

1.5 Writing

Cover letters

accomplishment /ə'kʌmplɪʃmənt/ noun [count/uncount] something difficult that you succeed in doing, especially after working hard over a period of time

bartending /'ba:(r),tendɪŋ/ noun [uncount] work serving drinks in a bar

brokering /'brəʊkə(r)ɪŋ/ noun [uncount] AMERICAN (UK **brokerage**) the activity of organizing business deals for other people

debating society /dɪ'bɛtɪŋ sə,səriəti/ noun [count] a group of people who debate a subject by discussing it formally before making a decision, usually by voting

embark on /ɪm'bɑ:(r)k ɒn/ phrasal verb [transitive] to start a new project or activity, usually one that will be difficult and will take time

lead /li:d/ noun [count] a piece of information or a contact that may bring new business

outgoing /'aʊt'gəʊɪŋ/ adjective someone who is outgoing is friendly and enjoys meeting and talking to people

tender /'tendə(r)/ noun [count/uncount] a formal written offer to provide goods or services for a particular price

venue /'venju:/ noun [count] the place where an activity or event happens: *a popular venue for corporate events*

1.6 Case study

Mangalia Business School

campus /'kæmpəs/ noun [count/uncount] an area of land containing all the main buildings of a school or university: *We have rooms for 2,000 students on campus.*

draw up /,drɔ: əp/ phrasal verb [transitive] to prepare and write something such as a document or a plan

heritage /'herɪtɪdʒ/ noun [count/uncount] usually singular] the art, buildings, traditions and beliefs that a society considers important to its history and culture: *Ireland's rich musical heritage*

metropolis /mə'trɒpəlɪs/ noun [count] a big, exciting city

pour millions into (research) /,pɔ:(r) 'mɪljəns intu:/ phrase spend or invest a lot of money in something

procurement /prə'kjʊə(r)mənt/ noun [uncount] the process of buying supplies or equipment for a government department or company

sit back /,sit 'bæk/ phrasal verb [intransitive] to relax and stop making the effort to do something

tailor /'teɪlə(r)/ verb [transitive] **tailor something to/for:** to make or change something especially for a particular person or purpose

2 Information

2.1 About business

IT solutions

better off /,betə(r) 'ɒf/ adjective in a better situation or having more money

bury /'berɪ/ verb [transitive often passive] to cover or hide something

cope (with) /'kəʊp wið/ verb [transitive] to deal successfully with a difficult situation or job

cram /kræm/ verb [transitive] to put too much into a space that is too small

errand /'erənd/ noun [count] a small job that involves going to collect or deliver something

fierce /fɪə(r)s/ adjective involving a lot of force or energy

headcount /'hed,kaʊnt/ noun [count] a count of all the people in a company

hesitate /'hezɪteɪt/ verb [intransitive] to pause before doing something, or to do something very slowly, usually because you are nervous, embarrassed or worried

mad dash /,mæd 'dæʃ/ noun [singular] an act of going somewhere very quickly in an extremely uncontrolled way: *At the end of the nineties there was a mad dash to buy shares in high-tech companies.*

mess up /,mes 'ʌp/ phrasal verb [intransitive/transitive] to do something wrong or spoil something, especially by making mistakes

oddly /'ɒdlɪ/ adverb or **oddly enough:** used for saying that something is not what you would expect in a particular situation

overhaul /,əʊvə(r)'hɔ:l/ verb [transitive] to completely change a system to make it work more effectively

polish up /,pɒlɪʃ 'ʌp/ phrasal verb [transitive] to improve a skill by practising

pressure cooker /'preʃə(r) ,kukə(r)/ noun [count] INFORMAL a difficult situation in which people have to work very hard or experience a lot of strong emotions

quest /kwest/ noun [count] a long difficult search

slick /slɪk/ adjective done in a very impressive way that seems to need very little effort

take a breather /,teɪk ə 'bri:ðə(r)/ phrase INFORMAL to have a rest

untold /ʌnt'əʊld/ adjective existing or present in an amount that is too large to be measured

2.2 Vocabulary

Information systems and communication

asap /eɪ es eɪ 'pi:/ or /'eɪsæp/ adverb **as soon as possible:** used especially for asking someone to do something quickly

biscuit /'bɪskɪt/ noun [count] BRITISH a type of small flat dry cake that is usually sweet and round. The usual American word is cookie.

crash /kræʃ/ noun [count] COMPUTING an occasion when a computer or a computer program suddenly stops working

give someone a hand /,gɪv səməwʌn ə 'hænd/ verb to help someone

hassle /'haɪs(ə)l/ verb [transitive] to annoy someone, or to cause problems for them

in the know /ɪn ðə 'nəʊ/ phrase people in the know have more information about something than other people

in the loop /ɪn ðə 'lu:p/ phrase INFORMAL belonging or not belonging to a group that has information and makes decisions about something

patch /pætʃ/ noun [count] COMPUTING a piece of software that you add to a computer program in order to improve it or remove a fault

plug-in /'plæg in/ noun [count] a piece of software or hardware that you add to a computer to increase the range of things it can do

snail mail /'snail ,meɪl/ noun [uncount] COMPUTING letters that are sent by post

stretched /stretʃt/ adjective having difficulty doing everything that you should because you lack the necessary time, money, people or equipment

2.3 Grammar

Comparing solutions and getting help

bulky /'bɒlkɪ/ adjective too big to be carried or stored easily

carbon footprint /,ka:(r)bɒn 'fʊtprint/ noun [count] the amount of carbon dioxide released into the atmosphere as a result of the activities of an individual, organization or community

2.4 Speaking

Telephoning

acquaintance /ə'kweɪntəns/ noun [count] someone you know a little, who is not a close friend

IP address /,aɪ 'pi: ə,dres/ noun [count] COMPUTING

Internet Protocol address: a code that represents a particular computer and is used to send messages to it on a network or the Internet

mustn't grumble /'mʌst(ə)n̩ ,grʌmb(ə)l/ phrase SPOKEN used as a reply to someone who asks you whether you are well, for saying that you feel all right

small talk /'smɔ:l tɔ:k/ noun [uncount] INFORMAL conversation about things that are not important

trivial /'trɪviəl/ adjective not very interesting, serious or valuable

2.5 Writing

Memos

alleviate /ə'lɪ:vɪet/ verb [transitive] to make something less painful, severe or serious

fine /fain/ noun [count] an amount of money that you have to pay because you have broken the law: *Firms could face fines of up to £5,000.*

forethought /'fɔ:(r),θɔ:t/ noun [uncount] careful thought and planning that prepares you well for a future event

forthwith /fɔ:(r)θ'wɪθ/ adverb FORMAL LEGAL immediately

imperative /im'perətɪv/ adjective FORMAL extremely important and urgent

officialese /ə,fɪʃə'lɪz/ noun [uncount] the way of speaking or writing used by people who work in government offices, especially when ordinary people cannot understand it

solicit /sə'lɪsɪt/ verb [transitive] FORMAL to ask someone for something such as money or support

time frame /'taɪm ,freɪm/ noun [count] the period of time during which something happens or must happen

unambiguous /,ʌnæm'bɪgjʊəs/ adjective clear and with only one possible meaning

2.6 Case study

Meteor Bank

down time /'daʊn taɪm/ noun [uncount] time when a computer or other machine is not working

drag someone kicking and screaming /'dræg səməwʌn ,kɪkɪŋ ænd 'skri:mɪŋ/ phrase to make someone do something that they do not want to do

malicious /mə'lɪʃəs/ adjective deliberately wanting to hurt someone or cause damage

morale /mə'rɔ:l/ noun [count] the amount of enthusiasm that a person or group of people feel about their situation at a particular time

outsource /,aʊts'ɔ:(r)s/ verb [intransitive/transitive] to arrange for work to be done by people from outside your company, usually by a company that is expert in that type of work

recruit /rɪ'krʊ:t/ verb [intransitive/transitive] to get someone to work in a company or join an organization

subsidiary /səb'sɪdiəri/ noun [count] a company that is owned by a larger company

turnover /'tɜ:(r)n,əʊvə(r)/ noun [count/uncount] the value of the goods and services that a company sells in a particular period of time

3 Quality

3.1 About business

What quality means

commitment /kə'mɪtmənt/ noun [singular uncount] a strong belief that something is good and that you should support it: *The government has failed to honour its commitment to the railways.*

craze /kreɪz/ noun [count] something that suddenly becomes very popular, but only for a short time

elusive /'ɪlu:sɪv/ adjective an elusive person or animal is difficult or impossible to find or catch

enchanting /'ɪn'tʃɑ:ntɪŋ/ adjective very interesting and attractive

end /end/ noun [count] the reason for a particular action or the result you want to achieve

fad /fæd/ noun [count] something that is popular or fashionable for only a short time

fake /feɪk/ verb [transitive] to pretend to have a feeling that you do not have

intrinsically /ɪn'trɪnsɪkli/ adverb relating to the essential qualities or features of something or someone

planned/built-in obsolescence /'plænd/'bɪlt ɪn ,ɒbso'les(ə)ns/ noun [uncount] the practice of making products that will quickly become old-fashioned, or will not last long, so that people will need to replace them

rattle /'ræt(ə)l/ verb [intransitive] if something rattles, it makes short sharp knocking sounds as it moves or shakes

roughly /'rʌflɪ/ adverb approximately: *The meeting lasted roughly 50 minutes.*

rumble /'rʌmb(ə)l/ verb [intransitive] to make a continuous deep sound

sake /seɪk/ noun [count usually singular] the purpose of doing, getting or achieving something: *For clarity's sake, let me explain that again.*

sour /'saʊə(r)/ verb [intransitive/transitive] if a situation sours, it stops being successful or satisfactory

stream /stri:m/ noun [count] a continuous flow of people or things

struggle /'strʌg(ə)l/ verb [intransitive] to try hard to do something that you find very difficult: *He struggled to open the bottle with a knife.*

take for granted /,teɪk fə(r) 'gra:nɪtd/ phrase to expect something always to exist or happen in a particular way: *People take it for granted that the weather in Spain will be sunny.*

trap /træp/ noun [count] a mistake or problem that you should try to avoid

white goods /'waɪt ɡʊdz/ noun [count] large pieces of electrical equipment used in people's homes

3.2 Vocabulary

Quality and standards

cost-effective /kɒst ɪ'fektɪv/ adjective giving the most profit or advantage in exchange for the amount of money that is spent

exacting /ɪg'zæktɪŋ/ adjective needing a lot of skill and care

fit for purpose /fɪt fə(r) 'pɜ:(r)pəs/ adjective of a good enough standard for a particular use

flawed /flɔ:d/ adjective spoiled by something such as a fault or mark, or lacking something

flimsy /'flɪmzi/ adjective badly built or made, and so likely to break easily

heavy-duty /'hevi 'dju:tɪ/ adjective strong and not easily damaged

in the eye of the beholder /ɪn ði ,aɪ əv ðə bɪ'həuld(r)/ phrase used for saying that different people perceive things differently: *Beauty is in the eye of the beholder.*

lean /li:n/ adjective a lean business spends as little money and employs as few workers as possible so that it will make a good profit

machine /mæ'ʃi:n/ verb [transitive] to give metal, wood or plastic a particular shape by cutting it on a machine

shoddy /'ʃɒdi/ adjective shoddy work, services or products are of a very low standard

stakeholder /'steik,həuldə(r)/ noun [count] somebody who is affected by or who has an interest in the success or activities of a company

tolerance /'tolərəns/ noun [count/uncount] the amount by which the size of a part of a machine can be different from the standard size before it prevents the machine from operating correctly

3.3 Grammar

Passive structures and *have something done*

admit /əd'mit/ verb [intransitive/transitive] to agree that something is true, especially when you are unhappy, sorry, or surprised about it

faded /'feɪdɪd/ adjective if something fades, it gradually becomes less clear or noticeable until it finally disappears

fitting /'fitɪŋ/ noun [count often plural] a small part that you connect to something

forklift /'fɔ:(r)klift/ noun [count] a vehicle that uses two long metal bars at the front for lifting and moving heavy objects

heap /hi:p/ noun [count] a large pile of something, especially an untidy pile

loading bay /'ləʊdɪŋ bei/ noun [count] an area from which goods can be loaded on and off trucks, trains, etc.

logistics /lə'dʒɪstɪks/ noun [plural] the activity of transporting goods to customers or to places where they are bought or sold

mislay /mɪs'leɪ/ verb [transitive] to lose something for a time, especially because you cannot remember where you put it

night shift /'naɪt ſɪft/ noun [count] a period when some people work during the night in a workplace

overflow /'əʊvə(r)'fləʊ/ verb [intransitive] to flow over the top of a container because it is too full

rack /ræk/ noun [count] an object used for storing things that consists of a row of small shelves, spaces or hooks

round-the-clock /'raʊnd ðə 'klɒk/ adjective happening or done all day or all night

skip /skɪp/ noun [count] BRITISH a very large metal container used in the building industry for waste. It is carried away by a truck when it is full.

spot /spɒt/ verb [transitive] to notice someone or something

stack /stæk/ verb [transitive] to arrange things so that they are placed one on top of another

tactful /'tæk(t)f(ə)l/ adjective someone who is tactful is very careful in the way that they speak and behave so that they do not upset other people

take the blame /,teɪk ðə 'bleɪm/ verb [intransitive] to accept that you are responsible for an accident, problem or bad situation

underlying /,ʌndə(r)'laɪŋ/ adjective underlying causes, facts, ideas, etc. are the real or basic ones, although they are not obvious or directly stated

3.4 Speaking

Delivering presentations

acronym /'ækrənɪm/ noun [count] LINGUISTICS an abbreviation consisting of letters that form a word

digress /dɪ'gres/ verb [intransitive] if you digress from a subject, you start to talk or write about something else

jargon /'dʒɑ:(r)gən/ noun [uncount] SHOWING DISAPPROVAL special words and phrases that are only understood by people who do the same kind of work

make or break /,meɪk ɔ:(r) 'breɪk/ phrase to help someone or something to be very successful or to cause them to fail completely

signposting /'saɪn,pəʊstɪŋ/ noun [uncount] clear or noticeable indicators that give structure to speech or writing

3.5 Writing

Emailing: quality problems

batch /bætʃ/ noun [count] a number of things or people that arrive or are dealt with at the same time

bin liner /'bɪn ,laɪnə(r)/ noun [count] BRITISH a plastic bag that you put in a bin to hold the rubbish

dashboard /'dæʃ,bɔ:(r)d/ noun [count] a visual display with business information presented on a single screen

ERP /,i:ə(r)'pi:/ abbreviation **enterprise resource planning:** the management of a company's information and resources by means of an integrated computer system

flaw /flɔ:/ noun [count] a mistake or fault in something that makes it useless or less effective

lab-ware /'læb weə(r)/ noun [uncount] objects that are used in a laboratory

leak /li:k/ verb [intransitive] if a container leaks, liquid or gas comes out of it through a hole or crack

pallet /'pælət/ noun [count] a flat wooden or metal surface used for moving or storing heavy goods

scratch /skrætʃ/ noun [count] a thin mark on a surface

stain /steɪn/ verb [intransitive/transitive] to leave a mark on something accidentally

teething problems /'ti:ðɪŋ ,prɒbləmz/ noun [plural] minor problems that a new company, project, product, etc. may have in the beginning

vial /'vɪəl/ noun [count] a small bottle used especially for storing liquid medicines

3.6 Case study

Zaluski Strawberries

bruise /'bru:z/ verb [transitive] to damage a piece of fruit and cause a soft brown area to appear on its surface

bulk /bʌlk/ noun [count usually singular] the bulk of something is the majority or largest part of something

decay /dr'keɪ/ verb [intransitive] to be gradually destroyed as a result of a natural process of change

harvest /'ha:(r)vɪst/ noun [count] the activity of collecting a crop: *the corn harvest*

outlet /'aut,let/ noun [count] a shop or place where a particular product is sold: *Most of the sales are through traditional retail outlets.*

punnet /'pʌnɪt/ noun [count] BRITISH a small container like a basket, in which fruit such as strawberries are sold

ripe /raɪp/ adjective ripe fruit or crops have grown to their full size and are ready to eat or use

shallow /'ʃæləʊ/ adjective with only a short distance from the top or surface to the bottom; the opposite of **deep**

shed /'sed/ noun [count] a building, usually made of wood, in which you store things

shelf life /'self ,laɪf/ noun [singular] the amount of time that a food, medicine or similar product can be kept in a shop before it is too old to sell

shrivelled /'ʃrɪv(ə)ld/ adjective if something such as a plant shrivels or shrivels up, it becomes smaller and thinner than usual and it does not look fresh and healthy

sound /saʊnd/ adjective healthy or in good condition

squash /skwɒʃ/ verb [transitive] to damage something by pressing or crushing it and making it lose its normal shape

stack /stæk/ verb [transitive] to arrange things so they stand one on top of another: *She began stacking plates on the trolley.*

straw /strɔ:/ noun [uncount] the yellow stems of dried crops such as wheat: *a straw hat*

tray /treɪ/ noun [count] a flat open container with raised edges used for holding or carrying things.

wastage /'weɪstɪdʒ/ noun [uncount] the amount of something that is wasted

4 Feedback

4.1 About business

The project team

accomplish /ə'kʌmplɪʃ/ verb [transitive] to succeed in doing something: *We accomplished a lot at work this week.*

allied (with) /'ælaɪd (wɪð)/ adjective if something is allied to or with something else, it is connected with it or working together with it

apathy /'æpəθi/ noun [uncount] a feeling of having no interest in or enthusiasm about anything, or not being willing to make any effort to change things

aspiring /ə'spaɪəriŋ/ adjective hoping and trying to be successful at something, especially in your career

bang on /bæŋ 'ɒn/ phrase exactly right

better off /,beṭə(r) 'ɒf/ adjective in a better situation

blindfold /'blain(d),fəuld/ noun [count] something that is tied over someone's eyes so that they cannot see

bunch /bʌntʃ/ noun [singular] INFORMAL a group of people

buy into /'baɪ 'ɪntu:/ phrasal verb [transitive] INFORMAL to believe something that a lot of other people believe

dam /dæm/ noun [count] a wall built across a river to stop the water from flowing, especially in order to create a lake or to help to produce electric power

feasibility /fi:zə'bɪlɪtɪ/ noun [uncount] a feasibility study investigates the chances that something has of happening or being successful

foundations /faʊn'deɪʃ(ə)nɪz/ noun [count often plural] the part of a structure of a building that is below the ground and supports the rest of it

milestone /'mail,stəʊn/ noun [count] an event or achievement that marks an important stage in a process

offend /ə'fend/ verb [transitive] to make someone upset and angry by doing or saying something

prevail /pri'veil/ verb [intransitive] FORMAL to exist at a particular time or in a particular situation

resettlement /,ri:'set(ə)lmənt/ noun [uncount] the process of people being moved by a government or other authority, and going to live in a different region or country

scope /skoʊp/ noun [uncount] the things that a particular activity, organization, subject, etc. deals with: *These issues are beyond the scope of this book.*

silly /'sili/ adjective not intelligent, serious, important or practical

start from scratch /,sta:(r)t frəm 'skrætʃ/ phrase to start from the beginning again, not using all the work that you have done before

touchy-feely /,tʌtʃi 'fi:li/ adjective tending to express feelings in an honest and physical way. This word often shows that you dislike people like this.

4.2 Vocabulary

Managing people and projects

appraisal interview /ə'preɪz(ə)l ,ɪntə(r)vju:/ noun [count] BRITISH an interview between a manager and an employee designed to evaluate how well the employee is doing their job

bully /'buli/ noun [count] someone who uses their influence or status to threaten or frighten someone else in order to get what they want

hectic /'hektɪk/ adjective full of busy activity

loner /'ləʊnə(r)/ noun [count] someone who likes to be alone and has few friends

maverick /'mævərɪk/ noun [count] an independent person who has ideas and behaviour that are very different from other people's

milestone /'mail,stəʊn/ noun [count] an event or achievement that marks an important stage in a process

pass the buck /,pa:s ðə 'bʌk/ phrase to make someone else deal with something that you should take responsibility for

pull your weight /,pul jə(r) 'weɪt/ phrase to do your share of work

4.3 Grammar

Regrets, speculation and habits

downshift /'daʊn,ʃɪft/ verb [intransitive] to change to a different job or way of life, so that you have less money and responsibility but more satisfaction and happiness

evacuate /ɪ'veækjueɪt/ verb [transitive] to make people leave a building or area because it is not safe

generator /'dʒenə,reɪtə(r)/ noun [count] a machine that produces electricity

impact /'impækt/ noun [count] an effect, or an influence
reactor /ri'æktrə(r)/ noun [count] a machine used for producing nuclear energy, usually in the form of electricity
seismic /'saɪzmɪk/ adjective SCIENCE relating to earthquakes
turn (something) down /tɜ:(r)n 'daʊn/ phrasal verb [transitive] to not accept an offer or request

4.4 Speaking Coaching

elicit /ɪ'lɪsɪt/ verb [transitive] FORMAL to obtain information by encouraging someone to talk
mess up /mes 'ʌp/ phrasal verb [intransitive/transitive] to make a mistake, or to do something badly: *You messed up. Don't let it happen again.*
overdo /'əʊvə(r)'du:/ verb [transitive] to do more of something than you should; **overdo it**: to work too hard, making yourself tired or ill
praise /preɪz/ noun [uncount] an expression of strong approval or admiration: *Give your child plenty of praise and encouragement.*

4.5 Writing Reports

engage /ɪn'geɪdʒ/ verb [transitive] to start to employ someone or use their services
foster /'fɔstə(r)/ verb [transitive] to help something to develop over a period of time: *This approach will foster an understanding of environmental issues.*
team spirit /'ti:m 'spɪrɪt/ noun [uncount] an enthusiastic attitude towards working or playing together with other people as a team
touch on /'tʌtʃ ɒn/ phrasal verb [transitive] to mention something when you are talking or writing

4.6 Case study Trident Overseas

could do with (something) /kud 'dəʊ wið/ phrase SPOKEN used for saying that you want or need something
dealer /'di:lə(r)/ noun [count] a person or company that buys and sells a particular product: *a car dealer*
forecourt /'fɔ:(r),kɔ:(r)t/ noun [count] an open area in front of a large building or service station
handle someone with kid gloves /'haend(ə)l səmwrʌn wið ,kɪd 'glʌvz/ phrase to treat someone in a very careful or gentle way
mess /mes/ noun [singular] a difficult situation with lots of problems, especially because people have made mistakes
put up with /put 'ʌp wið/ phrasal verb [transitive] to accept something or someone unpleasant in a patient way
sort out /sɔ:(r)t 'aut/ phrasal verb [transitive] to solve a problem or deal with a difficult situation successfully
top up /tɒp 'ʌp/ phrasal verb [transitive] to completely fill a container that is already partly full
windscreen /'wɪnd(d),skri:n/ noun [count] BRITISH the large glass window at the front of a vehicle
work your fingers to the bone /,wɜ:(r)k jə(r) 'fɪŋgə(r)z tə ði 'bəʊn/ phrase to work very hard, especially doing something that involves a lot of physical effort

5 Selling more

5.1 About business Social media marketing

bundle /'bʌnd(ə)l/ noun [count] a group of things that are sold or offered as a set
dodgy /'dɒdʒɪ/ adjective INFORMAL dishonest, criminal or not reliable
double-edged sword /'dʌb(ə)l edʒd ,sɔ:(r)d/ noun [singular] a situation or decision that has both positive and negative aspects
endorse /'ɪn'dɔ:(r)s/ verb [transitive] if someone famous endorses a product, they say in advertisements that they like it
gripe /grɪp/ noun [count] INFORMAL a complaint about something that is annoying but not very important
inclined to believe /ɪn'klainɪd tə bɪ,li:v/ phrase having an opinion but not completely sure about it
lobby /'lobɪ/ verb [intransitive/transitive] to try to influence people in authority on a particular subject
on the house /ɒn ðə 'haʊs/ phrase given to you free in a restaurant, hotel, pub or club
stack up /stæk 'ʌp/ phrasal verb [intransitive] INFORMAL to appear good, bad, etc. when compared with someone or something else: *Teachers will know how they stack up against national standards.*
suck /sʌk/ verb [intransitive] MAINLY AMERICAN VERY INFORMAL to be very bad, very annoying, etc. This is used only in the present tense. *If your job really sucks, leave it.*
thrive /θraɪv/ verb [intransitive] to become very successful, happy or healthy
vertical market /,vɜ:(r)tɪk(ə)l 'ma:(r)kɪt/ noun [count] a business market focused on a particular industry sector or niche

5.2 Vocabulary The marketing mix

blend /blend/ verb [transitive] to mix different foods, styles or qualities together in a way that is attractive or effective
coupon /'ku:pɒn/ noun [count] a piece of paper that allows you to buy something at a reduced price: *This coupon gives £2 off the price of a meal.*
marmalade /'ma:(r)mæleɪd/ noun [uncount] a sweet food made from cooked fruit such as oranges or lemons that is usually spread onto bread and eaten at breakfast
razor /'reɪzə(r)/ noun [count] a small tool used for shaving
SMS /'es em 'es/ noun [uncount] **short message service:** a method of sending a text message to a mobile phone
spare /speə(r)/ adjective [only before noun] a spare object is one that you keep in addition to other similar objects in case you need it: *a spare key/battery/pair of glasses*
stealth /stelθ/ noun [uncount] a quiet and secret way of behaving so that no one sees you or hears you
subliminal /səb'lɪmin(ə)l/ adjective a subliminal influence is one that may affect you even though you do not notice or think about it
timeshare /'taɪm,seə(r)/ noun [count] a flat or house that you buy with other people so that you can each use it for a particular amount of time every year

5.3 Grammar

Questions for persuading

cold calling /'kəuld 'kɔ:lɪŋ/ noun [uncount] unexpected telephone calls or visits by someone trying to sell something

luncheon voucher /'lʌntʃ(ə)n ,vaʊtʃə(r)/ noun [count] a piece of paper given by an employer that can be used for buying lunch in some restaurants and shops

on the clock /,ɒn ðə 'klok/ phrase INFORMAL used for saying how many miles a vehicle's speedometer shows

tax-deductible /,tæks dɪ'dʌktəb(ə)l/ adjective able to be taken away from the total amount of money on which you pay tax

5.4 Speaking

Dealing with objections

compromise /'kɒmp्रəmaɪz/ noun [count/uncount] a way of solving a problem or ending an argument in which both people or groups accept that they cannot have everything they want

5.5 Writing

Mailshots and sales letters

briefing /'bri:fɪŋ/ noun [count] a meeting or document in which people receive information or instructions

credentials /krɪ'dens(ə)lz/ noun [plural] personal qualities, achievements or experiences that make someone suitable for something

CRM /'sɪ: a:(r) 'əm/ abbreviation BUSINESS **customer relationship management**: a system used by a business to organize and manage interaction with its customers, particularly sales, marketing, customer support, etc.

grab someone's attention /'græb səməwʌnz ə,tens(ə)n/ phrase to succeed in getting someone to listen or be interested: *It's often the bad characters in a story who grab our attention.*

handling /'hændlɪŋ/ noun [uncount] the handling of a vehicle is how easy it is to control

PPS /,pi: pi: 'es/ abbreviation written before a note at the end of a letter, after the ps note

PS /,pi: 'es/ abbreviation **postscript**: used for introducing some additional information at the end of a letter after you have signed your name

trawl through /trɔ:l 'θru:/ verb [intransitive/transitive] to look for someone or something, for example by searching through a large amount of information

USP /ju: es 'pi:/ noun [count] BUSINESS **unique selling point/proposition**: the thing that makes a product or service different from others

5.6 Case study

Backchat Communications

Bluetooth™ /'blu:tju:θ/ TRADEMARK radio technology which allows electronic devices to communicate with each other

courier /'kɔriə(r)/ noun [count] someone whose job is to deliver documents or parcels

flat /flæt/ adjective a flat battery does not have enough power left in it

fleet /fli:t/ noun [count] a group of vehicles or machines, especially when they are owned by one organization or person: *the company's fleet of vehicles*

GPS /'dʒi: pi: 'es/ noun [uncount] **global positioning system**: a system for finding exactly where you are anywhere in the world using satellites

handset /'hæn(d)set/ noun [count] the part of a telephone which you hold next to your ear

keep up with /,ki:p 'ʌp wið/ phrasal verb [intransitive] to continue to find out about what's happening

won /wʌn/ noun [count] ECONOMICS the currency of South Korea: 1 US\$ = approx. 1,100 won

6 New business

6.1 About business

Developing a business

bandwagon /'bænd,wægən/ noun [count usually singular] an idea or activity, especially in politics or business, that suddenly becomes very popular or fashionable, so that a lot of people want to be involved in it

batch /bætʃ/ noun [count] a quantity of a substance needed or produced at one time: *Mix up another batch of cement.*

emulate /'emjəleɪt/ verb [transitive] to try to be like someone or something else, usually because you admire them

found /faʊnd/ verb [transitive often passive] to start an organization, company, political party, etc.

knack /næk/ noun [singular] INFORMAL a skill or ability: *She had a knack of making people feel really special.*

nurture /'nɜ:(r)tʃə(r)/ verb [transitive] to help someone or something to develop: *The magazine had a reputation for nurturing young writers.*

outlet /'aʊt,let/ noun [count] a shop or place where a particular product is sold

ring up /rɪŋ 'ʌp/ verb [transitive] to make or lose a particular amount of money in sales, profits or losses in a period of time: *The bank rang up about £600 million in trading losses.*

rub shoulders with /rəb 'ʃəuldə(r)z wið/ phrase INFORMAL to meet and talk to important or famous people: *She's rubbed shoulders with millionaires.*

sing somebody's praises /,sɪŋ səmbədiz 'preɪzɪz/ phrase to talk about how good someone or something is: *Mary likes you. She's always singing your praises.*

stake /steɪk/ noun [count] the part of a business that you own because you have invested money in it: *They took a 40% stake in the company last year.*

yearn /jɜ:(r)n/ verb [intransitive] MAINLY LITERARY to want something a lot, especially something that you know you may not be able to have: *They were yearning to have a baby.*

6.2 Vocabulary

Funding a start-up

asset /'æsət/ noun [count] something such as money or property that a person or company owns: *The business has assets totalling £5.1 million.*

household /'haʊs,həʊld/ adjective [only before nouns] relating to homes

outstanding /'aʊt'stændɪŋ/ adjective a job or action that is outstanding has not yet been completed or dealt with
pitch /pɪtʃ/ noun [count] the things that you say to persuade someone to buy something or to support you
raw materials /rɔ: mə'trɪəriəlz/ noun [plural] substances such as coal or iron that are in their natural state before being processed or made into something: *The raw materials are stored in silos.*
strain (on) /streɪn/ noun [count/uncount] pressure caused by a difficult situation
temping agency /'tempɪŋ eɪdʒənsi/ noun [count] a business that provides a service for people or companies by supplying temporary staff
track record /træk 'rekɔ:(r)d/ noun [count] your reputation, based on things you have done or not done
weed out /wi:d 'aut/ phrasal verb [transitive] to remove a person or thing that is not suitable or good enough, especially from a group or collection

6.3 Grammar

Future continuous and future perfect

black tie /blæk 'taɪ/ noun [uncount] very formal men's clothes worn for a social event, usually including a black bow tie
fancy dress /fænsi 'dres/ noun [uncount] BRITISH clothes that you wear for fun to make you look like a particular famous person or a particular type of person, at a fancy-dress party
plant /plɑ:nt/ noun [count] a factory that produces power, or processes chemicals, etc.
sustainable /sə'steɪnəb(ə)l/ adjective using methods that do not harm the environment

6.4 Speaking

Presentations: taking questions

awkward /'a:kwə(r)d/ adjective difficult to deal with and embarrassing: *After he spoke there was an awkward silence.*
bluff /blʌf/ verb [intransitive/transitive] to deliberately give a false idea to someone about what you intend to do or about the facts of a situation, especially in order to gain an advantage
do your homework /du: jə(r) 'həʊm, wɜ:(r)k/ phrase to prepare for something by learning as much as you can about it
field /fi:ld/ verb [transitive] to deal with something such as a question or a telephone call, especially a difficult one
nod /nɒd/ verb [intransitive/transitive] to move your head up and down to answer 'Yes' to a question or to show that you agree, approve or understand: *The manager nodded in agreement.*
recap /'ri:kæp/ verb [intransitive/transitive] to describe what has already been done or decided, without repeating the details
threat /θret/ noun [count/uncount] a situation or an activity that could cause harm or danger

6.5 Writing

A company profile

elevator pitch /'eləveɪtə(r) pɪtʃ/ noun [count] BUSINESS a very brief summary of what a business does and why it is special, usually lasting 30–60 seconds

faux pas /føʊ 'pa:/ noun [count] FORMAL something embarrassing that you say or do in a social situation
high-end /haɪ 'end/ adjective high-end goods and services are more expensive and more advanced than other similar goods and services
quibble /'kwɪb(ə)l/ verb [intransitive] to argue or complain about something that is not important
showcase /'ʃəʊ,keɪs/ verb [transitive] to show someone or something in a way that attracts attention and emphasizes their good qualities
snappy /'snæpi/ adjective a snappy title or advertisement is clever and does not use many words
turnaround /'tɜ:(r)nə,raʊnd/ noun [count/uncount] the time that it takes a company or an institution to complete a process

6.6 Case study

Angels or demons?

be up for /bi: 'ʌp fɔ:(r)d/ phrase MAINLY SPOKEN willing to do a particular activity
boost morale /'bu:st mə'ra:l/ verb to make someone feel more positive or more confident
cunning /'kʌnɪŋ/ adjective used to describe behaviour in which people use their intelligence to get what they want, especially by tricking or cheating people
drop someone a line /'drɒp səm'wʌn ə 'lain/ phrase to contact somebody by writing to them
grab /græb/ verb [transitive] to interest someone and make them feel enthusiastic
hype /haɪp/ noun [uncount] INFORMAL the use of a lot of advertisements and other publicity to influence or interest people
resilient /rɪ'zɪlɪənt/ adjective able to quickly become healthy, happy or strong again after an illness, disappointment or other problem
think laterally /θɪŋk 'læt(ə)rəli/ phrase to solve a problem by using your imagination to try to think about it in a different or unusual way
upbeat /'ʌpbɪ:t/ adjective INFORMAL happy and positive

7 Financial control

7.1 About business

Accountants

bribery /'braib(ə)ri/ noun [uncount] the crime of giving money or presents to someone so that they will help you by doing something dishonest or illegal.
(the) forefront /'fɔ:(r),frənt/ noun a leading or important position
fraudster /'frəʊ:dstə(r)/ noun [count] someone who commits the crime of **fraud** (= obtaining money from someone by tricking them)
litigation /,lɪtɪ'geɪʃ(ə)n/ noun [uncount] use of the legal system to settle a disagreement
makeover /'meɪk,əʊvə(r)/ noun [count] a set of changes that make a person or thing look better
net worth /net 'wɜ:(r)θ/ phrase the value of all your property, possessions and money after you remove what you owe
notorious /nəʊ'tɔ:rɪəs/ adjective famous for something bad
pivotal /'pɪvət(ə)l/ adjective extremely important and affecting how something develops

- policy-maker** /'pɒləsi ,meɪkə(r)/ noun [count] a person responsible for deciding on a set of plans or actions for a government, political party, business or other group
- protection racket** /prə'tekʃ(ə)n ,rækɪt/ noun [count] an illegal system in which criminals threaten to harm you or your property if you do not give them money
- scam** /skæm/ noun [count] INFORMAL a dishonest plan, especially for getting money
- tax evasion** /'tæks ɪ'vez(ə)n/ noun [uncount] the use of illegal methods to pay less tax or no tax at all
- undercover** /,ʌndə(r)'kʌvə(r)/ adjective working or done secretly in order to catch criminals, get secret information, etc.
- white-collar crime** /,waɪt kɒlə(r) 'kraɪm/ noun [uncount] crimes in which people who work in offices steal money from the company they work for

7.2 Vocabulary

Financial documents and regulation

- depreciation** /dɪ'pri:ʃi'eʃ(ə)n/ noun [uncount] the process of becoming less valuable
- pellet** /'pelɪt/ noun [count] a small round piece of a substance
- snapshot** /'snæp,ʃɒt/ noun a short explanation or description that tells you what a particular situation or place is like

7.3 Grammar

Cause and effect, ability, articles

- admin** /'ædmɪn/ noun [uncount] INFORMAL the administration of a company, organization, etc.
- knock-on** /'nɒkɒn/ adjective BRITISH a knock-on effect is the indirect result of something
- misery** /'mɪzəri/ noun [uncount] the state of being extremely unhappy or uncomfortable
- notably** /'nəʊtəbli/ adverb FORMAL especially; used for introducing a good example of something
- raw materials** /rəʊ: mæ'tɪəriəlz/ noun [plural] substances such as coal or iron that are in their natural state before being changed by chemical processes
- spiralling** /'spɪərlɪŋ/ adjective continuously becoming worse, more or less
- stem from** /'stem ,frəm/ phrasal verb [transitive] to be caused by something

7.4 Speaking

Communicating in meetings

- in good shape** /ɪn ,gʊd 'seɪp/ phrase in good condition
- iron out** /,aɪə(r)n 'aʊt/ phrasal verb [transitive] to deal successfully with a disagreement or problem, especially by removing the last remaining difficulties
- starving** /'sta:(r)vɪŋ/ adjective INFORMAL very hungry
- take stock** /teɪk 'stɒk/ verb [intransitive] to review your position
- tweak** /twi:k/ verb [transitive] INFORMAL to make small changes to improve something

7.5 Writing

Minutes

- chair** /tʃeə(r)/ noun [count] the person who is in charge of a meeting, committee or company
- open-plan office** /'əpən plæn 'ɒfɪs/ noun [count] an office with few walls and a lot of space
- partition** /pɑ:(r)'tɪʃ(ə)n/ noun [count] a wall, screen or piece of glass used to separate one from another in a room or vehicle
- venue** /'venju:/ noun [count] the place where an activity or event happens

7.6 Case study

Car-Glazer

- bodyshop** /'bɒdɪʃɒp/ noun [count] a place where cars are repaired, especially after an accident
- chasing letter** /'tʃeɪsɪŋ ,leṭə(r)/ noun [count] a reminder to pay an outstanding invoice
- dent** /dɛnt/ noun [count] a place where a surface has been pushed or knocked inwards
- embezzle** /im'bɛz(ə)l/ verb [intransitive/transitive] to steal money that people trust you to look after as part of your work
- evasive** /ɪ'veɪsɪv/ adjective not talking or answering questions in an honest way
- petty cash** /,petɪ 'kæʃ/ noun [uncount] a small amount of money in coins or notes that an organization or company keeps available to pay for small things
- reprimand** /'reprɪ,ma:nd/ verb [transitive] to tell someone officially and in a serious way that something they have done is wrong
- scratch** /skrætʃ/ noun [count] a thin mark on a surface: *There were some nasty scratches on the paintwork.*
- sickie** /'sɪki/ noun [count] BRITISH VERY INFORMAL a day when you say you are ill because you do not want to go to work
- suspension** /sə'spenʃ(ə)n/ noun [count/uncount] a punishment in which someone is removed from a team, job or school, for a short time

8 Fair trade

8.1 About business

Fair trade or free trade?

- affluent** /'æflu:ənt/ adjective rich enough to buy things for pleasure
- altruism** /'æltru,iz(ə)m/ noun [uncount] a way of thinking and behaving that shows you care more about other people and their interests than about yourself
- command** /kə'ma:nd/ verb [transitive] FORMAL to have a particular price or value, especially a high one
- crop** /krɒp/ noun [count] a plant grown for food, usually on a farm: *They're all out planting the crops today.*
- deprive** /di'praɪv/ verb [transitive] if you deprive someone of something, you take it away from them or prevent them from having it
- distort** /dɪ'stɔ:(r)t/ verb [transitive] to change something such as information so that it is no longer true or accurate
- ignore** /ɪg'nɔ:(r)/ verb [transitive] to not consider something or not let it influence you: *This ignores the complexity of modern business.*

illiteracy /'ɪlɪtərəsi/ noun [uncount] the state of not being able to read or write

magic wand /'maedʒɪk 'wond/ noun [count] a short thin stick used for performing magic or magic tricks; **wave a magic wand:** find an easy and immediate solution to a problem

misguided /'mɪs'gaɪdɪd/ adjective a misguided idea or action is based on judgments or opinions that are wrong

naïve /nai'iv/ adjective a naïve person lacks experience of life and tends to believe things too easily

pursue /pə(r)'sju:/ verb [transitive] to follow a course of activity: *They have continued to pursue a policy or repression.*

relieve /ri'lɪv/ verb [transitive] to make pain or another feeling less unpleasant

threaten /'θret(ə)n/ verb [transitive] to be likely to harm or destroy something: *Their actions threaten the stability and security of the region.*

toil /tɔɪl/ verb [intransitive] LITERARY to work very hard doing something difficult and tiring, especially physical work

8.2 Vocabulary Contracts and corporate ethics

advocate /'ædvəkeɪt/ verb [transitive] to publicly support a particular policy or way of doing things

amend /'ə'mend/ verb [transitive] to make changes to a document, law, agreement, etc, especially in order to improve it: *A law amending the Chilean constitution was approved on 22nd January.*

bend the rules (for someone) /bend ðə 'ru:lz/ phrase to do something or allow someone to do something that is not usually allowed, especially in order to make things easier on one occasion

beyond reproach /bi'jond ri'prəʊtʃ/ phrase impossible to criticize because of being so good

bribery /'braib(ə)ri/ noun [uncount] the crime of giving money or presents to someone so that they will help you by doing something dishonest or illegal

conspiracy /kən'spirəsi/ noun [uncount] LEGAL the legal offence of planning a serious crime

corruption /kə'rʌpt(ə)n/ noun [uncount] dishonest or illegal behaviour by officials or people in positions of power, especially when they accept money in exchange for doing things for someone

deem /di:m/ verb [transitive never progressive] FORMAL to consider that someone or something has a particular quality

embezzlement /im'bez(ə)mənt/ noun [uncount] the theft of money that people trust you to look after as part of your work

fraud /frə:d/ noun [uncount] the crime of obtaining money from someone by tricking them

insider trading /in'saɪdə(r) 'treɪdnɪŋ/ noun [uncount] the crime of buying or selling shares in a company using information that is available only to people working within that company

irrevocable /ɪ'revəkəb(ə)l/ adjective FORMAL impossible to change or stop

lapse /læps/ verb [intransitive] if an official document, decision or right lapses it is no longer effective

litigation /'lɪtrɪ'geɪʃ(ə)n/ noun [uncount] use of the legal system to settle a disagreement

money-laundering /'mʌni ,lɔ:ndə(r)ɪŋ/ noun [uncount] to hide the origin of money obtained from illegal activities by putting it into legal businesses

nepotism /'nepə,tɪz(ə)m/ noun [uncount] the practice of using your power and influence to give jobs to people in your family instead of to people who deserve to have them

offshore /'ɒf'sɔ:(r)/ adjective [only before noun] an offshore bank or company is not in your own country but in a country where the law is different

part and parcel /pɑ:(r)t ænd 'pɑ:(r)s(ə)l/ phrase an aspect of something that has to be accepted

renege /ri'nɛɪg/ verb [intransitive] FORMAL **renege on:** to decide not to do something that you promised to do

warranty /'wɔ:rəntɪ/ noun [count] a company's written promise to repair or replace a product if it does not work, usually for a specific period of time

wash your hands of /,wɒʃ jɔ:(r) 'haendz əv/ phrase to say or show that you do not want to be involved with someone or something and that you are not responsible for them

8.3 Grammar

Obligation and permission, inversion

at a stretch /ət ə 'stretʃ/ phrase continuously during a period of time

disclose /dɪs'kləʊz/ verb [transitive] to give information to people, especially information that was secret

landlord /'læn(d),lɔ:(r)d/ noun [count] a man who owns a house, flat or room that people can rent

notice /'nəʊtɪs/ noun [uncount] the period between the time that you tell someone you are going to do something and the time you do it

occupancy /'ɒk,jupənsi/ noun [uncount] the use, or the period of use, of a place

outsourcing /,aʊt'sɔ:(r)sɔɪŋ/ noun [uncount] BUSINESS an arrangement in which work is done by people from outside your company, usually by a company that is expert in that type of work

premises /'premɪsɪz/ noun [plural] the buildings and land that a business or organization uses

refurbished /ri'fɜ:(r)bɪʃt/ adjective a refurbished room or a building has been improved by cleaning and painting it, adding new furniture or equipment, etc.

sewer /'su:(r)/ noun [count] an underground pipe or passage that carries waste substances, especially waste removed from houses and other buildings

tenant /'tenənt/ noun [count] someone who rents a flat, house, office, piece of land, etc. from the person who owns it

thriving /'θraɪvɪŋ/ adjective very successful

wear and tear /,weər ən 'teə(r)/ noun [uncount] the changes or damage that normally happen to something that has been used, causing it to be less useful or less valuable

worn /wɔ:(r)n/ adjective something that is worn looks old and damaged because it has been used a lot

8.4 Speaking

Negotiating a compromise

compromise /'kɒmprəmaɪz/ noun [count/uncount] a way of solving a problem or ending an argument in which both people or groups accept that they cannot have everything they want

premium /'pri:mɪəm/ noun [count] an amount of money paid in addition to the normal amount: *Customers are prepared to pay a premium for fair-trade goods.*

shade tree /'seɪd ,tri:/ noun [count] a tree which grows above other plants, protecting them from the sun and providing a natural habitat for birds and animals

8.5 Writing

Assertive writing

annoying /ə'nɔɪɪŋ/ adjective making you feel slightly angry or impatient

assertive /ə'sɜ:(r)tɪv/ adjective behaving in a confident way in which you are quick to express your opinions and feelings

evasive /ɪ'veɪsɪv/ adjective not talking or answering questions in an honest way

submissive /sə'bɪmɪsɪv/ adjective willing to do what other people tell you to do without arguing

sue /su:/ verb [intransitive/transitive] to make a legal claim against someone: *Burnett sued the newspaper for libel and won.*

8.6 Case study

Green Hills Coffee

binding /'baɪndɪŋ/ adjective if an agreement, contract, decision, etc. is binding you must do what it says:

Remember that this is a legally binding document.

breach /bri:tʃ/ noun [count] a failure to follow a law or a rule; **be in breach of something**: *The company was found to be in breach of environmental regulations.*

gentleman's agreement /'dʒent(ə)lmənз ə'grɪ:mənt/ noun [count] a business agreement in which people trust each other without a written contract

jeopardize /'dʒepə(r)daiз/ verb [transitive] to risk damaging or destroying something important

practice /'præktsɪ/ noun [count/uncount] a way of doing something, especially as a result of habit, custom or tradition

turn a blind eye (to something) /'tɜ:(r)n ə ,blaind 'aɪ/ phrase to pretend you do not notice something, because you should do something about it but you do not want to

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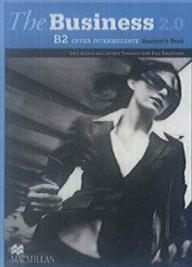
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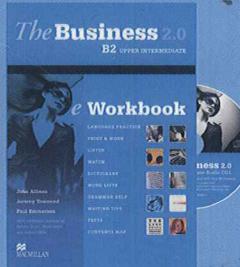
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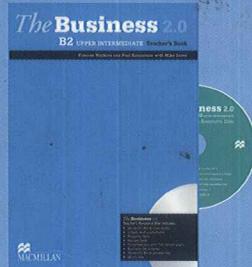
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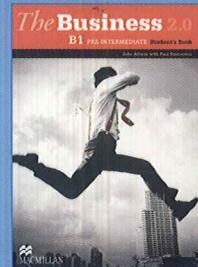


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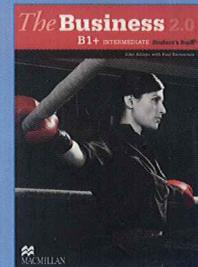


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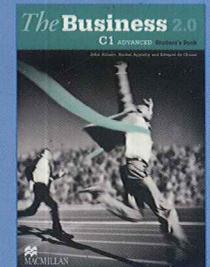
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