Business English:

**Useful vocab:**

* **Probationary period**: in the context of a business, a probationary period is a specified amount of time during which the performance of an employee who has been recently hired, transferred or promoted to a new position is evaluated by.
* **Psychometric test:**  Psychometric Tests (also known as **Aptitude Tests)** are a common part of the job interview process at many companies across the world. They generally consist of a series of timed questions, that are most often numerical (maths questions), verbal (reading comprehension questions) or logical (diagrammatic questions).
* **To shortlist:**list of applicants winnowed from a longer list who have been deemed suitable and from which the successful person will be chosen short list list , listing - a database containing an ordered array of items (names or topics).
* **Countable singular:** 
  + A book
  + Many books
  + A few books
* **(Uncountable plural)**
  + Some information
  + Much information
  + A little information
* **FREE TRADE** Free trade is the economic theory that the market should be allowed to flow without government intervention. Free trade advocates believe restrictions such as tariffs, export limitations, or strong environmental regulations are protectionist trade barriers, and that the economy would flourish through deregulation. The idea is that increased trade, not regulations and standards, is the best way to improve the environment and raise standards of living
* **FAIR TRADE** is a global trading partnership, based on dialogue, transparency, and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South. Fair Trade organizations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.

Equity : In the trading world, equity refers to **stock**. In the accounting and corporate lending world, equity (or more commonly, shareholders’ equity) refers to the amount of capital contributed by the owners or the difference between a company’s total assets and its total liabilities.

* + Greater equity in international trade

Marginalized

* The term**marginalized** describes to the person or group that is treated insignificantly,
  + Marginalized producers and workers

Deregulation :

* Deregulation is the reduction or elimination of government power in a particular industry

Barriers:

* Remove barriers such as strict labor laws or environmental standards to increase trade.

**A slush fund:**

* A slush fund is a fund or account that is not properly accounted, such as money used for corrupt or illegal purposes, especially in the political sphere

**Insider trading**

* Insider trading involves**trading in a public company's stock by someone who has non-public, material information about that stock for any reason.** Insider trading can be either illegal or legal depending on when the insidermakes the trade.

**A whistle blower:**

* A whistleblower (also written as whistle-blower or whistle blower) is a **person who exposes any kind of information or activity that is deemed illegal, unethical**, or not correct within an organization that is either private or public.

**A white wash:**

* **whitewash - a defeat in which the losing person or team fails to score. defeat, licking - anunsuccessful ending to a struggle or contest; "it was a narrow defeat"; "the army's only defeat"; "they suffered a convincing licking".**

**accountability**:

* **the quality or state of being accountable** especially : an obligation or willingness to accept responsibility or to account for one's actions public officials lacking accountability.

**humility**:

* Humility is the quality of being humble. Dictionary definitions accentuate humility as a low self-regard and sense of unworthiness

**integrity**:

* Integrity is the foundation on which coworkers build relationships, trust, and effective interpersonal relationships.

**Favoritisme:**

* unfair support shown to one person or group, especially by someone in authority

**Disclosure**: : to make (something) known to the public.

Recalled

* if a company**recalls one of its products, it asks people who have bought it to return it because there may be something wrong with it**

**compensation**

**money paid to someone because they have suffered injury or loss, or because what they** **own has been damage**

Diference between leaders and managers:

* Managers are generally responsible for the day-to-day operations of an operation. They have people who report to them, they oversee their work, and help make all of the projects run smoothly. They manage systems confidently and help their workers feel understood and meaningful to the organization.
* Leadership is all about building a vision for people to follow. They inspire and direct with authority and intelligence. They help people feel confident and excited to follow their lead.

Conservative:

* **conservative adjective (SOCIAL) tending to emphasize** the importance of preserving traditional cultural and religious values,

Asservtive:

* **behaving confidently and not being frightened to say what you want or believe:**

**Diffident**

* hesitant in acting or speaking through lack of self-confidence

**Radical :** [believing](https://dictionary.cambridge.org/dictionary/english/believe)**or**[expressing](https://dictionary.cambridge.org/dictionary/english/express)**the**[belief](https://dictionary.cambridge.org/dictionary/english/belief)**that there should be**[great](https://dictionary.cambridge.org/dictionary/english/great)**or**[extreme](https://dictionary.cambridge.org/dictionary/english/extreme)[social](https://dictionary.cambridge.org/dictionary/english/social)**or**[political](https://dictionary.cambridge.org/dictionary/english/political)[change](https://dictionary.cambridge.org/dictionary/english/change)**:**

Ruthless :

* **Having no compassion or pity; merciless: ruthless cruelty; ruthless opportunism**

**Assembly:**

* **company of persons gathered for deliberation and legislation, worship, or entertainment an assembly of religious leaders**.

Channel innovations encompass**all the ways that you connect your company's offerings with your customers and users**. While e-commerce has emerged as a dominant force in recent years, traditional channels such as physical stores are still important— particularly when it comes to creating immersive experiences.

Design Innovation, as you can infer, is a **process used to create innovation**. It focuses on addressing people’s needs with what is technologically feasible and devising a viable business strategy to derive value from this market opportunity. This is the definition that we as individuals and as an Education Technology and Design startup subscribe to.

Revenue model innovation : new framework for generating financial income

A level playing field, a situation of fair competition

In the driving seat: being in control

To be neck and neck bzing at the same level as the competition

Flogging a dead horse: wasting your time on a useless situation

A major player: an important company or person with a lot o power and influence

Move the goalpost : a change in the rules

Keep your eye on the ball : staying focused

Ahead of the game: being in front of the competition

A one-horse race being the only competitor

On the ropes: being in a very bad situation