* The marketing department identifies trends and monitors the **competition**
* The selling department helps customer **buy** products
* You should decide where, when and hot to **deliver** the goods
* The advertisers try to create awareness, interest and **desire**
* Companies usually run campaigns then their enter a new **market** or launch a new
* It is sales staff who **persuade** customers to make a purchasing decision
* Action means getting the customers **signature** on the contract
* If you **increase** market share, you make it grow
* Promotion focuses on the **benefits**
* He doesn’t work for the company, but he is on the **board**
* Our **founder** started the company in 1983
* The better your **negotiating** skills, the better the deal
* His business has every **chance** of continuing to be profitable
* Venture capitalists want a quick return on **investment**
* Business loans can be expensive, so the company need to **compare** several offers to find
* Companies and families need to plan their **revenues** and their costs
* Company can use reserves to **survive** temporary difficulties
* Family budgets are based on **salaries** and living costs
* The problems begin when revenue **decreases**
* Businesses that regularly **miss** payments will
* Companies don’t usually go **bankrupt** because of temporary fall in revenues
* Sometimes the best way to **reduce**
* Today the **emerging** markets only produce
* This project exceeded the budget, but was on **schedule**
* The franchisee has to buy stock from the franchiser or source **suppliers**
* A significant part of the future economic **growth**
* Franchisers can help new businesses **avoid** the mistakes
* After you sign an agreement you can obtain **loan**
* The project is **on** budget and ahead of schedule
* Computer animation **software** is used to add effects in movies
* Modern word processors have **publishing**
* To **create** the document you begin by selecting
* The power of **multimedia** software is in its interactivity
* Many bloggers broadcast live over the Internet using **streaming** technology
* Hyperlinks are highlighted texts or pictures that **act** as links to other pages
* Once you created and published your website keep it **updated**
* Unfortunately, computers don’t understand English or any other **natural** languages
* Markup **languages** are used to create web documents
* Assembly languages are called low-**level** languages because
* One **alternative** to Java is Microsoft’s C#
* A **hardware** engineer designs and develops IT devices
* I am **applying** for a job of a senior programmer
* Please, complete this form and send it by **fax** or mail
* What are the **benefits** of using networks?
* First-person shooters and action **genres** are currently the most popular
* Biometrics uses computer technology to identify people based on **physical** characteristics
* In the ideal smart home, appliances and electronics devices works in sync to keep the house **secure**

Тема 2

* **How many** seats are there?
* **How much** baggage can this car carry?
* **How much** time do I have to decide?
* **How many** kilometers has this car done?
* Don’t spend **too much** money on repair
* Take **a few** minutes to do some research on the Internet
* This product is **cheaper** than that one
* This is the **cheapest** product
* It **more expensive** than it was the last year
* It is the **most expensive** product
* Let’s order this product – I think it’s the **best**
* They have the **worst** delivery time ever
* We **must** be millionaires to start our own company
* You **shouldn’t** have business partners if you can avoid them
* What are you **going** to do in Paris?
* I think, I **will** take a train
* If the new product is expensive we **will not buy** it
* I will give you a discount if you **pay** in cash
* Have you **watched** the news?
* Flash is used to create **animation**
* SunMicrosystems **developed** Java in 1995
* Information **is** transmitted by different devices
* How **do** I set up internet connection at home?
* They broke into a computer system and **stole** confidential data
* Here you will find reviews a forum and a **monthly** podcast
* Well-known Hollywood actors **appear** in video games
* In the future gesture recognition systems **will** produce photo-realistic images
* When someone is **breaking** into the house, smart alarm system alerts the alarm company
* Mechanical engineers **use** CAD software to develop car designs
* What **did** you decide to do about next month’s business event?
* Do you know people **who** work in marketing?
* I **don’t** agree with your plan
* **According to** marketing, their job is to identify customers
* Why do companies **advertise?**
* Hybrid cars **have** two engines: a petrol one and an electric one
* It is a very good car **however** it is very-very old and can break easily
* On the one hand, these tickets are really expensive, On the **other** hand, the plane
* How did you **become** a CEO?
* Everybody will be served quickly in this cage. **In addition** food quality will improve
* The company is growing quickly. **As a result** the cafeteria cannot now serve everybody at 1 pm
* Business lians can be expensive **so** you should compare several business offers to find the best
* **With** careful management, losing money is not a problem
* Company finance are not very different **from** family budgets
* **Sometimes** the best way to reduce costs is to spend more money
* Most banks will not take a car or home **when** a customer misses just one payment
* Sorry, we didn’t **get** your email
* I am afraid his flight **was** cancelled
* The project **cost**

Ideas that customers connect in their minds with a particular product or band – **a brand image**

Activities to advertise something - **promotion**

Knowledge that something exists - **awareness**

A feature of a product that makes it different and better from all its competitors – **a unique selling point**

An organized course of action to achieve a goal – **campaign**

The portion of a market controlled by a particular company or product – **market share**

By someone telling you – **word of mouth**

A formal suggestion plan or idea -  **a proposal**

To introduce something new such a product – **a launch**

To become larger in amount or size – **to increase**

To get something – **to obtain**

To be in control of something – **to run**

Making someone do or believe something by giving them a good reason to do it – **persuading**

A feeling of disapproval or opposition – **an objection**

an advantage or profit gained from something – **a benefit**

a result of a particular action or situation  **a consequence**

information or statements of opinion about something – **feedback**

the answer to a problem **a solution**

the information that someone gives to make something clear or easy to understand **an explanation**

a statement that something is wrong or not good enough – **a complaint**

the activity of making products and services available so that people buy them **selling**

the way that a company decides prices for its products or services **pricing**

taking goods to people’s houses or places of work **delivering**

the process of putting products into containers so that **packaging**

items for sale **goods**

the things you must have for a satisfactory life **needs**

official rules abouts something that it is necessary **requirements**

examination of what people **market studies**

a small business that has just been started **startup**

someone who starts their own business **an entrepreneur**

the possibility of something bad happening **risk**

a condition that puts someone in a favourable or superior position  **an advantage**

resulting in a profit **profitable**

the achieving or the results **success**

to continue to live or exist **to survive**

the fact of something not working **a failure**

money often for a specific purpose **funds**

making you feel annoyed or less confident because you cannot achieve what you want **frustrating**

take something belonging to someone else with the intention of returning it  **to borrow**

not intended to make a profit, but to make money for a social or political purpose **non-profit**

a person who owns and operates a business alone **a sole trader**

a company that is owned by two or more people **partnership**

a type of company whose shares are not traded on astock market **a private limited company**

a company whose shares can be sold to the public **a public limited company**

the group of people who are responsible for controlling a company  **the board**

a person in charge ofa meeting or a meeting or organization  **a chairman**

a person who you work with **co-worker**

someone whi is given or sold a franchise **a franchisee**

someone who establishes an organization **a founder**

a person who owns shares in a company **shareholder**

the person who has the highest position in a company  **president**

someone who is paid to work for someone else  **employee**

two or more companies join together to make one larger company **a merger**

a company gets control of another company by buying enough of its shares  **a takeover**

a business activity that two or more people or companies work on together **a joint venture**

a person or group buys all the shares belonging to a company and so gets control of it **a buyout**

the interest percent that a bank charges you when you borrow money **interest rate**

an amount of money that is borrowed, often from a bankm and has to be paid back **business loan**

a person or company that invests money in new companies **venture capitalist**

routine worl involving written documents such as reports or letter **paperwork**

the profit from an activity compared with the amount invested in it **return on investment**

someone whose job is to give advise about the law b **a corporate lawyer**

to get something from someone with the intention of giving it back after period of time **to borrow**

to give something **to lend**

to mention an idea, possible plan or action for other people to consider  **to suggest**

to make something clear or easier to understand **clarify**

to stop someone from speaking by saying or doing something **interrupt**

to see and talk to someone **to meet**

to express or represent something such as an idea  **to mean**

to suggest a lot of ideas for a future activity very quickly **to brainstorm**

to not have the same opinion **to disagree**

to cause a change  **to make a different**

costs that do not change in relation to how much a business produces **fixed costs**

costs that change according to how much of a product is being produced  **variable costs**

money that a company receives especially from selling goods or services  **revenue**

a situation when a business spends more money than it earns **loss**

to keep money for use in the future **to save**

to become smaller or less **to decrease**

to put money effort tim into something to make a profit **invest**

to fail ti succeed **to lose**

monay that is earned in trade or business afterpating the costs of producing and selling goods and services **a profit**

the fact of a company or a product not making a profit or a loss  **breakeven**

the amount of business that a company does in a period of time **turnover**

the regular and necessary costs such as rent and heating that are involved in orepation a business **overheads**

an expression of readiness to do or give something if desired  **an offer**

an offer made in response to another  **counter-offer**

a thing that is granted, especially in response to demands  **a concession**

to have formal discussions in order to reach an agreement **to negotiate**

exchanging something for money **sales**

a company’s profit in a particular period of time  **income**

an amount of money needed or used to do or buy something **expenses**

the costs directly related to producing goods **cost of goods sold**

a book that gives you practical instructions **manual**

a shop selling the goods of a particular company or goods **an outlet**

an amount of money that is borrowed **a loan**

a supply of something for use or sale **stock**