priority tasks.
<b>the bottom line</b> (n)	/ðə 'bɒtəm 'laɪn/	.....	<b>The bottom line</b> is that the work must be finished on time.
<b>carry on</b> (phr v)	/kæri 'ɒn/	.....	At AOL they took away all the clocks at the UK headquarters and told everybody to <b>carry on</b> working as usual.
<b>caught</b> (adj) get caught	/kɔ:t/	.....	A lot of employees are afraid of wasting time because they think they might <b>get caught</b> .
<b>clock off</b> (phr v)	/klɒk 'ɒf/	.....	As part of the experiment, workers were allowed to <b>clock off</b> as soon as they'd finished their work.
<b>customer service</b> (n)	/kʌstəmə 'sɜ:vɪs/	.....	An effective manager spends a lot of time dealing with <b>customer service</b> issues.
<b>deadline</b> (n) set a deadline	/dedlaɪn/	.....	Too much pressure at work means things can go wrong so try to <b>set realistic deadlines</b> .
<b>delegate</b> (v)	/delə'geɪt/	.....	Never do work yourself that you can <b>delegate</b> to other people.

# in company Pre-intermediate

## ■ Unit 15

headword	pronunciation	translation/notes	example sentence
<b>delicate balance</b> (n)	/ˌdelɪkət 'bæləns/	.....	There is a <b>delicate balance</b> between not doing any work and doing too much.
<b>drop off</b> (phr v)	/ˌdrɒp 'ɒf/	.....	Productivity tends to <b>drop off</b> after lunch.
<b>efficiency</b> (n)	/ɪ'fɪʃnsɪ/	.....	<b>Efficiency</b> at work tends to fall after lunch.
<b>efficiently</b> (adv)	/ɪ'fɪʃntli/	.....	Time management is all about using techniques which help you use your time more <b>efficiently</b> .
<b>forward planning</b> (n)	/ˌfɔːwəd 'plænɪŋ/	.....	Leave plenty of time for top priority tasks like <b>forward planning</b> .
<b>invest</b> (v) invest time/money	/ɪn'vest/	.....	A lot of <b>time and money has been invested</b> in the project.
<b>lead to</b> (phr v)	/liːd ,tuː/	.....	One manager commented: "An office without clocks <b>leads to</b> chaos."
<b>mess</b> (n) be in a mess	/mes/	.....	I know my desk <b>is in a mess</b> but I know where everything is.
<b>misuse</b> (v)	/mɪs'juːz/	.....	Do not <b>misuse</b> the company PC to surf the Internet.
<b>organise</b> (v)	/ɔːgənaɪz/	.....	The third step in effective time management is to <b>organise</b> your time and your tasks.
<b>pressure of time</b> (n)	/ˌpreʃə əv 'taɪm/	.....	The idea of the experiment was to see how <b>pressure of time</b> can lead to stress.
<b>problem analysis</b> (n)	/ˌprɒbləm ə'næləsɪs/	.....	Leave plenty of time for top priority tasks like <b>problem analysis</b> .
<b>prioritise</b> (v)	/praɪ'ɒrɪtaɪz/	.....	The second step in effective time management is to <b>prioritise</b> tasks by putting them in order of importance.
<b>productive</b> (adj) (opposite = <b>unproductive</b> )	/prə'dʌktɪv/	.....	Most workers are most <b>productive</b> before lunch.

# in company Pre-intermediate

## ■ Unit 15

headword	pronunciation	translation/notes	example sentence
<b>productivity</b> (n)	/ˌprɒdʌk'tɪvəti/	.....	Companies use time to measure <b>productivity</b> .
<b>priority</b> (n) in order of priority	/praɪ'ɒrəti/ /ɪn ˌɔːdər əv praɪ'ɒrəti/	.....	Put the tasks requiring your attention <b>in order of priority</b> .
top priority (adj)	/ˌtɒp praɪ'ɒrəti/	.....	Leave plenty of time for <b>top priority</b> tasks.
<b>put in</b> (phr v) put in time/hours	/pʊt 'ɪn/	.....	British workers <b>put in</b> the longest hours in Europe but are less productive than the French and the Germans.
<b>record</b> (v)	/rɪ'kɔːd/	.....	<b>Record</b> what you do in each period of the day.
<b>research</b> (n)	/rɪ'sɜːtʃ/	.....	A good Internet connection is essential if your job involves a lot of <b>research</b> .
<b>resource</b> (n) limited resource (n)	/rɪ'zɔːs/	.....	Time is like money, people and equipment – it's a <b>limited resource</b> .
<b>routine</b> (n) fixed routine (n)	/ruː'tiːn/	.....	Do you agree that a <b>fixed routine</b> is better for productivity?
<b>sales</b> (n) sales prediction (n)	/seɪlz/	.....	Have you finished the <b>sales predictions</b> for next month yet?
<b>save</b> (v) save time (opposite = <b>waste time</b> )	/seɪv/	.....	If you prepare things well, you can <b>save</b> a lot of <b>time</b> .
save money (opposite = <b>waste money</b> )		.....	Companies can <b>save money</b> by reducing the number of people working in their offices.

## Unit 15

headword	pronunciation	translation/notes	example sentence
<b>subordinate</b> (n)	/sə'bo:dɪnət/	.....	All correspondence can be delegated to <b>subordinates</b> .
<b>supplier</b> (n)	/sə'plaɪə/	.....	The <b>suppliers</b> have promised to deliver the goods next Tuesday.
<b>surf</b> (v) surf the web	/sɜ:f/	.....	I only search the Internet for specific information. I don't have time to <b>surf the web</b> .
<b>task</b> (n) assign tasks	/tɑ:sk/	.....	A lot of day-to-day <b>tasks</b> can be <b>assigned</b> to other people.
<b>technique</b> (n)	/tek'ni:k/	.....	There are certain <b>techniques</b> you can learn to help you with effective time management.
<b>time limit</b> (n)	/taɪm ,lɪmɪt/	.....	Meetings can last forever if you don't have a <b>time limit</b> .
<b>time management</b> (n)	/taɪm 'mænɪdʒmənt/	.....	<b>Time management</b> is about making the best possible use of time.
<b>time of day</b>	/taɪm əv 'deɪ/	.....	What <b>time of day</b> are you at your most productive?
<b>unproductive</b> (adj) (opposite = <b>productive</b> )	/ʌnpɹə'dʌktɪv/	.....	According to the Pareto Principle, most work time is <b>unproductive</b> .
<b>waste</b> (v) waste time (opposite = <b>save time</b> )	/weɪst/	.....	A lot of employees <b>waste time</b> playing games on the Internet.
waste money (opposite = <b>save money</b> )		.....	The company <b>wasted</b> a lot of <b>money</b> buying equipment that wasn't suitable for the job.
<b>web search</b> (n)	/web ,sɜ:tʃ/	.....	Managers are watching for employees who waste time by doing <b>web searches</b> for MP3s and games.
<b>workflow</b> (n)	/wɜ:kfləʊ/	.....	The idea of the experiment was to see how an environment without clocks would affect productivity and <b>workflow</b> .

# in company Pre-intermediate

## ■ Unit 15

headword	pronunciation	translation/notes	example sentence
<b>working day</b> (n)	/,wɜːkɪŋ 'deɪ/	.....	The human biological clock doesn't necessarily correspond to the standard 8-hour <b>working day</b> .
<b>working hours</b> (n pl)	/,wɜːkɪŋ 'aʊəz/	.....	<b>Working hours</b> in the UK are usually 9am–5pm.

# in company Pre-intermediate

## ■ Unit 14

headword	pronunciation	translation/notes	example sentence
<b>assembly plant</b> (n)	/ə'sembli ,plɑ:nt/	.....	An <b>assembly plant</b> is the part of a factory where workers build machinery or equipment.
<b>backup</b> (n) provide backup	/'bækʌp/	.....	Working as an 'SPC professional' involved <b>providing backup</b> to salesmen throughout the company.
<b>bid</b> (n) make a bid	/bɪd/	.....	We <b>made a</b> million-dollar <b>bid</b> to buy the company out.
<b>blue-chip company</b> (n)	/'blu:tʃɪp ,kʌmp(ə)nɪ/	.....	A " <b>blue-chip company</b> " is very successful and makes a lot of money.
<b>business</b> (n) big business (n)	/'bɪznəs/ /,bɪg 'bɪznəs/	.....	Do you agree that workers' rights are more important than the interests of <b>big business</b> ?
business background (n)	/,bɪznəs 'bækgraʊnd/	.....	Five years working for a multinational have given me a solid <b>business background</b> .
business venture (n)	/,bɪznəs 'ventʃə/	.....	The new industrial estate will provide space for approximately 15 <b>business ventures</b> .
<b>chart</b> (n)	/tʃɑ:t/	.....	Part of Sara's job was to produce reports and <b>charts</b> illustrating sales figures.
<b>commercially aware</b>	/kə'mɜ:ʃ(ə)li ,əweə/	.....	His experience at several blue-chip companies means he is extremely <b>commercially aware</b> .
<b>commission</b> (n)	/kə'mɪʃn/	.....	We offer a base salary of \$80K plus <b>commission</b> .
<b>communication</b> (n) communication skills (n pl)	/kə,mju:nɪ'keɪʃn/	.....	A good manager needs to have excellent <b>communication skills</b> .

# in company Pre-intermediate

## ■ Unit 14

headword	pronunciation	translation/notes	example sentence
<b>company</b> (n) company secret (n)	/ˈkʌmp(ə)ni/	.....	Workers who reveal <b>company secrets</b> will be sacked.
<b>conference</b> (n) organise a conference	/ˈkɒnf(ə)rəns/	.....	A large part of my job involves organising meetings and <b>conferences</b> .
<b>customer relations</b> (n)	/ˌkʌstəmə rɪˈleɪʃnz/	.....	A job in <b>customer relations</b> involves dealing directly with clients and responding to complaints and queries.
<b>CV</b> (n) (BrE) (AmE = <b>résumé</b> )	/ˌsiːvi/	.....	If you are interested in applying for the post, please send in a <b>CV</b> with covering letter.
<b>decrease</b> (v) (opposite = <b>increase</b> )	/diːkriːs/	.....	The number of orders began to <b>decrease</b> and the factory was finally forced to close.
<b>employee</b> (n)	/ɪmˈplɔɪiː, ˌemplɔɪi/	.....	The bank has over 600 <b>employees</b> working in ten different countries.
<b>employer</b> (n)	/ɪmˈplɔɪə/	.....	Skytronics, Nicola Williams's former <b>employer</b> , refused to be interviewed about the incident.
<b>employment</b> (n) terminate sb's employment	/ɪmˈplɔɪmənt/	.....	The firm decided to <b>terminate her employment</b> for using a mobile phone in work hours.
<b>fire</b> (v) fire sb for doing sth	/ˈfaɪə/	.....	She was <b>fired for using</b> her mobile phone during work hours.
<b>hire</b> (v)	/ˈhaɪə/	.....	We had to <b>hire</b> temporary workers to cope with the increased workload.
<b>incentive</b> (n)	/ɪnˈsentɪv/	.....	Money and security are the <b>incentives</b> in most people's work.
<b>industrial action</b> (n)	/ɪnˌdʌstriəl ˈækjʌn/	.....	" <b>Industrial action</b> " is an expression that means the same as "to go on strike".

# in company Pre-intermediate

## ■ Unit 14

headword	pronunciation	translation/notes	example sentence
<b>industrial estate</b> (n)	/ɪn,dʌstriəl ɪ'steɪt/	.....	The company has its premises on an <b>industrial estate</b> on the outskirts of the town.
<b>interpersonal skills</b> (n pl)	/ɪntə,pɜːsn(ə)l 'skɪlz/	.....	A good manager should have excellent <b>interpersonal skills</b> .
<b>issue</b> (v) issue a statement	/ɪʃuː; 'ɪʃjuː/	.....	The company later <b>issued a statement</b> supporting the action of their manager.
<b>job insecurity</b> (n) (opposite = <b>job security</b> )	/dʒɒb ɪn'sɪkjʊərəti/	.....	Feelings of <b>job insecurity</b> are much more common now than 30 years ago.
<b>labour</b> (n) labour costs (n pl)	/leɪbə/ /leɪbə ˌkɒsts/	.....	<b>Labour costs</b> tend to be lower in Eastern Europe.
labour laws (n pl)	/leɪbə ˌlɔːz/	.....	Flexible <b>labour laws</b> help to reduce the unemployment rate.
<b>lay sb off</b> (phr v)	/leɪ sʌmbədɪ 'ɒf/	.....	As the number of orders decreased we had to start <b>laying workers off</b> .
<b>leadership</b> (n) leadership qualities (n pl)	/liːdəʃɪp/	.....	We're looking for someone with excellent <b>leadership qualities</b> to manage our sales team.
<b>logistical</b> (adj) logistical planning	/lə'dʒɪstɪkl/	.....	The " <b>logistical planning</b> of a department" means the way in which it is organised on a day-to-day basis.
<b>the long-term unemployed</b> (n pl)	/ðə ˌlɒŋtɜːm ʌnɪm'plɔɪd/	.....	The new reforms would mean that <b>the long-term unemployed</b> should take any job they are offered.
<b>make up for</b> (phr v)	/meɪk 'ʌp fɔː/	.....	Firms started recruiting temporary workers in an attempt to <b>make up for</b> the lack of skilled workers.
<b>managerial</b> (adj) managerial experience	/ˌmænədʒɪəriəl/	.....	We are looking for someone with previous <b>managerial experience</b> .

# in company Pre-intermediate

## ■ Unit 14

headword	pronunciation	translation/notes	example sentence
<b>objective</b> (n) meet an objective	/əb'dʒektɪv/	.....	We need to find ways of making it easier for team members to <b>meet</b> their <b>objectives</b> .
<b>organisational skills</b> (n pl)	/ɔ:gənər'zeɪʃənl ,skɪlz/	.....	The day-to-day running of the department helped to develop my <b>organisational skills</b> .
<b>plant</b> (n)	/plɑ:nt/	.....	Ford has several <b>plants</b> all over Europe.
<b>productivity</b> (n)	/prɒdʌk'tɪvətɪ/	.....	Feelings of job insecurity often lead to lower <b>productivity</b> .
<b>pursuit of excellence</b> (n)	/pə'sju:t əv 'eksələns/	.....	The " <b>pursuit of excellence</b> " is a formal phrase meaning "doing things as well as possible".
<b>recession</b> (n) (opposite = <b>boom</b> )	/rɪ'seʃn/	.....	Many people lost their jobs during the <b>recession</b> .
<b>result</b> (n) achieve a result	/rɪ'zʌlt/	.....	The financial rewards are great for all those who <b>achieve results</b> .
<b>résumé</b> (n) (AmE) (BrE = <b>CV</b> )	/rezju:meɪ/	.....	To apply for the post, please send <b>résumé</b> with cover letter.
<b>rise</b> (v) (opposite = <b>fall</b> )	/raɪz/	.....	Unemployment is <b>rising</b> and more and more workers are being laid off.
<b>sack</b> (v) (BrE) sack sb for doing sth	/sæk/	.....	Nicola Williams was <b>sacked for using</b> a mobile phone during work hours.
<b>sacking</b> (n)	/sækɪŋ/	.....	Do you think the <b>sacking</b> of Nicola Williams was justified?
<b>salary</b> (n)	/sæləri/	.....	<b>Salaries</b> at management level are often negotiated individually.

# in company Pre-intermediate

## ■ Unit 14

headword	pronunciation	translation/notes	example sentence
<b>sales</b> (n)	/seɪlz/	.....	
sales figures (n pl)	/seɪlz ˌfɪɡəz/	.....	The chart shows <b>sales figures</b> over the past twelve months.
sales manager (n)	/seɪlz ˌmænɪdʒə/	.....	Multinational manufacturer seeking International <b>Sales Manager</b> to call on Europe and Latin America.
sales team (n)	/seɪlz ˌtiːm/	.....	As an SPC professional, my job was to offer support to our <b>sales team</b> .
<b>sector</b> (n)	/ˈsektə/	.....	We offer support to salesmen from different <b>sectors</b> of the company.
<b>shortage</b> (n) (opposite = <b>excess</b> )	/ˈʃɔːtɪdʒ/	.....	According to the survey, almost two-thirds of companies are experiencing a <b>shortage</b> of skilled workers.
<b>skilled worker</b> (n) (opposite = <b>unskilled worker</b> )	/ˈskɪld ˈwɔːkə/	.....	The electronics industry has been particularly affected by the shortage of <b>skilled workers</b> .
<b>staffing needs</b> (n pl)	/ˈstɑːfɪŋ ˌniːdz/	.....	Providing training for our existing workforce is not enough to cover our <b>staffing needs</b> .
<b>statement</b> (n) issue a statement	/ˈsteɪtmənt/ /ˌɪʃuː ˌɪsjuː ə ˈsteɪtmənt/	.....	The company <b>issued a statement</b> defending the action of their manager.
<b>strike</b> (n) go on strike	/straɪk/ /ˌgəʊ ɒn ˈstraɪk/	.....	Workers have threatened to <b>go on strike</b> in reaction to the government's decision to cut unemployment benefits.
<b>superior</b> (n)	/suːˈpɪəriə/	.....	Workers showing disrespect to <b>superiors</b> can be sacked.
<b>supervisor</b> (n)	/suːpəˈvaɪzə/	.....	Nicola Williams had already received a warning from her <b>supervisor</b> .
<b>team spirit</b> (n)	/tiːm ˈspɪrɪt/	.....	A strong <b>team spirit</b> helps to motivate workers.

# in company Pre-intermediate

## ■ Unit 14

headword	pronunciation	translation/notes	example sentence
<b>temporary staff</b> (n)	/temp(ə)rəri ,stɑ:f/	.....	A lot of firms have increased their use of <b>temporary staff</b> due to the shortage of skilled workers.
<b>terminate</b> (v) terminate sb's employment	/tɜ:mɪneɪt/	.....	I called Ms Williams into my office and told her I had decided to <b>terminate her employment</b> .
<b>unemployment</b> (n)	/ˌʌnɪm'plɔɪmənt/	.....	Unions have reacted angrily to the government's attempts to cut <b>unemployment benefit</b> .
unemployment benefit (n)	/ˌʌnɪm'plɔɪmənt ,benɪfɪt/	.....	
unemployment rate (n)	/ˌʌnɪm'plɔɪmənt ,reɪt/	.....	
<b>warning</b> (n) written warning (n)	/ˈwɔːnɪŋ/	.....	On a further occasion, Ms Williams received a <b>written warning</b> .
<b>work hours</b> (n pl)	/wɜ:k ,aʊəz/	.....	Using mobile phones during <b>work hours</b> is against company rules.
<b>workers' rights</b> (n pl)	/ˌwɜ:kəz 'raɪts/	.....	Unions say that the reforms are a direct attack on <b>workers' rights</b> .
<b>workforce</b> (n)	/wɜ:k,fɔ:s/	.....	One solution to the problem would be to provide training for your existing <b>workforce</b> .

# in company Pre-intermediate

## ■ Unit 13

headword	pronunciation	translation/notes	example sentence
<b>in advance</b>	/ɪn əd'vɑːns/	.....	If you book months <b>in advance</b> , you'll be too early for a seat assignment.
<b>air</b>	/eə/	.....	
by air	/baɪ 'eə/	.....	What sort of problems can you have when you travel <b>by air</b> ?
air rage (n)	/eə 'reɪdʒ/	.....	" <b>Air rage</b> " is an expression meaning violent or drunken behaviour by passengers during a flight.
<b>aisle seat</b> (n)	/aɪl 'siːt/	.....	If you're sitting in an <b>aisle seat</b> , it's easier to get up and go to the toilet.
<b>armrest</b> (n)	/ɑːm'rest/	.....	The person sitting in the middle seat should try to dominate the <b>armrests</b> .
<b>available</b> (adj)	/ə'veɪləbl/	.....	I'll show you the <b>available</b> seats on the seating plan.
<b>back</b> (n) the back (of) (opposite = <b>the front of</b> )	/bæk/	.....	Where would you prefer to sit – at the front of the plane or at <b>the back</b> ?
<b>board</b> (v) board a flight/plane	/bɔːd/	.....	Passengers should <b>board the flight</b> at Gate 23.
<b>boarding pass</b> (n)	/bɔːdɪŋ 'pɑːs/	.....	You'll need to show your <b>boarding pass</b> and passport before getting on the flight.
<b>book</b> (v)	/bʊk/	.....	<b>Booking</b> early is a good idea – it means you can choose your seat.
<b>business</b> (n) business traveller (n)	/'bɪznəs/	.....	Even experienced <b>business travellers</b> sometimes end up sitting in the middle seat.
<b>check in</b> (phr v)	/tʃeɪk'ɪn/	.....	Where do I <b>check in</b> for flight BA 264?
<b>check-in</b> (n) check-in attendant/staff	/tʃeɪkɪn/	.....	Passengers who are rude to <b>check-in staff</b> risk being banned from boarding their plane!

# in company Pre-intermediate

## ■ Unit 13

headword	pronunciation	translation/notes	example sentence
<b>claustrophobic</b> (adj)	/ˌklɔːstrəˈfəʊbɪk/	.....	Sitting in the middle seat makes me feel <b>claustrophobic</b> .
<b>deal</b> (n) It's a deal!	/di:l/	.....	"I can offer you 200 units at 5.5 euros a unit." " <b>It's a deal!</b> "
<b>exit</b> (n)	/ˈeksɪt; ˈegzɪt/	.....	Many people feel safer in aeroplanes if they're sitting near one of the <b>exits</b> .
<b>flight</b> (n)	/flaɪt/	.....	The clerk told us there were no seats on the <b>flight</b> due to overbooking.
board a flight	/ˌbɔːd ə ˈflaɪt/	.....	Difficult passengers can be prevented from <b>boarding</b> their <b>flight</b> .
book a flight	/ˌbʊk ə ˈflaɪt/	.....	Try to <b>book</b> your <b>flight</b> early so that you get a good seat.
catch a flight (opposite = <b>miss a flight</b> )	/ˌkætʃ ə ˈflaɪt/	.....	We're <b>catching</b> our <b>flight</b> from City of London airport.
connecting flight (n)	/kəˈnektɪŋ ˌflaɪt/	.....	Our <b>connecting flight</b> leaves Amsterdam at 15.00.
miss a flight (opposite = <b>catch a flight</b> )	/ˌmɪs ə ˈflaɪt/	.....	If the taxi doesn't come soon, I'm going to <b>miss</b> my <b>flight</b> .
<b>frequent flier</b> (n)	/ˈflaɪə/	.....	I'm a <b>frequent flier</b> and travel by air at least twice a month.
<b>front</b> (n) the front (of) (opposite = <b>the back of</b> )	/frʌnt/	.....	I usually try to sit at <b>the front of</b> the plane so that I can get off faster.
<b>get off</b> (phr v) get off a flight/plane (opposite = <b>get on</b> )	/ˌɡet ˈɒf/	.....	Violent or drunken passengers should be forced to <b>get off the plane</b> .

## Unit 13

headword	pronunciation	translation/notes	example sentence
<b>get on</b> (phr v) get on a flight/plane (opposite = <b>get off</b> )	/ˌɡet ˈɒn/	.....	All passengers must show their boarding pass and passport before <b>getting on the plane</b> .
<b>go higher (than)</b>	/ɡəʊ ˈhaɪə (ðən)/	.....	I'm sorry, I won't <b>go any higher than</b> 6.5 euros a unit.
<b>go lower (than)</b>	/ɡəʊ ˈləʊə (ðən)/	.....	If we <b>go lower than</b> 4.5 euros per unit, we won't make any profit.
<b>go with sth</b> (phr v)	/ɡəʊ wɪð ˌsʌmθɪŋ/	.....	"The price is 9 euros a unit." "OK, I'll <b>go with</b> that."
<b>ground staff</b> (n)	/ɡraʊnd ˌstɑːf/	.....	The new rules prohibit customers from boarding flights if they behave aggressively to <b>ground staff</b> or crew.
<b>guarantee</b> (n)	/ˌɡærənˈtiː/	.....	Would you consider extending the <b>guarantee</b> to 18 months?
<b>hand luggage</b> (n)	/hænd ˌlʌɡɪdʒ/	.....	Officially, passengers are only allowed one piece of <b>hand luggage</b> .
<b>laptop</b> (n)	/ˈlæptɒp/	.....	It's forbidden to use electrical equipment such as <b>laptops</b> during the flight.
<b>lower</b> (v) (opposite = <b>raise</b> )	/ˈləʊə/	.....	We will <b>lower</b> the price for customers who pay within 30 days.
<b>offer</b> (n) best offer	/ˈɒfə/	.....	Let's say 5.5 euros for 200 units or more. That's my <b>best offer</b> .
<b>order</b> (v)	/ɔːdə/	.....	I can offer a lower price if you <b>order</b> 200 units or more.
<b>overbooking</b> (n)	/əʊvəˈbʊkɪŋ/	.....	I was informed that there was no seat for me on the flight due to <b>overbooking</b> .
<b>pack</b> (v)	/pæk/	.....	Did you <b>pack</b> your bags yourself, sir?
<b>passport</b> (n)	/ˈpɑːspɔːt/	.....	You'll need to show your boarding pass and <b>passport</b> before getting on the flight.

# in company Pre-intermediate

## Unit 13

headword	pronunciation	translation/notes	example sentence
<b>payment</b> (n)	/peɪmənt/	.....	"What about <b>payment</b> ?" "Payment is within 60 days."
<b>price</b> (n) give sb a price	/praɪs/	.....	What sort of a <b>price</b> can you <b>give me</b> on an order of 300 units?
<b>refund</b> (n) claim a refund	/rɪːfʌnd/ /kleɪm ə 'rɪːfʌnd/	.....	Customers can <b>claim a refund</b> for goods that don't work.
give/offer a refund	/gɪv/ɔfə ə 'rɪːfʌnd/	.....	BA will not <b>offer a refund</b> to passengers who are banned from their flights.
receive a refund	/rɪːsɪv ə 'rɪːfʌnd/	.....	You will not <b>receive a refund</b> if you are banned from boarding a BA flight.
<b>rule</b> (n) break a rule	/ruːl/ /breɪk ə 'ruːl/	.....	Anyone guilty of <b>breaking the rules</b> will be punished.
ignore a rule	/ɪgnɔː ə 'ruːl/	.....	Passengers <b>ignoring the rules</b> concerning threatening or abusive behaviour risk being banned from boarding flights.
introduce a rule	/ɪntrəˌdjuːs ə 'ruːl/	.....	BA have <b>introduced new rules</b> prohibiting customers who behave in an aggressive way from boarding flights.
obey a rule	/əˈbeɪ ə 'ruːl/	.....	It is in passengers' interests to <b>obey the rules</b> concerning threatening or abusive behaviour.
<b>seat</b> (n)	/siːt/	.....	You'll be able to choose your <b>seat</b> if you book early.
aisle seat	/aɪl ˌsiːt/	.....	I feel less claustrophobic sitting in an <b>aisle seat</b> .
middle seat	/mɪdl ˌsiːt/	.....	Sitting in a <b>middle seat</b> makes me feel very claustrophobic.
window seat	/ˌwɪndəʊ ˌsiːt/	.....	You get a good view if you sit in the <b>window seat</b> .

# in company Pre-intermediate

## ■ Unit 13

headword	pronunciation	translation/notes	example sentence
<b>stretch</b> (v) stretch your legs	/stretʃ/	.....	It's a good idea to get up during the flight and <b>stretch your legs</b> .
<b>within</b> (prep) within 21 days/a month	/wiðɪn/	.....	We offer a 5% discount for payment <b>within 14 days</b> .

# in company Pre-intermediate

## ■ Unit 12

headword	pronunciation	translation/notes	example sentence
<b>arrange</b> (v) arrange to do sth	/ə'reɪndʒ/	.....	Sorry, I'll have to go. I <b>arranged to meet</b> someone at the bar five minutes ago.
<b>break the ice</b>	/breɪk ði: 'aɪs/	.....	Talking about sport or the weather is often a good way of <b>breaking the ice</b> with people you don't know well.
<b>business</b> (n) on a business trip	/ˈbɪznəs/	.....	My name's Allan. I'm here <b>on a business trip</b> .
<b>by the way</b>	/baɪ ðə 'weɪ/	.....	My name's Nadine, <b>by the way</b> . I'm from Xanadu Electronics.
<b>catch</b> (v) catch sb later	/kætʃ/	.....	Sorry, I have a call on my mobile. I'll <b>catch you later</b> .
<b>check sth out</b> (phr v)	/tʃek sʌmθɪŋ 'aʊt/	.....	Could I have a look at your newspaper? There's something I want to <b>check out</b> .
<b>console</b> (n)	/kɒnsəʊl/	.....	Individual <b>consoles</b> allow customers to see who else is in the bar or to send messages to another stranger.
<b>conversation</b> (n) start a conversation with sb	/kɒnvə'seɪʃn/	.....	Asking someone if you can borrow their newspaper is one way of <b>starting a conversation with</b> them.
<b>cut sb off</b> (phr v) don't mention it	/kʌt sʌmbədɪ 'ɒf/	.....	Sorry to <b>cut you off</b> , but I've just seen someone I need to talk to.
<b>Don't mention it.</b>	/dəʊnt 'menʃn ɪt/	.....	"Thanks very much for lending me your paper." " <b>Don't mention it.</b> "
<b>finish with sth</b> (phr v)	/fɪnɪʃ wɪð sʌmθɪŋ/	.....	"Would you mind if I had a look at your newspaper?" "Er no, I've <b>finished with it.</b> "
<b>go ahead</b> (phr v)	/gəʊ ə'hed/	.....	"Could I borrow your newspaper?" " <b>Go ahead.</b> "
<b>good luck (with sth)</b>	/gʊd 'lʌk (wɪð sʌmθɪŋ)/	.....	Thanks for the drink and <b>good luck with</b> your meeting.

# in company Pre-intermediate

## ■ Unit 12

headword	pronunciation	translation/notes	example sentence
<b>hand</b> be an old hand (at sth)	/hænd/	.....	"This is the fourth conference I've been to here." "Oh, right, so you're <b>an old hand.</b> "
<b>handset</b> (n)	/hænd,set/	.....	People who receive messages can choose to continue the conversation by using the telephone <b>handset.</b>
<b>hang on</b> (phr v)	/hæŋ 'ɒn/	.....	<b>Hang on</b> a minute, I won't be long.
<b>How do you do?</b>	/haʊ də ju 'du:/	.....	"I'm Bill Smart from Silicon Technologies." "Right, <b>how do you do?</b> I'm Kazuo Yamada from Lexico."
<b>How long ...?</b>	/haʊ 'lɒŋ/	.....	" <b>How long</b> have you been here?" "Since Saturday." " <b>How long</b> are you staying?" "Another four or five days."
<b>I('ll) have to be off.</b>	/aɪ(l) ,hæv tə bi: 'ɒf/	.....	Well, it's getting late. <b>I have to be off.</b>
<b>(It was) nice to meet you.</b>	/(ɪt wəz) ,naɪs tə 'mi:t ju:/	.....	" <b>Nice to meet you, Sean.</b> " "Right, it was nice talking to you too."
<b>local attractions</b> (n pl)	/,ləʊkl ə'trækfɪnz/	.....	Talking about the <b>local attractions</b> can be a good way of starting a conversation with people you don't know at a conference.
<b>look</b> (n) have a (quick) look at sth	/lʊk/	.....	Would you mind if I <b>had a quick look at</b> your newspaper?
<b>machinery</b> (n)	/mə'ʃi:nəri/	.....	"Are you here on business?" "Yes, I'm here to buy some <b>machinery.</b> "
<b>No problem.</b>	/nəʊ 'prɒbləm/	.....	"Would you mind lending me your mobile phone?" " <b>No problem.</b> "

# in company Pre-intermediate

## ■ Unit 12

headword	pronunciation	translation/notes	example sentence
<b>Pleased to meet you.</b>	/plɪzɪd tə 'mi:t ju:/	.....	"I'm Boris." "I'm David. <b>Pleased to meet you.</b> "
<b>See you later.</b>	/si: ju: 'leɪtə/	.....	I think the meeting's about to start. <b>See you later.</b>
<b>That's very kind (of you).</b>	/ðætz veri: 'kaɪnd əv ju:/	.....	"Can I lend you my mobile?" " <b>That's very kind</b> , but I was expecting a call on this number."
<b>Take your time.</b>	/teɪk jə 'taɪm/	.....	"Could I have a look at your newspaper?" Go ahead, <b>take your time.</b>
<b>video screen (n)</b>	/vɪdɪəʊ ,skri:n/	.....	<b>Video screens</b> in the bar enable customers to look at one another.

# in company Pre-intermediate

## ■ Unit 11

headword	pronunciation	translation/notes	example sentence
<b>business manager</b> (n)	/ˈbɪznəs ˌmænɪdʒə/	.....	Ballmer became Microsoft's first business manager 20 years ago.
<b>chairman</b> (n)	/tʃeəməŋ/	.....	Bill Gates has retained some power as chairman of the company.
<b>in charge of</b>	/ɪn ˈtʃɑːdʒ əv/	.....	Over the last 20 years Ballmer has been <b>in charge of</b> the operations, marketing and sales and support divisions.
<b>components</b> (n pl)	/kəmˈpəʊnənts/	.....	The Shimano Iron Works was founded to manufacture bicycle <b>components</b> .
<b>dismiss</b> (v)	/dɪzˈmɪs/	.....	The managing director was <b>dismissed</b> after the financial scandal.
<b>enter</b> (v) enter the market	/entə/	.....	In 1972 Shimano <b>entered the market</b> for fishing equipment.
<b>found</b> (v)	/faʊnd/	.....	The company <b>was founded</b> in 1921.
<b>incorporate</b> (v)	/ɪnˈkɔːpəreɪt/	.....	In 1997 they <b>incorporated</b> Action Sports Division to produce new products for snowboarding.
<b>management</b> (n) management consultants (n)	/ˌmænɪdʒmənt/ /ˌmænɪdʒmənt kənˌsʌltənts/	.....	<b>Management consultants</b> search for and recruit top business managers for companies.
management control (n)	/ˌmænɪdʒmənt kənˌtrəʊl/	.....	Steve Ballmer has now assumed full <b>management control</b> of Microsoft.
<b>market</b> (n) enter the computer games/fishing/golf market	/ˌmɑːkɪt/	.....	What made you decide to <b>enter the computer games market</b> ?

# in company Pre-intermediate

## ■ Unit 11

headword	pronunciation	translation/notes	example sentence
<b>open</b> (v) open a factory (opposite = <b>close</b> )	/əʊpən/	.....	We're hoping to <b>open</b> a new <b>factory</b> in the autumn.
<b>resign</b> (v)	/rɪ'zaɪn/	.....	The managing director <b>resigned</b> after the financial scandal.
<b>schedule</b> (n) behind schedule	/ʃedju:l/	.....	Bill Gates reportedly threatened to sack Ballmer because the project was <b>behind schedule</b> .
<b>step down</b> (phr v)	/,step 'daʊn/	.....	The company wasn't doing very well and the CEO decided it was time to <b>step down</b> .

# in company Pre-intermediate

## ■ Unit 10

headword	pronunciation	translation/notes	example sentence
according to ...	/ə'kɔ:dɪŋ ,tu:/	.....	<b>According to</b> the article, half of lost working days are caused by stress-related illness.
<b>business</b> (n) business sense (n)	/'bɪznəs/	.....	Trying to reduce stress makes good <b>business sense</b> – it's better for profits and better for staff morale.
<b>chief executive</b> (n)	/tʃi:f ɪg'zekjʊtɪv/	.....	The <b>chief executive</b> is the person responsible for running a company.
<b>communication</b> (n) good/poor communication	/kə'mju:nɪ'keɪʃn/	.....	<b>Poor communication</b> is one of the main causes of stress at work.
<b>internal communication</b> (n)	/ɪn'tɜ:nəl kə'mju:nɪ'keɪʃn/	.....	Employees complained that the level of <b>internal communication</b> at the firm was poor.
<b>in conclusion</b> ...	/ɪn kən'klu:ʒn/	.....	<b>In conclusion</b> , reducing stress at work brings many benefits, including better health and increased performance.
<b>day-to-day</b> (adj) day-to-day problems/ decisions/tasks etc	/deɪtə'deɪ/	.....	Middle managers are required to solve <b>day-to-day problems</b> at work.
<b>deadline</b> (n) meet deadlines	/dedlaɪn/	.....	<b>Meeting</b> difficult <b>deadlines</b> puts a lot of pressure on employees.
<b>decision</b> (n) take a decision	/dɪ'sɪʒn/	.....	Chief executives are responsible for <b>taking</b> strategic <b>decisions</b> .
<b>linked to</b> ...	/lɪŋkt ,tu:/	.....	The negative impact of stress is <b>linked to</b> many different illnesses and medical conditions.
<b>long hours</b> (n pl) work long hours	/lɒŋ 'aʊəz/	.....	Lawyers tend to <b>work</b> very <b>long hours</b> .

# in company Pre-intermediate

## ■ Unit 10

headword	pronunciation	translation/notes	example sentence
<b>management</b> (n) bad management (n)	/mænidʒmənt/ /bæd 'mænidʒmənt/	.....	<b>Bad management</b> and overwork are two of the major causes of stress.
management technique (n)	/mænidʒmənt tekni:k/	.....	A lot of modern <b>management techniques</b> put pressure on workers and make them feel stressed.
middle manager (n)	/ˌmɪdl 'mænidʒə/	.....	A <b>middle manager</b> is responsible for a department within an organisation.
<b>morale</b> (n) staff morale (n)	/mə'reɪl/	.....	When the new boss arrived <b>staff morale</b> was very low and nobody was motivated.
<b>motivate</b> (v) (opposite = <b>demotivate</b> )	/məʊtɪveɪt/	.....	A good manager knows how to <b>motivate</b> his workers.
<b>overwork</b> (n)	/əʊvə'wɜ:k/	.....	Work-related stress is often caused by <b>overwork</b> and bad management.
<b>performance-related pay</b> (n)	/pə'fɔ:mənsrɪ'leɪtɪd 'peɪ/	.....	<b>Performance-related pay</b> increases when you get good results and decreases when you do not.
<b>pressure</b> (n)	/preʃə/	.....	A lot of workers can't cope with the <b>pressure</b> that their bosses put on them.
<b>promote</b> (v) (opposite = <b>demote</b> )	/prə'məʊt/	.....	He had worked for the firm for five years but had never been <b>promoted</b> .
<b>with regard to ...</b>	/wɪð rɪ'gɑ:d ,tu:/	.....	<b>With regard to</b> training, the situation is not very satisfactory.
<b>repetitive</b> (adj) (opposite = <b>varied</b> )	/rɪ'petətɪv/	.....	A lot of factory workers do boring <b>repetitive</b> tasks, which can also be stressful.
<b>the root cause of</b>	/ðə ,ru:t 'kɔ:z əv/	.....	The survey showed that <b>the root causes of</b> stress at work were bad management and overwork.

# in company Pre-intermediate

## ■ Unit 10

headword	pronunciation	translation/notes	example sentence
<b>staff</b> (n) staff morale (n)	/stɑ:f/ /stɑ:f mə'reɪl/	.....	After the redundancies <b>staff morale</b> was very low.
staff turnover (n)	/,stɑ:f 'tɜ:nəʊvə/	.....	Improving working conditions is a way of reducing <b>staff turnover</b> .
<b>strategic</b> (adj) strategic decision (n)	/strə'ti:dʒɪk/	.....	Chief executives are responsible for taking <b>strategic decisions</b> .
<b>stress</b> (n)	/stres/	.....	A little bit of <b>stress</b> can bring out the best in people but too much <b>stress</b> is a negative thing.
level of stress	/,levl əv 'stres/	.....	To reduce the <b>level of stress</b> the company should try to reduce working hours.
suffer from stress	/,sʌfə frəm 'stres/	.....	"Do you <b>suffer from stress</b> ?" "Not at work, I find being at home more stressful."
<b>stress-related</b> (adj)	/stresrɪleɪtɪd/	.....	Doctors told her that her headaches were <b>stress-related</b> .
<b>stressed</b> (adj) get stressed	/strest/	.....	Do you know any techniques for avoiding <b>getting stressed</b> ?
<b>stressful</b> (adj)	/stresfl/	.....	A lot of teachers find their jobs very <b>stressful</b> .
<b>sum of money</b> (n)	/,sʌm əv 'mʌni/	.....	Company directors have to deal with large <b>sums of money</b> in their day-to-day work.
<b>task</b> (n)	/tɑ:sk/	.....	Doing repetitive <b>tasks</b> all day is very stressful.
<b>technology</b> (n) new technology (n)	/tek'nɒlədʒɪ/	.....	Learning to use <b>new technology</b> can be stressful.
<b>training</b> (n)	/treɪnɪŋ/	.....	Firms should provide their employees with adequate <b>training</b> .

# in company Pre-intermediate

## ■ Unit 10

headword	pronunciation	translation/notes	example sentence
<b>turnover</b> (n) staff turnover	/tɜːnəʊvə/	.....	One of the benefits to firms of reducing stress is lower <b>staff turnover</b> .
<b>work</b> (n) be off work (with stress/depression etc)	/wɜːk/	.....	One of the people interviewed <b>was off work with stress</b> .

## Unit 9

headword	pronunciation	translation/notes	example sentence
chain (n)	/tʃeɪn/	.....	Fashion group, Inditex, owns six different clothing <b>chains</b> .
decline (n) decline in	/dɪˈklaɪn/	.....	The <b>decline in</b> interest rates has made borrowing easier.
demand (n)	/dɪˈmɑːnd/	.....	As <b>demand</b> has grown for the worms, we've tried feeding them using other food sources.
double (v)	/ˈdʌbl/	.....	Next year we hope to <b>double</b> production from ten to twenty tons of worms.
ecological (adj)	/iːkəˈlɒdʒɪkl/	.....	The worms recycle the waste, meaning that the business is also <b>ecological</b> .
economic growth (n)	/iːkənɒmɪk ˈgrəʊθ; ˌekənɒmɪk ˈgrəʊθ/	.....	<b>Economic growth</b> is slow in times of war.
fall (v) (opposite = rise)	/fɔːl/	.....	The value of stocks and shares has <b>fallen</b> dramatically in recent times.
flexibility (n) (opposite = inflexibility)	/ˌfleksəˈbɪlətɪ/	.....	Our ability to adapt to new situations – our <b>flexibility</b> — has been a key factor in our success.
go down (phr v) (opposite = go up)	/ˌgəʊ ˈdaʊn/	.....	Unemployment figures <b>went down</b> last month.
go up (phr v) (opposite = go down)	/ˌgəʊ ˈʌp/	.....	The average price of a house in London has gone up by almost 25%.
group (n)	/gruːp/	.....	Inditex is one of the world's largest fashion <b>groups</b> .
grow (v)	/grəʊ/	.....	It's been a tremendous success story – the group has <b>grown</b> enormously.

# in company Pre-intermediate

## ■ Unit 9

headword	pronunciation	translation/notes	example sentence
<b>headquarters</b> (n pl)	/hed'kwɔ:təz/	.....	Inditex's activities are controlled from La Coruña, where the group recently moved into new <b>headquarters</b> .
<b>house prices</b> (n pl)	/haʊs ,praɪsəz/	.....	<b>House prices</b> in Britain are higher than in many other countries in Europe.
<b>increase</b> (v) (opposite = <b>decrease</b> )	/ɪn'kri:s/	.....	Inflation has steadily been <b>increasing</b> over the past twelve months.
<b>innovation</b> (n)	/ɪnəʊ'veɪʃn/	.....	<b>Innovation</b> – the ability to use new and original ideas – is vital in today's business world.
<b>interest rates</b> (n pl)	/ɪntrəst ,reɪts/	.....	The decline in <b>interest rates</b> has made borrowing money easier.
<b>level</b> (n) reach a level	/levl/	.....	This year net revenues <b>reached a level</b> of \$3,249 million.
<b>management</b> management method (n)	/mænɪdʒmənt/	.....	Inditex's unique <b>management methods</b> are based on flexibility and innovation.
<b>operate</b> (v)	/ɒpə'reɪt/	.....	The group now <b>operates</b> in 39 countries.
<b>production</b> (n)	/prə'dʌkʃn/	.....	We're hoping to double <b>production</b> next year to 20 tons.
<b>rate of inflation</b> (n)	/reɪt əv ɪn'fleɪʃn/	.....	What's the <b>rate of inflation</b> in your country?
<b>risk</b> (n) take a risk	/rɪsk/	.....	The investment was too big and I didn't want to <b>take a risk</b> .
<b>stable</b> (adj) remain stable (opposite = <b>unstable</b> )	/steɪbl/	.....	Economists predict that interest rates will <b>remain stable</b> over the next twelve months.

# in company Pre-intermediate

## ■ Unit 9

headword	pronunciation	translation/notes	example sentence
<b>staff</b> (n) number of staff	/stɑ:f/	.....	The higher the <b>number of staff</b> , the higher your wage bills.
<b>start-up costs</b> (n pl)	/stɑ:tʌp ˌkɒsts/	.....	“Why did you decide to set up a worm farm?” “The <b>start-up costs</b> were relatively low.”
<b>taxes</b> (n pl)	/tæksɪz/	.....	<b>Taxes</b> in Canada are much higher but the standard of their public services is much better.
<b>unemployment</b> (n)	/ˌʌnɪmˈplɔɪmənt/	.....	<b>Unemployment</b> went down last month to 2.7% of the population.
<b>work</b> (n) amount of work	/wɜ:k/	.....	Several members of staff have been made redundant yet the <b>amount of work</b> has doubled!

# in company Pre-intermediate

## ■ Unit 8

headword	pronunciation	translation/notes	example sentence
<b>basis</b> on a temporary /permanent basis	/ˈbeɪsɪs/	.....	She's been working <b>on a temporary basis</b> for a firm of solicitors.
<b>do</b> (v) do an exam/a qualification	/duː/	.....	"Where did you <b>do your Masters?</b> " "At Harvard Business School."
<b>job</b> (n) get a job	/dʒɒb/	.....	Congratulations! You've <b>got the job</b> .
<b>success</b> (n) make a success of	/sək'ses/	.....	They worked hard to <b>make a success of</b> the business.

# in company Pre-intermediate

## ■ Unit 7

headword	pronunciation	translation/notes	example sentence
<b>afford</b> (v)	/ə'fɔ:d/	.....	Independent operators can't <b>afford</b> to employ as many staff as the big hotel chains.
<b>air conditioning</b> (n)	/eə kən'diʃnɪŋ/	.....	You should call room service and ask them to fix the <b>air conditioning</b> .
<b>brand name</b> (n)	/brænd ,neɪm/	.....	US clients are more used to <b>brand name</b> hotels such as Holiday Inn.
<b>check in</b> (phr v) (opposite = <b>check out</b> )	/tʃek 'ɪn/	.....	After we'd <b>checked in</b> at reception we were offered refreshments by the hotel's staff.
<b>client</b> (n) client preference (n)	/klaɪənt/	.....	Some hotel chains have databases for recording <b>client preferences</b> .
<b>dry-clean</b> (v)	/draɪ'kli:n/	.....	The hotel can arrange for you to have suits, ties, skirts etc, <b>dry-cleaned</b> .
<b>early morning call</b> (n)	/ɜ:lɪ ,mɔ:nɪŋ 'kɔ:l/	.....	Call Room Service to arrange an <b>early morning call</b> .
<b>economical</b> (adj) (opposite = <b>uneconomical</b> )	/i:kə'nɒmɪkl; ,ekə'nɒmɪkl/	.....	The Chevrolet Corvette is more <b>economical</b> in its petrol consumption.
<b>exercise facilities</b> (n pl)	/eksə'saɪz fə'sɪlətɪz/	.....	Most multinational hotel chains provide <b>exercise facilities</b> such as a swimming pool and a gym.
<b>fitness rooms</b> (n pl)	/fɪtnəs ,ru:mz/	.....	<b>Fitness rooms</b> are rooms equipped with facilities for doing exercise.
<b>globalise</b> (v)	/gləʊbəlaɪz/	.....	The hotel industry is becoming more and more <b>globalised</b> .
<b>high-speed</b> (adj)	/haɪ'spi:d/	.....	Many of our business customers want a room with <b>high-speed</b> Internet connections.
<b>hotel chain</b> (n)	/həʊtel ,tʃeɪn/	.....	<b>Hotel chains</b> are more common in the US than in Europe.

# in company Pre-intermediate

## Unit 7

headword	pronunciation	translation/notes	example sentence
<b>Internet</b> (n) Internet connection (n)	/ˈɪntə.net/	.....	International business travellers expect to have a room with equipment for <b>Internet connections</b> .
<b>jetlag</b> (n)	/dʒet.læg/	.....	Flying from one time zone to another often results in <b>jetlag</b> .
<b>location</b> (n) a convenient location	/ləʊ.keɪʃn/	.....	Our hotel is in a <b>convenient location</b> ten minutes from the city centre.
<b>long-haul flight</b> (n)	/ˌlɒŋhɔ:l ˈflaɪt/	.....	Businessmen getting off <b>long-haul flights</b> often suffer from jetlag.
<b>multinational</b> (adj)	/ˌmʌltɪˈnæʃn(ə)l/	.....	<b>Multinational</b> hotel chains are more common in the US than in Europe.
<b>option</b> (n)	/ˈɒpʃn/	.....	We looked at several <b>options</b> for the site of the new hotel.
<b>powerful</b> (adj)	/ˈpaʊəfl/	.....	The Maserati is more <b>powerful</b> than the Chevrolet Corvette.
<b>prosper</b> (v)	/ˈprɒspə/	.....	The agricultural industry <b>prosper</b> s because of the good climate.
<b>records</b> (n pl) keep records	/ˈrekɔːdz/	.....	We <b>keep</b> worldwide <b>records</b> of client preferences.
<b>reservation</b> (n)	/ˌrezəˈveɪʃn/	.....	Good afternoon. I have a <b>reservation</b> in the name of Wallace.
<b>revenue</b> (n)	/ˈrevə.njuː/	.....	Between a third and half of hotels' <b>revenue</b> comes from food and drink.
<b>room service</b> (n)	/ruːm ˌsɜːvɪs/	.....	Please call <b>room service</b> if you have any problems or requests.
<b>surroundings</b> (n pl)	/səˈraʊndɪŋz/	.....	The hotel is located in beautiful <b>surroundings</b> overlooking the bay.
<b>time zone</b> (n)	/ˈtaɪm ˌzəʊn/	.....	Britain and the United States are in different <b>time zones</b> .
<b>widescreen television</b> (n)	/ˌwaɪdskriːn ˈtelɪvɪʒn/	.....	More and more people now are buying <b>widescreen televisions</b> .

# in company Pre-intermediate

## Unit 6

headword	pronunciation	translation/notes	example sentence
<b>book</b> (v)	/bʊk/	.....	We <b>book</b> most of our flight tickets on the Internet.
<b>business</b> do business with	/ˈbɪznəs/	.....	Many bosses said they would not <b>do business with</b> companies whose correspondence had mistakes in it.
<b>certificate</b> (n)	/səˈtɪfɪkət/	.....	Could you fax me a copy of the <b>certificate</b> for customs?
<b>communicate</b> (v)	/kəˈmjuːnɪkeɪt/	.....	A lot of people see e-mail as an informal way of <b>communicating</b> .
<b>confidential</b> (adj)	/ˌkɒnfɪˈdenʃl/	.....	E-mail isn't as <b>confidential</b> a method of communicating as many people think.
<b>convenient</b> (adj) (opposite = <b>inconvenient</b> )	/kənˈviːniənt/	.....	Internal mail is a <b>convenient</b> way of sending things to people who work in the same organisation as you.
<b>correspondence</b> (n) business correspondence	/ˌkɒrɪˈspɒndəns/	.....	Grammar and spelling mistakes in <b>business correspondence</b> can lose your firm valuable business.
<b>courier</b> (n) by courier	/ˈkʊrɪə/	.....	Sending things <b>by courier</b> is fast but expensive.
<b>customs</b> (n)	/ˈkʌstəmz/	.....	<b>Customs</b> require a copy of the certificate before the goods can be sent.
<b>delivery</b> (n) delivery date (n)	/dɪˈlɪv(ə)ri/	.....	There's been a mistake in the <b>delivery date</b> – we need the order to arrive by June 22nd.
<b>details</b> (n pl)  take down (the) details	/ˈdiːteɪlz/  /ˌteɪk daʊn (ðə) ˈdiːteɪlz/	.....	I'll send you <b>details</b> of the order by e-mail.  Just a minute, I'll get a pen and <b>take down the details</b> .
<b>down</b> (adj, adv)	/daʊn/	.....	We can't send any e-mails this morning – the intranet's <b>down</b> .

# in company Pre-intermediate

## Unit 6

headword	pronunciation	translation/notes	example sentence
<b>e-mail</b> (n)	/i:meɪl/	.....	Do you agree that <b>e-mail</b> is an informal way of communicating?
by e-mail	/baɪ 'i:meɪl/	.....	Please send confirmation <b>by e-mail</b> .
e-mail system	/i:meɪl ,sɪstəm/	.....	"Our <b>e-mail system</b> isn't working." "I'll fax the details to you instead."
look at your e-mail	/lʊk ət jɔ: 'i:meɪl/	.....	I've been so busy I haven't had time to <b>look at my e-mail</b> .
<b>error</b> (n)	/erə/	.....	<b>Errors</b> in business correspondence can make your firm look unprofessional.
<b>fax</b> (v)	/fæks/	.....	Some people prefer to <b>fax</b> documents that need a signature.
<b>figures</b> (n pl)	/fɪgəz/	.....	If you don't understand the <b>figures</b> , I can explain them to you.
<b>flight</b> (n)	/flaɪt/	.....	The <b>flight</b> from Heathrow Airport was delayed by three hours.
<b>go through</b> (phr v)	/gəʊ 'θru:/	.....	Could you <b>go through</b> the report and correct any errors?
<b>handwriting</b> (n)	/hændraɪtɪŋ/	.....	She'd made several corrections to the document but I couldn't read her <b>handwriting</b> .
<b>image</b> (n)	/ɪmɪdʒ/	.....	Mistakes in business letters are bad for a company's <b>image</b> .
<b>ink cartridge</b> (n)	/ɪŋk ,kɑ:trɪdʒ/	.....	If the printer doesn't seem to be working, try changing the <b>ink cartridge</b> .
<b>internal mail</b> (n)	/ɪn,tɜ:nl 'meɪl/	.....	People use <b>internal mail</b> to send things from one part of a company or organisation to another.
<b>intranet</b> (n)	/ɪntrənet/	.....	An <b>intranet</b> is a computer network connecting people who work for the same organisation.

# in company Pre-intermediate

## ■ Unit 6

headword	pronunciation	translation/notes	example sentence
<b>IT (information technology)</b> (n) IT technician/support	/aɪ'ti:/ (/ɪnfə'meɪʃn tek'nɒlədʒi/)	.....	Our e-mail system's not working – we'd better call the <b>IT technician</b> .
<b>look up</b> (phr v)	/lʊk 'ʌp/	.....	"What's SAG's telephone number?" "I'll <b>look it up</b> for you."
<b>overcharge</b> (v) (opposite = <b>undercharge</b> )	/əʊvətʃɑ:dʒ/	.....	Surprisingly, many bosses thought spelling and grammar mistakes were worse than <b>overcharging</b> .
<b>print out</b> (phr v)	/prɪnt 'aʊt/	.....	Could you <b>print out</b> three copies of the proposal, please?
<b>production department</b> (n)	/prə'dʌkʃn dɪ'pɑ:tmənt/	.....	I'll speak to the <b>production department</b> and see if they can meet the delivery date.
<b>proposal</b> (n)	/prə'pəʊzl/	.....	He's presenting the new <b>proposal</b> to the Board of Directors tomorrow.
<b>reliable</b> (adj) (opposite = <b>unreliable</b> )	/rɪ'laɪəbl/	.....	Our courier service is usually very <b>reliable</b> .
<b>take down</b> (phr v)	/teɪk 'daʊn/	.....	I'll <b>take down</b> the details of your order and ask John to contact you.

# in company Pre-intermediate

## ■ Unit 5

headword	pronunciation	translation/notes	example sentence
<b>begin</b> begin work on sth	/brɪˈɡɪn/	.....	In 1969 the Advanced Research Projects Agency <b>began work on</b> a system to connect computers.
<b>best-selling</b> (adj)	/ˌbestˈselɪŋ/	.....	GameBoy is the world's <b>best-selling</b> video game system.
<b>breakthrough</b> (adj)	/ˌbreɪkθruː/	.....	Pokemon was a <b>breakthrough</b> game concept for GameBoy.
<b>browser</b> (n)	/ˈbraʊzə/	.....	A <b>browser</b> is a computer program that allows you to search for information on the Internet.
<b>business</b> (n) on business	/ˈbɪznəs/	.....	How often do you travel <b>on business</b> ?
<b>celebrate</b> (v)	/ˌseləˈbreɪt/	.....	In 1995 the company <b>celebrated</b> the sale of the one billionth game pack.
<b>complaint</b> (n) deal with a complaint	/kəmˈpleɪnt/	.....	The customer service department <b>deals with</b> client <b>complaints</b> .
<b>concept</b> (n)	/kɒnsept/	.....	Pokemon was an entirely new <b>concept</b> in video games.
<b>connect</b> (v)	/kəˈnekt/	.....	Kleinrock <b>connected</b> the first two computers in 1969.
<b>corporate headquarters</b> (n)	/ˌkɔːp(ə)rət hedˈkwɔːtəz/	.....	In 1970 Nintendo decided to enlarge its <b>corporate headquarters</b> .
<b>course</b> (n) go on a course	/kɔːs/	.....	We encourage staff to <b>go on courses</b> in order to develop their skills.
<b>crash</b> (v)	/kræʃ/	.....	It's important to save your work in case the computer <b>crashes</b> .

# in company Pre-intermediate

## ■ Unit 5

headword	pronunciation	translation/notes	example sentence
<b>deal</b> (n) negotiate a deal	/di:l/	.....	We've just <b>negotiated</b> an important <b>deal</b> with a Japanese firm.
<b>deal with</b> (phr v) deal with a problem/complaint	/di:l ,wið/	.....	Customer Services <b>deal with</b> client <b>complaints</b> .
<b>develop</b> (v)	/di'veləp/	.....	The original video game system was <b>developed</b> in 1975.
<b>discussion group</b> (n)	/di'skʌʃn ,gru:p/	.....	Internet <b>discussion groups</b> exist for users to exchange their views on various subjects.
<b>enlarge</b> (v) (opposite = <b>scale down</b> )	/ɪn'lɑ:dʒ/	.....	When we increased production we had to <b>enlarge</b> our existing warehouses.
<b>establish</b> (v)	/ɪ'stæblɪʃ/	.....	Our US subsidiary was <b>established</b> in 1980.
<b>expand</b> (v)	/ɪk'spænd/	.....	The franchise was so successful, we decided to <b>expand</b> it.
<b>found</b> (v)	/faʊnd/	.....	"When was the company <b>founded</b> ?" "In 1933."
<b>franchise</b> (n)	/fræntʃaɪz/	.....	The <b>franchise</b> allowed Nintendo to use the Pokemon characters.
<b>hand-held</b> (adj)	/hænd'held/	.....	GameBoy is a <b>hand-held</b> portable game system you can use anywhere.
<b>hardware</b> (n)	/hɑ:dweə/	.....	The company manufactures both <b>hardware</b> and software for the game systems.
<b>host</b> (n)	/həʊst/	.....	A " <b>host</b> " is a computer providing Internet services.
<b>interactive</b> (adj) interactive games/entertainment	/ɪntər'æktɪv/	.....	Nintendo is the worldwide leader in <b>interactive entertainment</b> .

## Unit 5

headword	pronunciation	translation/notes	example sentence
<b>interchangeable</b> (adj)	/ˌɪntə'tʃeɪndʒəbl/	.....	One of the great advantages of GameBoy is the <b>interchangeable</b> game packs.
<b>the Internet</b> (n)	/ði: 'ɪntənət/	.....	The first message was sent on <b>the Internet</b> in 1969.
Internet browser (n)	/ˌɪntənət 'braʊzə/	.....	<b>Internet browsers</b> allow you to search for information.
<b>interview</b> (n) have an interview	/ˌɪntə,vju:/	.....	When was the last time you <b>had</b> a job <b>interview</b> ?
<b>launch</b> (n)	/lɔ:ntʃ/	.....	The US <b>launch</b> of Game Cube smashed previous sales records.
<b>launch</b> (v) launch a product/system	/lɔ:ntʃ/	.....	The <b>product</b> was first <b>launched</b> in 1989.
<b>leader</b> (n) worldwide leader	/li:də/	.....	Nintendo is the <b>worldwide leader</b> in interactive entertainment.
<b>link</b> (v)	/lɪŋk/	.....	In January ARPANET <b>linked</b> computers in four different American universities.
<b>manufacture</b> (v)	/ˌmænjə'fæktʃə/	.....	We <b>manufacture</b> around 50,000 games a week.
<b>market</b> (n) hit the market	/mɑ:kɪt/	.....	GameBoy Advanced <b>hit the market</b> in 2001 with record sales.
<b>market</b> (v)	/mɑ:kɪt/	.....	We <b>market</b> all our own hardware and software.
<b>microprocessor</b> (n)	/ˌmaɪkrəʊ'prəʊsesə/	.....	The <b>microprocessor</b> was first used in a video game system in 1976.
<b>negotiate</b> (v) negotiate a deal	/nɪ'gəʊʃɪeɪt/	.....	We want to recruit someone with the necessary skills for <b>negotiating</b> difficult <b>deals</b> .
<b>network</b> (n)	/ˌnetwɜ:k/	.....	The World Wide Web is a <b>network</b> connecting millions of computers throughout the world.

# in company Pre-intermediate

## ■ Unit 5

headword	pronunciation	translation/notes	example sentence
<b>newsgroup</b> (n)	/ˈnjuːzgruːp/	.....	<b>Newsgroups</b> are Internet discussion groups.
<b>offices</b> (n pl)	/ˈɒfɪsəz/	.....	We've just opened new <b>offices</b> in Berlin.
<b>pack</b> (n)	/pæk/	.....	The sale of the one billionth game <b>pack</b> was celebrated in 1995.
<b>portable</b> (adj)	/pɔːtəbl/	.....	It's a <b>portable</b> game system you can play anywhere.
<b>reconstruct</b> (v)	/ˌriːkənˈstrʌkt/	.....	The old site had to be <b>reconstructed</b> for development.
<b>release</b> (v) release a product/system	/rɪˈliːs/	.....	The new version of the system will be <b>released</b> next month.
<b>sale</b> (n) the sale of	/seɪl/	.....	The company celebrated <b>the sale of</b> the billionth game pack.
<b>sales record</b> (n)	/seɪlzˌrekɔːd/	.....	The launch of Game Cube smashed all previous <b>sales records</b> .
<b>smash</b> (v) smash a record	/smæʃ/	.....	Game Cube <b>smashed</b> all previous US sales <b>records</b> .
<b>software</b> (n)	/ˈsɒftweə/	.....	The programs and games used on computers and game systems are called " <b>software</b> ".
<b>subsidiary</b> (n)	/səbˈsɪdɪəri/	.....	Nintendo's US <b>subsidiary</b> is called Nintendo of America Inc.
<b>system</b> (n)	/ˈsɪstəm/	.....	GameBoy is the world's most popular video game <b>system</b> .
<b>user</b> (n)	/ˈjuːzə/	.....	Computer <b>users</b> from all over the world have joined USENET newsgroups.
<b>video game</b> (n) video game system	/ˈvɪdɪəʊgeɪm/	.....	The company manufactures the world's most popular <b>video game systems</b> .

# in company

Pre-intermediate

## ■ Unit 5

headword	pronunciation	translation/notes	example sentence
<b>worldwide</b> (adj) worldwide corporation/leader	/,wɜːldˈwaɪd/	.....	They're the <b>worldwide leader</b> in the manufacture of computer operating systems.

# in company Pre-intermediate

## ■ Unit 4

headword	pronunciation	translation/notes	example sentence
<b>be based</b>	/bɪ 'beɪst/	.....	"Where is your company <b>based</b> ?" "Our offices are in Berlin."
<b>a bore</b> (n)	/ə 'bɔː/	.....	He always talks about himself – he's a bit of a <b>bore</b> .
<b>bump into sb</b> (phr v)	/bʌmp 'ɪntuː ,sʌmbədi/	.....	"Do you know Jan Novacki?" "Yes, I've <b>bumped into</b> him a couple of times at conferences."
<b>business</b> (n)	/ˈbɪznəs/	.....	
business development (n)	/ˈbɪznəs dɪˌveləpmənt/	.....	He has an important position at Guinness as Director of <b>Business Development</b> .
line of business	/ˌlaɪn əv 'bɪznəs/	.....	"What <b>line of business</b> are you in?" "I'm a sales manager for a clothing firm."
<b>conference</b> (n)	/ˈkɒnf(ə)rəns/	.....	
sales conference			This year, our annual <b>sales conference</b> is taking place in Madrid.
<b>contact</b> (n)	/ˈkɒntækt/	.....	
have contact with sb			Do you still <b>have contact with</b> Jan in your work?
<b>be a good laugh</b>	/ˌbiː ə ɡʊd 'lɑːf/	.....	I like Cathy – she's a really <b>good laugh</b> .
<b>gossip</b> (n)	/ˈɡɒsɪp/	.....	
the latest gossip			Conferences provide a good opportunity for catching up on <b>the latest gossip</b> .
<b>networking</b> (n)	/ˈnetˌwɜːkɪŋ/	.....	<b>Networking</b> is the activity of talking to people in order to exchange information and ideas.
<b>public relations</b> (n)	/ˌpʌblɪk rɪˈleɪʃnz/	.....	A <b>Public Relations</b> Manager is responsible for developing a good relationship between a company and its customers.
<b>store</b> (n) (AmE)	/stɔː/	.....	
(BrE = shop/outlet)			We have 50 clothing <b>stores</b> throughout the country.

# in company Pre-intermediate

## ■ Unit 3

headword	pronunciation	translation/notes	example sentence
<b>call</b> (n) place/put a call on hold	/kɔ:l/ /pleɪs/put ə ,kɔ:l ɒn 'həʊld/	.....	The line is engaged. Can I <b>place your call on hold</b> ?
return a call	/rɪˈtɜ:n ə 'kɔ:l/	.....	I hate it when people don't <b>return my calls</b> .
transfer a call	/trænsfɜ: ə 'kɔ:l/	.....	You've got the wrong extension; I'm going to <b>transfer your call</b> .
<b>company image</b> (n)	/ˌkʌmp(ə)nɪ 'ɪmɪdʒ/	.....	The <b>company image</b> we wish to project is one of friendliness, efficiency and professionalism.
<b>the competition</b> (n)	/ðə ,kɒmpə'tɪʃn/	.....	Failure to answer a telephone call promptly could result in losing business to <b>the competition</b> .
<b>contact</b> (n) get in contact (with sb)	/kɒntækt/	.....	I'll ask Mr Davis to <b>get in contact with you</b> as soon as he's back.
<b>cut off</b> (phr v) get cut off	/kʌt 'ɒf/	.....	I hate it when I <b>get cut off</b> in the middle of a call.
<b>engaged</b> (adj) (BrE) (AmE = <b>busy</b> )	/ɪn'geɪdʒd/	.....	Sorry, the line's <b>engaged</b> . Will you hold?
<b>factor</b> (n) major factor	/fæktə/	.....	The quality of a firm's response to phone calls is a <b>major factor</b> in the type of company image it projects.
<b>function</b> (n)	/fʌŋkʃn/	.....	Do you know how to use all your phone's <b>functions</b> ?
<b>go over</b> (phr v)	/gəʊ 'əʊvə/	.....	I didn't hear that. Could you <b>go over</b> it again?
<b>hold</b> on hold	/həʊld/	.....	Would you like to ring back or should I put you <b>on hold</b> ?

# in company Pre-intermediate

## Unit 3

headword	pronunciation	translation/notes	example sentence
landline (n)	/lændlaɪn/	.....	<b>Landlines</b> are cheaper than mobile phones.
meeting room (n)	/mi:tiŋ ˌru:m/	.....	I've asked my secretary to book the <b>meeting room</b> .
message	/mesɪdʒ/	.....	
leave a message	/li:v ə 'mesɪdʒ/	.....	Could I <b>leave a message</b> for Mr Wilson, please?
take a message	/teɪk ə 'mesɪdʒ/	.....	Mr Wilson's not here. Can I <b>take a message</b> ?
mobile (phone) (n) (BrE) (AmE = cell (phone))	/məʊbaɪl (fəʊn)/	.....	If I'm not in the office, call me on my <b>mobile</b> .
personnel (n)	/pɜ:snəl/	.....	It's important for <b>personnel</b> to be trained in telephone skills.
product performance (n)	/prɒdʌkt pə'fɔ:məns/	.....	Poor service and poor <b>product performance</b> can both lead to loss of business.
professionalism (n)	/prə'feʃnəlɪz(ə)m/	.....	Efficient handling of phone calls helps to create an image of <b>professionalism</b> .
put sb through (phr v)	/pʊt sʌmbədɪ 'θru:/	.....	Just one moment. I'm just <b>putting you through</b> .
revenue (n)	/revənju:/	.....	Bad telephone behaviour can result in millions of dollars in lost <b>revenue</b> .
sales enquiry (n)	/seɪlz ɪn'kwɪəri/	.....	90% of all <b>sales enquiries</b> begin on the telephone.
service (n)	/sɜ:vɪs/	.....	Poor <b>service</b> often leads to loss of business.
switchboard (n)	/swɪtʃbɔ:d/	.....	The <b>switchboard</b> has been busy all morning – we've had hundreds of calls!
terminal (n)	/tɜ:mɪn(ə)l/	.....	Which <b>terminal</b> does the flight arrive at?
voicemail system (n)	/vɔɪsmel 'sɪstəm/	.....	Customers don't like getting put through to a <b>voicemail system</b> .

# in company Pre-intermediate

## ■ Unit 2

headword	pronunciation	translation/notes	example sentence
<b>Board of Directors</b> (n)	/ˈbɔːd əv də'rektəz/	.....	The <b>Board of Directors</b> is the group of senior managers who run a company.
<b>CEO</b> (n) (AmE) (BrE = <b>Managing Director</b> )	/ˌsiːiːəʊ/	.....	The <b>CEO</b> of a company is the person in charge of it.
<b>exercise</b> (n)	/ˌeksə'saɪz/	.....	Professor Axt believes that moderate <b>exercise</b> is better than strenuous activity.
<b>experience</b> (n)	/ɪk'spiəriəns/	.....	Most companies are more interested in <b>experience</b> than qualifications.
<b>field</b> (n)	/fiːld/	.....	What is the female to male ratio in your <b>field</b> ?
<b>involve</b> (v)	/ɪn'vɒlv/	.....	Does your job <b>involve</b> a lot of travel?
<b>marketing</b> (n) marketing strategy (n)	/ˈmɑːkɪtɪŋ/	.....	One of the things I enjoy most about my job is developing new <b>marketing strategies</b> .
<b>multinational</b> (n)	/ˌmʌltɪ'næʃn(ə)l/	.....	A <b>multinational</b> is a company that has offices in different countries.
<b>position</b> (n)	/pə'zɪʃn/	.....	He has a responsible <b>position</b> working as Marketing Director for a multinational.
<b>qualifications</b> (n pl)	/ˌkwɒlɪfɪ'keɪʃnz/	.....	<b>Qualifications</b> are often less important than experience.
<b>ratio</b> (n)	/reɪʃiəʊ/	.....	The <b>ratio</b> of men to women is roughly 60% male, 40% female.
<b>responsibilities</b> (n pl)	/rɪ'spɒnsə'bɪlətɪz/	.....	My <b>responsibilities</b> include managing our website and liaising with international offices.
<b>senior manager</b> (n)	/ˌsiːniə 'mænɪdʒə/	.....	Only 12.5% of <b>senior managers</b> in the Fortune 500 are women.
<b>strenuous activity</b> (n)	/ˌstrenjuəs ˌæktɪvɪti/	.....	Professor Axt recommends avoiding <b>strenuous activity</b> like aerobics or working out at the gym.

# in company Pre-intermediate

## ■ Unit 2

headword	pronunciation	translation/notes	example sentence
stress (n)	/stres/	.....	Do you think that exercise is a good solution for <b>stress</b> ?
technology-related (adj)	/tek'nɒlədʒɪrɪ'leɪtɪd/	.....	Careers&Women.com is a website aimed at women interested in <b>technology-related</b> jobs.
top earner (n)	/tɒp 'ɜːnə/	.....	Many of the UK's <b>top earners</b> are sports stars.
work experience (n)	/wɜːk ɪk'spɪəriəns/	.....	It's a good idea to get <b>work experience</b> while you're a student.

# in company Pre-intermediate

## ■ Unit 1

headword	pronunciation	translation/notes	example sentence
<b>business</b> (n)	/ˈbɪznəs/	.....	
business proposition (n)	/ˈbɪznəs prəpəˌzɪʃn/	.....	Their <b>business proposition</b> is simple – they give you the dog then sell you the dog food!
set up a business	/,set ʌp ə ˈbɪznəs/	.....	Good financial advice is important when <b>setting up a business</b> .
<b>competitive advantage</b> (n)	/kəmˌpetətɪv ədˈvɑːntɪdʒ/	.....	A “ <b>competitive advantage</b> ” is the way in which your products are better than other people’s.
<b>costs</b> (n pl)	/kɒsts/	.....	Increasing labour <b>costs</b> have reduced our profit margins.
<b>deliver</b> (v)	/dɪˈlɪvə/	.....	We guarantee to <b>deliver</b> goods within three days of receiving your order.
<b>direct mail campaign</b> (n)	/daɪˌrekt ˈmeɪl kæmˌpeɪn/	.....	A <b>direct mail campaign</b> involves sending advertisements to people’s homes by post.
<b>dot.com</b> (n)	/ˌdɒtˈkɒm/	.....	<b>Dot.coms</b> are companies that trade using the Internet.
<b>download</b> (v)	/ˌdaʊnˈləʊd/	.....	You can <b>download</b> lots of useful information <b>from</b> their website.
download sth from sth			
<b>employ</b> (v)	/ɪmˈplɔɪ/	.....	The company <b>employs</b> over 6,000 people worldwide.
<b>expansion</b> (n)	/ɪkˈspænjən/	.....	The pet market has great potential for <b>expansion</b> .
<b>experience</b> (n)	/ɪkˈspɪəriəns/	.....	Do you <b>have previous experience of</b> working in customer relations?
have (previous) experience (of)			
<b>finance</b> (v)	/faɪˈnæns/	.....	They need between £2 and £3 million to <b>finance</b> marketing.
<b>industry</b> (n)	/ɪndəˈstri/	.....	Moonpig has revolutionised the greetings card <b>industry</b> .

# in company Pre-intermediate

## ■ Unit 1

headword	pronunciation	translation/notes	example sentence
<b>investment</b> (n)	/ɪn'vestmənt/	.....	We need around \$2 million of <b>investment</b> to expand the business.
<b>investor</b> (n)	/ɪn'vestə/	.....	You need to have good ideas in order to convince your <b>investors</b> .
<b>management team</b> (n)	/ˌmænɪdʒmənt ,ti:m/	.....	We have a committed and experienced <b>management team</b> .
<b>margin</b> (n)	/ˈmɑːdʒɪn/	.....	They make a profit of £1.20 on each card sold – a <b>margin</b> of 60%.
<b>marketing</b> (n)	/ˈmɑːkɪtɪŋ/	.....	How much money would you need to finance <b>marketing</b> ?
<b>pioneering</b> (adj)	/ˌpaɪəˈniəriŋ/	.....	<b>Pioneering</b> companies are not afraid to risk doing something new.
<b>pitch</b> (n)	/pɪtʃ/	.....	A <b>pitch</b> is a description of your company – its achievements, aims etc.
<b>potential market</b>	/pəˈtenʃl ˌmɑːkɪt/	.....	Your “ <b>potential market</b> ” means all the people you can sell to.
<b>production</b> (n)	/prəˈdʌkʃn/	.....	We have increased <b>production</b> as the market has grown.
<b>profit</b> (n) make a profit (opposite = <b>make a loss</b> )	/ˈprɒfɪt/	.....	Our investors are happy because we are <b>making a profit</b> .
<b>profitable</b> (adj) (opposite = <b>non-profitable</b> )	/ˈprɒfɪtəbl/	.....	CEO, Nick Jenkins, says the company should be <b>profitable</b> within six months.
<b>run</b> (v) run a company/a business	/rʌn/	.....	Giovanni Bianchi <b>runs a company</b> in Milan, owned by his family.
<b>running costs</b> (n pl)	/ˈrʌnɪŋ ˌkɒsts/	.....	A lot of Internet companies have fairly low <b>running costs</b> .
<b>set up</b> (phr v) set up a business/a company/a website	/ˌset ˈʌp/	.....	We decided to <b>set up a website</b> in order to sell our products online.

# in company Pre-intermediate

## ■ Unit 1

headword	pronunciation	translation/notes	example sentence
<b>staff</b> (n) hire staff	/sta:f/	.....	We <b>hire</b> a lot of our <b>staff</b> through recruiting agencies.
<b>start-up</b> (n)	/stɑ:tʌp/	.....	A lot of dot.com <b>start-ups</b> go bankrupt within their first six months.
<b>stock</b> (n)	/stɒk/	.....	All the goods that a shop or business has for sale are called " <b>stock</b> ".
<b>success</b> (n) be a success (opposite = <b>be a failure</b> )	/sək'ses/	.....	Moonpig has <b>been</b> a great <b>success</b> so far.
<b>sustain</b> (v)	/sə'steɪn/	.....	Once you have a competitive advantage, it's important to be able to <b>sustain</b> it.
<b>turnover</b> (n)	/tɜ:nəʊvə/	.....	<b>Turnover</b> is increasing by 50% a month.
<b>unrivalled</b> (adj)	/ʌn'raɪvld/	.....	Our management team has <b>unrivalled</b> experience.
<b>venture capitalist</b> (n)	/ventʃə ,kæpɪtəlɪst/	.....	<b>Venture capitalists</b> are companies who put money into new businesses.
<b>website</b> (n)	/websaɪt/	.....	We sell a lot of products online via our <b>website</b> .

# in company Pre-intermediate

## ■ Unit 20

headword	pronunciation	translation/notes	example sentence
<b>board</b> (n) on the board	/bɔ:d/	.....	The Managing Director or CEO is the person <b>on the board</b> who is responsible for the day to day running of the company.
<b>business</b> (n) get down to business	/ˈbɪznəs/	.....	“How did it go with Mr Tanaka?” “Everything went OK until we <b>got down to business.</b> ”
<b>competing</b> (adj) competing companies/products	/kəmˈpi:tɪŋ/	.....	The Japanese don’t like it if you criticise <b>competing products.</b>
<b>cooked</b> (adj) cooked with/in	/kʊkt/	.....	Paella is a seafood dish <b>cooked with</b> rice.
<b>credibility</b> (n)	/ˌkredəˈbɪləti/	.....	If you are not completely honest about your product, your <b>credibility</b> will be damaged.
<b>hard sell</b> (n)	/ˌhɑ:d ˈsel/	.....	The “ <b>hard sell</b> ”, using aggressive sales techniques, is often considered offensive in Japan.
<b>influence</b> (n) lose influence	/ˈɪnflu:əns/	.....	You will <b>lose influence</b> if you are not completely honest about your product.
<b>job title</b> (n)	/dʒɒb ˈtaɪtl/	.....	“What’s your <b>job title</b> , Neil?” “I’m Product Development Director.”
<b>long-term</b> (adj) (opposite = <b>short-term</b> )	/ˌlɒŋˈtɜ:m/	.....	The CEO is in charge of <b>long-term</b> strategy and planning.
<b>low-key</b> (adj)	/ˌləʊˈki:/	.....	In Japan, a <b>low-key</b> approach is preferable to the “hard sell”.
<b>managing director</b> (n) (BrE) (AmE = <b>CEO</b> )	/ˌmænɪdʒɪŋ dɑːˈrektə/	.....	The <b>managing director</b> is responsible for the day to day running of the company.

# in company Pre-intermediate

## ■ Unit 20

headword	pronunciation	translation/notes	example sentence
made with/from	/meɪd wɪð/frəm/	.....	“Unagi” is a dish <b>made with</b> eels and rice.
product (n)	/prɒdʌkt/	.....	Be honest about your <b>products</b> – otherwise you’ll lose your credibility.
report to (phr v)	/rɪˈpɔ:t ,tu:/	.....	As Product Development Director, Neil <b>reports</b> directly <b>to</b> Jeff Segram, the Managing Director.
responsible (adj) be responsible for	/rɪˈspɒnsəbl/	.....	Sisi Albright, Director of Marketing, <b>is responsible for</b> marketing policy and the worldwide sales force.
sales pitch (n)	/seɪlz ˌpɪtʃ/	.....	It is better to use a low-key <b>sales pitch</b> in Japan rather than the “hard sell”.
served with	/sɜ:vɪd wɪð/	.....	The steak is <b>served with</b> vegetables and potatoes.
type (n) a type of	/taɪp/	.....	“Tagliatelle” is <b>a type of</b> pasta.