

# Glossary

## Unit 1 Companies

**asset** *n* [C] something belonging to an individual or business that has value or the power to earn money:

[актив] *The company has recently sold some of its assets to an Australian investor* Collocations *tangible assets, intangible assets, fixed assets, liquid assets*

**company** *n* [C] a legally registered business [компания] There are many different types of companies:

**holding company** (holds the share capital of one or more other companies) [холдинг] **joint stock company** (registered company or limited company) [акционерное общество] **public limited or listed company** (company whose shares are traded on the stock exchange) **subsidiary** [дочернее предприятие] (company owned by a parent company) [компания-учредитель] Synonyms **corporation** *n* [C] *AmE* [корпорация] **concern** *n* [C] [фирма] **business** *n* [C] [предприятие]

**competition** *n* [U] rivalry between businesses that are operating in the same market: [конкуренция] *The competition is getting tougher every year* – **compete** *v* [I] [конкурировать] – **competitor** *n* [C] [конкурент] – **competitive** *adj* [конкурентный] – **competitiveness** *n* [U] [конкурентоспособность] Collocations *competitive advantage*

**entrepreneur** *n* [C] someone who starts a company, arranges business deals and takes risks:

[предприниматель] *Entrepreneurs have always played a key role in the economy* – **entrepreneurial** *adj* [предпринимательский] – **entrepreneurship** *n* [U] [предпринимательство]

**freelance** *n* [C] someone who works for different companies and is not employed by one Freelancers usually receive fixed payments and not a salary: [внештатный работник] *We're going to use a freelance designer for the company website* – **freelancer** *n* [C] [внештатник] – **freelance** *adj* [внештатный]

**hierarchy** *n* [C] system of authority within an organisation: [иерархия] *Many Swedish firms have very flat hierarchies* – **hierarchical** *adj* [иерархический] Collocations *flat hierarchy, steep hierarchy, traditional hierarchy*

**merger** *n* [C] the creation of a new company by joining two separate companies: [слияние] *The merger will have to be approved by the authorities* – **merge** *v* [I, T] [сливать]

**share** *n* [C] a unit of the capital of a company. Shares in listed companies can be bought and sold on the stock market: [акция] *Investors are having to pay a higher price for the company's shares* – **shareholder** *n* [C] [акционер] **stockholder** *n* [C] US [акционер] – **shareholding** *n* [C] [владение акциями] Synonym **stock** *n* [C] *AmE* [акция] Collocations *share capital, share certificate, share dealing, share issue, share price*

**trade union** *n* [C] an organisation that exists to protect the rights of employees in a company: [профсоюз] *The trade union is in pay negotiations with the employer* Synonym **labor union** *n* [C] *AmE* [профсоюз]

## Unit 2 Leadership

**appraise** *v* [T] to assess the value of something. Staff are regularly appraised to see if they have met the objectives that they are given: [аттестовать] *The department manager will appraise each employee individually* – **appraisal** *n* [C] [аттестация] – **appraisee** *n* [C] [аттестуемый] – **appraiser** *n* [C] [аттестующий] **Collocations** *annual appraisal, performance appraisal*

**authority 1** *n* [U] the power to impose decisions: [полномочия] *The managers in our company have a great deal of authority* – **authorise** *v* [T] [уполномочивать] – **authorisation** *n* [U] [наделение полномочиями] – **authoritative** *adj* [авторитетный] – **authoritarian** *adj* [авторитарный] **Collocations** *lines of authority 2 n* [C] a public institution which is in charge of enforcing regulations or administering a government service: *The public health authority.*

**autonomy** *n* [U] [автономия] the freedom to make your own decisions without having to request authorisation: *I've always believed that it's best to give staff as much autonomy as possible* – **autonomous** *adj* [автономный]

**coach 1** *n* [C] [тренер] person who is responsible for training a team or an individual: *He's a very successful football coach* **2** *v* [T] to train people to help them to acquire particular skills: [тренировка] *I'm responsible for coaching two new people in the department.*

**delegate** *v* [T] to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions: [делегировать] *Managers need to delegate more routine tasks to junior members of staff* – **delegation** *n* [U] [делегирование]

**motivate** *v* [T] make someone willing to work harder: [мотивировать] *He's very good at motivating his sales team* – **motivation** *n* [U] [мотивация] – **motivational** *adj* [мотивационный] – **motivated** *adj* [мотивируемый] **Synonym** **encourage** *v* [T] [стимулировать] **Collocations** *highly-motivated, motivational skills, motivation techniques*

**objective** *n* [C] a goal that has been fixed for people to achieve: [цель] *I have a meeting with my line manager to fix my objectives every six months* **Synonyms** **goal** *n* [C] [цель] **aim** *n* [C] [цель] **target** *n* [C] [задача] **Collocations** *set / fix / establish / achieve / meet objectives*

**staff 1** *n* [plural] the employees of an organisation: [штат] *The new manager will be joining the staff in November* **2** *v* [I] to provide workers for an organisation: [укомплектовывать] *Each of our centres is staffed by expert personnel* **Synonyms** **personnel** *n* [U] [персонал] **employees** *n* [C] [сотрудники] **workers** *n* [C] [работники] **Collocations** *staff morale, staff turnover*

**subordinate** *n* [C] [подчиненный] a person who works under a more senior member of staff: *I have six subordinates that report to me* – **subordinate** *v* [T] [подчинять]

**supervise** *v* [T] to control the work of other people in order to make sure that it is properly done: [контролировать] *We need to supervise the trainees very closely* – **supervision** *n* [U] [контроль] – **supervisory** *adj* [контрольный] **Synonym** **manage** *v* [T] [управлять]

**task** *n* [C] a piece of work that has to be done [задача] *Tasks are generally assigned to employees at the start of the week* **Synonym** **duty** *n* [C] [обязанность] **Collocations** *assign / delegate a task, task-based, task-driven, task force*

## Unit 3 Strategy

- analysis** *n* [C] the work of studying data and information: [анализ] *Detailed analysis of our results shows that productivity has increased only marginally* – **analyse** *v* [Т] [анализировать] – **analyst** *n* [C] [аналитик] *Collocations* *financial analysis*
- campaign** *n* [C] a planned operation which aims to achieve a particular result: [кампания] *A new campaign by activists has forced the company to reconsider some of its policies* – **campaign** *v* [I] [вести кампанию] [+ for/against] – **campaigner** *n* [C] [участник кампании] *Collocations* *advertising campaign, marketing campaign, political campaign*
- growth** *n* [U] an increase in the size or quantity of something: [рост] *Research suggests that there will be significant growth in the market for women's products* – **grow** *v* [I] [расти] *Collocations* *growth rate*
- industry** *n* [C] the production of goods using capital and labour: [промышленность] *The automobile industry is facing increased competition* – **industrial** *adj* [промышленный] – **industrialise** *v* [Т] [индустриализовать] – **industrialisation** *n* [C] [индустриализация] *Collocations* *manufacturing industry, service industry, industrial relations*
- market share** *n* [U] the proportion of the total market that is supplied by a particular company: [доля на рынке] *Our objective is to increase our European market share by five per cent this year* – **market-sharing** *n* [U] [раздел рынка] *Collocations* *increase / lose / take / win market share*
- opportunity** *n* [C] a situation with future potential: [возможность] *Japan represents a great opportunity for our new brand* *Collocations* *lose / seize / take an opportunity*
- resources** *n* [C] this includes the capital, personnel and knowledge that an organisation has at its disposal: [ресурсы] *A key element of the new strategy is the more effective use of our resources* *Collocations* *human resources, financial resources*
- sales 1** *n* [plural] the value of the goods and services sold during a period: [продажи] *The company reported sales of \$42 million during the first quarter* **2** the department responsible for the activity of selling goods and services to customers: *I'll put you through to our sales department* – **salesman/woman** *n* [C] – **salesclerk** *n* [C] *AmE* [продавец] *Collocations* *sales agent, sales call, sales conference, sales department, sales drive, sales figures, sales forecast, sales manager, sales outlet, sales pitch, sales promotion, sales representative, sales talk*
- strategy** *n* [C] a plan of action to enable a firm to compete: [стратегия] *As part of our new strategy we are developing closer links with our suppliers* – **strategic** *adj* [стратегический] – **strategically** *adv* [стратегически] *Collocations* *develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)*
- supply** *n* [U] the amount of goods or services available on a market at a certain time: [предложение] *Improved production techniques will increase the supply of raw materials* – **supply** *v* [Т] [поставлять] – **supplier** *n* [C] [поставщик] – **supplies** *n* [C] [запасы] *Collocations* *order supplies, supply and demand, supply chain management, supply side, oversupply*
- threat** *n* [C] a potential danger to the interests of a company: [угроза] *Deregulation of the market is a real threat to established telecom operators* – **threaten** *v* [Т] [угрожать] – **threatening** *adj* [угрожающий] – **threateningly** *adv* [угрожающе]

## Unit 4 Pay

**board** *n* [C] the group of directors elected by the shareholders to manage a company: [совет] *The board has approved the director's salary* Collocations *board of directors, board meeting, boardroom*

**budget** *n* [C] an account of probable future income and expenditure during a fixed period: [бюджет] *We are currently preparing the budget for next year* – **budget** *v* [I] [составлять бюджет] – **budgetary** *adj* [бюджетный] Collocations *be on / over / under budget, budget deficit, budget surplus, meet a budget*

**compensation** *n* [U] payment, including salary and other incentives like stock options: [выплаты] *The best paid executives received more than \$10 million in compensation last year* – **compensate** *v* [T] [выплачивать] Collocations *compensation deal, compensation package*

**contract** *n* [C] a document setting out an agreement between two or more parties: [контракт] *Under the new contract the company becomes the exclusive distributor for North America* – **contractor** *n* [C] [подрядчик] – **sub-contractor** *n* [C] [субподрядчик] Collocations *agree a contract, be under contract, breach a contract, negotiate a contract, review a contract, sign a contract, terminate a contract*

**damages** *n* [plural] an amount of money paid to a person who has suffered an injustice: [компенсация] *The company paid damages to staff who were unfairly dismissed.*

**legal action** *n* [C,U] using the law to defend one's rights: [судебный иск] *The consumer association said it will consider legal action* Synonyms **litigation** *n* [U] [судебное дело] **law suit** *n* [C] [судебный процесс]

Collocations *take legal action, win a legal action*

**pay 1** *n* [U] money earned by an employee as a salary or wage: [зарплата] *Some employees are complaining that their pay has not increased in line with inflation* – **payment** *n* [C] [жалованье] Collocations *pay as you earn (PAYE), pay freeze, pay rise, payroll, pay-slip, pay talks* 2 to give money to someone in exchange for items or services: [платить] *We're paying more than the market rate.*

**pension** *n* [C] a regular payment made to a person after they have retired from active work: [пенсия] *Some businesses have decided to ask their staff to contribute another one per cent towards their pensions* Collocations *pension fund, pension contribution*

**reward** *v* [T] to give a payment for services performed or for excellent work or behaviour: [вознаграждать] *We like to reward our staff when they reach the objectives* – **reward** *n* [C,U] [вознаграждение] – **rewarding** *adj* [наградной]

**salary** *n* [C,U] an amount of money paid every month to an employee in exchange for their services: *Salaries are always paid in the local currency* [оклад] – **salaried** *adj* [находящийся на окладе] Collocations *be on a salary of, earn a salary, negotiate a salary, salary scale*

**severance deal / pay** *n* [C,U] money paid by an employer when an employee's services are terminated: [выходное пособие] *Severance pay for top executives has increased significantly in recent years.*

**stock option** *n* [C] an option given to executive employees allowing them to buy shares in the company at a favourable price: [фондовый опцион] *Microsoft has announced that it plans to end stock options for employees.*

## Unit 5 Development

- consortium** *n* [C] an association between two or more companies to work together on a specific project (usually a major construction or engineering project): [консорциум] *SK Gas has formed a consortium with automakers to produce gas-powered vehicles.*
- cost** **1** *n* [C] the price paid for something: [стоимость] *The total cost for the new equipment will be \$50,000* **2** the money that is required to produce or sell something: [затраты] *It looks like production and labour costs will be higher than we expected* – **cost** *v* [I] [стоить] **Synonym** overheads *n* [C] [накладные расходы] **Collocations** *fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost*
- development** **1** *n* [C] the growth and expansion of a business, industry or economy: [развитие] *The OECD provides advice and assistance on all aspects of development* **2** research to produce new, improved products: [разработка] *Our company is actively pursuing the development of new biotechnology solutions* **3** a change or alteration: [изменение] *Another recent development has been the arrival of Asian companies on the market* – **developer** *n* [C] [разработчик] – **developing** *adj* [развивающийся] **Collocations** *research and development (R&D), developing countries*
- loan** *n* [C] money lent to an individual or organisation: [ссуда] *The World Bank has agreed to a five-year loan of \$125m* – **loan** *v* [T] [ссужать] **Collocations** *apply for a loan, bank loan, interest on a loan, take out a loan*
- negotiation** *n* [C] the process of negotiating a business deal: [переговоры] *The success of the negotiations will depend on the financial terms of the deal* – **negotiate** *v* [I, T] [договариваться] – **negotiator** *n* [C] [участник переговоров] **Synonyms** *talks* *n* [plural] [переговоры] **Collocations** *negotiate an agreement / a deal, negotiation skills*
- prosperity** *n* [U] a state of being rich, having economic success: [процветание] *The nation's future prosperity will depend on developing a highly-skilled workforce* – **prosper** *v* [I] [процветать] – **prosperous** *adj* [процветающий]
- reserve** **1** *n* [C] the amount of something kept for future use: [резерв] *Shell has revised its estimate of available oil reserves* **2** an amount of money set aside from profits: [резервный фонд] *Ten per cent of earnings have been transferred to reserves* – **reserve** *v* [T] [резервировать] **Synonym** *resources* *n* [U] [ресурсы] **Collocations** *hold in reserve, use up reserves*
- revenue** *n* [C] money received especially from selling goods and services: [доход] *Revenues have increased by six per cent to £183m*
- wealth** *n* [U] the amount of money or possessions owned by an individual, organisation or country: [богатство] *Accumulating wealth is the key to financial independence* – **wealthy** *adj* [богатый] **Collocations** *acquire / accumulate wealth*



## Unit 6 Marketing

**barrier to entry** *n* [C] any factor which prevents new competition from entering a market: [барьер для доступа] *A strong brand can become a barrier to entry in some markets, while a simple product cannot*

**benefit** *n* [C] an advantage or an improvement: [польза] *One benefit of the new design is that it can be installed easily* – **benefit** [+ from] *v* [получить пользу] – **beneficial** *adj* [полезный]

**brand** *n* [C] the identity of a product or service: [бренд] *Eastman Kodak is a premier brand in traditional and digital imaging* – **brand** *v* [Т] [маркировать] **Collocations** *brand image, brand leader, brand loyalty, brand manager, brand management, brand name, brand-stretching, cross-branding, own brand, premium brand*

**consumer** *n* [C] a person who buys products and/or services: [потребитель] *Nokia is committed to providing consumers with the information they need* – **consume** *v* [Т] [потреблять] – **consumption** *n* [U] [потребление] **Collocations** *consumer goods, consumer research, consumer survey*

**logo** *n* [C] a sign or symbol used as a trademark to represent a company or a brand: [логотип] *The Nike 'swoosh' is an instantly recognisable logo.*

**marketing mix** *n* [U] the four different components of marketing: [составляющие маркетинга] **1 place** *n* [C] the distribution and delivery of goods to market [место] **2 price** *n* [C] the amount of money for which something can be sold [цена] – **price** *v* [Т] [назначать цену] **Collocations** *cost price, cut price, fixed price, list price, retail price, purchase price, recommended price, wholesale price, price-list, price-tag, price war* **3 product** *n* [C] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product's features and performance characteristics [продукция] **4 promotion** *n* [C] activities that help sell a product [продвижение]

**premium** *n* [C] a price that is higher than the standard price, usually due to higher quality: [наценка] *Organically grown foods are sold at a premium* **Collocations** *premium rate*

**promotion** *n* [C] a method of communicating and publicising a product: [продвижение] *America Online plans to launch a promotion on Thursday that will let its members download full-feature films* – **promote** *v* [Т] [продвигать] – **promotional** *adj* [для продвижения] **Collocations** *seasonal promotion, promotional campaign, promotional price*

**point of sale** *abbreviation POS* *n* [C] the place where a consumer can buy a product or service: [кассовый терминал] *New electronic systems can approve credit for customers at the point of sale.*

## Unit 7 Outsourcing

**back office** *n* [C] the departments of a financial company where routine administrative tasks are done without direct contact with customers: [вспомогательный офис] *Efficient management of the back office can reduce costs.*

**business process** *n* [C] any activity that is essential for a firm to conduct its business: [бизнес-процесс] *Organisations that have complete control over their business processes are the most productive*  
**Collocations** *business process re-engineering*

**database** *n* [C] an organised set of information stored in a computer: [база данных] *We're currently updating all our customer files in the database.*

**downsize** *v* [I] to reduce the number of employees in an organisation: [сокращать] *European companies are continuing to downsize their manufacturing operations – downsize v [T] [сокращать] Synonyms lay off v [T] [увольнять]*

**knowledge work** *n* [U] work that involves developing or using knowledge: [интеллектуальная работа] *The profitability of most business today depends more on knowledge work than on manual work – knowledge worker n [C] [работник интеллектуального труда]*

**offshoring** *n* [U] transferring work to an outside supplier based in another country: [перевод в офшор] *Offshoring is only suitable for tasks that have been clearly defined and can be managed at a distance – offshore adj – offshore n [U] [офшор] Synonyms outsource v [T]*

**outsource** *v* [T] transferring work to an outside supplier: [производить аутсорсинг] *We are planning to outsource all of our IT operations to an Indian supplier – outsourcing n [U] [аутсорсинг] Synonyms subcontract v [T] [заключать субподряд]*

**overhead** *n* [C] a cost that does not vary with output (e.g rent, salaries): [накладные расходы] *The pressure on corporate management to reduce overheads is increasing* **Synonyms** *fixed cost n [C] [фиксированные расходы]*

**pilot project** *n* [C] a trial project to test performance: [опытный проект] *The pilot project will start operating in June.*

**productivity** *n* [U] The relationship between the output of goods and the resources needed to produce them: [производительность] *Productivity has continued to grow strongly.*

**saving** *n* [C] money and materials saved by economical working: [сбережение] *New construction techniques resulted in a saving of 25 per cent of operation and maintenance costs – savings [plural] [сбережения] Synonym economy n [U] [экономия] Collocations cost saving, make savings*

**service provider** *n* [C] a company that provides services for users especially in computer networks: [поставщик услуг] *There are several issues to consider when selecting a service provider.*

**shortage** *n* [C] a lack or scarcity of something: [нехватка] *Silicon Valley is facing a shortage of skilled programmers.*

## Unit 8 Finance

- balance sheet** *n* [C] a statement showing the wealth of a business or organisation at a particular date The balance sheet has two parts showing assets and liabilities: [баланс] *Buildings and machinery are assets that should be listed on the balance sheet* **Synonyms** *statement of financial position* *n* [C] *AmE* [баланс]
- bankrupt** *adj* unable to pay your debts: [обанкротившийся] *The company is almost bankrupt and will need to secure a loan to survive* – **bankrupt** *v, n* [C] [обанкротиться, банкрот] – **bankruptcy** *n* [U] [банкротство] **Synonyms** *insolvent* *adj* *AmE* [неплатежеспособный]
- bottom line** *n* [C] the last line on a financial document which shows the final result (total profit once all costs have been deducted): [итоговая строка] *Falling sales are going to have a negative impact on the bottom line.*
- expense 1** *n* [C] money spent: [затраты] *We have significantly reduced our expenses over the last five years* – **expenditure** *n* [C] **Synonyms** *spending* *n* [U] **2** *n* [C] money spent by an employee that can be claimed back: [расходы] *I put the restaurant bill on expenses* **Collocations** *expense account, expenses claim form, claim expenses*
- financial statement** *n* [C] a document showing the state of the finances of an organisation or business: [финансовый отчет] *Financial statements must be completed by the end of August.*
- forecast** *n* [C] an estimate of a future situation: [прогноз] *According to forecasts, prices will rise more slowly next year* – **forecast** *v* [T] [прогнозировать] **Synonyms** *projection* *n* [C] [прогноз]
- income statement** *n* [C] *AmE* a financial statement showing revenue, expenditure and profit from operations during a given period: [отчет о прибыли] *Enron's income statement did not accurately reflect its losses* **Synonyms** *profit and loss account* *n* [C] *BrE* [отчет о доходах и расходах] **statement of earnings** *n* [C] *AmE* [отчет о доходах]
- mismanagement** *n* [U] poor quality management: [неправильное руководство] *Lack of cashflow is often due to mismanagement* – **mismanage** *v* [T] [неправильно руководить]
- profit and loss account** *n* [C] *BrE* a financial statement showing revenue, expenditure and profit from operations during a given period: [отчет о доходах и расходах] *Ahold's profit and loss account did not show all its losses* **Synonyms** *income statement* *n* [C] [отчет о прибыли] *AmE* **statement of earnings** *n* [C] *AmE* [отчет о доходах и расходах]
- regulator** *n* [C] a government agency responsible for overseeing a profession or an activity: [регулятор] *Stock market regulators are in charge of protecting investors* – **regulation** *n* [C] [регулирование] **Synonyms** *controller* *n* [C] [ревизор]
- Securities Exchange Commission** *abbreviation SEC* *n* the US agency responsible for stock market regulation: [Комиссия по ценным бумагам] *The SEC is currently investigating ten cases of fraud.*



## Unit 9 Recruitment

**accountable** *adj* responsible for the effects of your actions: [ответственный] *Managers are accountable for the performance of their employees* **Synonyms** *responsibile* [+ for] *adj* [ответственный]

**applicant** *n* [C] a person who is applying for a position: [претендент] *All applicants are asked to provide a letter of reference* – **apply** [+ for] *v* [I] [претендовать] – **application** *n* [C] [заявка]

**Synonyms** **candidate** *n* [C] [кандидат]

**assign** *v* [T] give someone a particular task to do: [поручать] *Employees are assigned duties that correspond to their skills and training* – **assignment** *n* [C] [задание]

**cover letter** *n* [C] a letter written to an employer in response to a job advertisement: [сопроводительное письмо] *Candidates should send a cover letter with a copy of their CV*

**curriculum vitae** *abbreviation CV n* [C] a document that gives details of a person's experience and qualifications: [автобиография] *Her CV is fairly typical for a business graduate* **Synonyms** *resumé* *n* [C] *AmE* [резюме]

**deadline** *n* [C] the date by which something has to be completed: [крайний срок] *The deadline for applications has been extended until the 25 May* **Collocations** *fix a deadline, meet a deadline, miss a deadline, set a deadline*

**empower** *v* [T] give someone the power or ability to do something: [предоставлять возможность] *Staff are empowered to shape their career development* – **empowerment** *n* [U] [предоставление возможности]

**hire** *v* [T] employ someone: [нанимать] *Businesses are hiring as job growth booms* – **hire** *n* [C] [найм] **Synonyms** *recruit* *v* [T] [нанимать] **employ** *v* [T] [трудоустраивать] **Collocations** *hiring and firing, hiring manager*

**payroll** *n* [U] **1** a list of the employees in an organisation [список сотрудников] **2** the administration of employee pay: [платежная ведомость] *Salaries are calculated according to the number of days that employees are on the payroll* **Collocations** *payroll management, cut/reduce the payroll*

**qualification** *n* [C] an examination passed at school or university: [квалификационный экзамен] *Candidates must have qualifications in accounting* – **qualify** *v* [I] [квалифицировать] – **qualified** *adj* [квалифицированный]

**resumé** *n* [C] *AmE* a document that gives details of a candidate's experience and qualifications: [резюме] *Preparing a good resumé should be the starting point for all job seekers* **Synonyms** *Curriculum Vitae* *BrE* [автобиография]

**screen** *v* [T] to examine or test people: [проверять] *Each candidate is screened for education, experience, expertise and salary.*

**train** *v* [T] to teach someone the skills of a particular job or activity: [обучать] *Staff are trained to watch for situations where they may be required to help* – **training** *n* [U] [обучение] – **trainee** *n* [C] [обучаемый] – **trainer** *n* [C] [обучающий]

## Unit 10 Counterfeiting

- copycat** *n* [C] the term for someone who copies the work of another person: [плагиатор] *The Australian government has announced that it is cracking down on copycats.*
- copyright** *n* [U] the legal right that belongs to the person who has created a new artistic work or piece of software: [авторское право] *All of the graphics and editorial content on this site are protected under US copyright.*
- currency** *n* [C] the type of money that is used by a particular country or trading bloc: [валюта] *The euro is the currency of most member states of the European Union* **Synonyms** *money* *n* [U] [деньги] **Collocations** *foreign currency, hard currency, currency dealer, currency exchange rate, currency trading*
- defraud** *v* [T] to cheat another person by taking something that they own: [мошенничать] *He admitted defrauding his employer of more than £2m.*
- enforce** *v* [T] to make people obey a law or rule: [принуждать] *Enforcing a patent can be a long and expensive process* – **enforcement** *n* [U] [принуждение] – **enforceable** *adj* [допускающий принуждение]
- fake** *n* [C] a copy or imitation of a genuine article: [подделка] *Experts have identified the components as fakes* – **fake** *v* [T] [подделывать] **Synonyms** *copy* *v* [C] [копировать] – **copy** *n* [C] [копия]
- file-swapping** *n* [U] exchanging files between computers on a network: [обмен файлами] *Record companies tried to close down the illegal file-swapping website.*
- infringement** *n* [U] a breach of the law or of another person's rights: [нарушение] *The company is being sued over infringements of copyright technology*
- intellectual property** *n* [U] something that a person or business has invented and which is protected by patent: [интеллектуальная собственность] *All international businesses are having to spend more on protecting their intellectual property.*
- patent** *n* [C] a special right given to the inventor of a machine or process: [патент] *Some governments do not recognise patents on software* – **patent** *v* [T] [патентовать] – **patented** *adj* [патентованный] **Synonyms** *copyright* *n* [C,U] [авторское право] **Collocations** *patent pending, patent office*
- piracy** *n* [U] infringement of copyrights: [пиратство] *The association has launched a campaign to fight software piracy.*
- profitability** *n* [U] the ability of a business to earn profits: [прибыльность] *Increased labour costs have reduced our profitability* – **profit** *n* [C] [прибыль] – **profit** *v* [I] [получать прибыль] – **profitable** *adj* [выгодный]
- trademark** *n* [C] a special, registered picture or symbol that is associated with a particular brand or product: [торговый знак] *Our trademark is now well-known in most countries in the region.*

## Unit 11 Markets

**bid** *n* [C] an offer to buy something at a stated price: [предложение цены] *All bids must be submitted in writing – bid* *v* [I, T] [предлагать цену] – **bidder** *n* [C] – **bidding** *n* [U] **Synonyms** *offer* *n* [C] [предложение] **Collocations** *make/accept/reject a bid, takeover bid*

**business to business** *abbreviation* **B2B** *adj* refers to any business or correspondence between two companies: [предприятие-предприятие] *The B2B sector will be the biggest growth area in internet traffic.*

**dealer** *n* [C] a person who specialises in trading a particular type of goods: [торговый агент] *The company only uses authorised dealers who are fully trained – deal* *n* [C] [сделка] – **deal** *v* [I, T] [торговать] **Collocations** *foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal*

**demand** *n* [C, U] the quantity required to supply orders: [спрос] *Total petroleum demand has increased by one per cent* **Collocations** *supply and demand*

**e-business** *n* [U] business to business relationships conducted using internet technology: [электронный бизнес] *IBM is one of the leading suppliers of e-business solutions.*

**e-commerce** *n* [U] selling activities that are conducted using internet technology: [электронная торговля] *Some consumers still lack confidence in e-commerce.*

**glitch** *n* [C] a minor fault with a computer program or machine: [сбой] *A glitch in the computer system has led to the cancellation of several flights* **Synonyms** *malfunction* *n* [C] [неполадка] **bug** *n* [C] [неполадка]

**gross** *v* [T] to calculate revenue before tax and other charges have been deducted: [исчислять валовой доход] *The film grossed \$8.5m in the first two weeks – gross* *adj* [валовой] **Collocations** *gross profit, gross margins, gross national product, gross domestic product (GDP)*

**inventory** *n* [C] a list of the stocks held by a business: [реестр] *New software has made it possible to control inventory more accurately* **Synonyms** *stock* *n* [C] [запас]

**market research** *n* [U] the work of finding out what kind of goods consumers want: [исследования рынка] *Conducting online surveys is a new and promising approach to market research.*

**mass market** *n* [U] the market for standardised consumer products: [массовый рынок] *Licensing is one way for small businesses to enter the mass market – mass-market* *adj*

**merchandising** *n* [U] toys, clothes and other products based on a popular film, TV show, etc and sold to make additional profits: [тематический товар] *Star Wars merchandising made far more profit than the films.*

**price setting** *n* [U] fixing the prices at which goods and services will be sold: [установление цены] *In price setting you try to estimate how much customers will be prepared to pay for an item*

**real estate** *n* [U] property in the form of land or houses: [недвижимое имущество] *Investing in real estate is not as risk free as some people think* **Synonyms** *property* *n* [U] *BrE* *realty* *n* [U] *AmE* [недвижимость] **Collocations** *estate agent* *BrE*

**tender** *n* [C] a written offer by a supplier to provide goods or services at a certain price: [коммерческое предложение] *Your tender has been accepted at the agreed price – tender* *v* [I, T] [выдвигать коммерческое предложение]

## Unit 12 Lobbies

- aid** *n* [U] assistance given to a country or organisation in difficulty: [помощь] *The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations* – **aid** *v* [T] [помогать]
- boycott** *n* [C] a protest where people refuse to buy or use a product or service: [бойкотировать] *The consumer group is calling for the boycott of all tobacco products* – **boycott** *v* [T] [бойкот]
- charity** *n* [C] a non profit-making organisation that collects goods and money in order to provide assistance: [благотворительное общество] *The charity managed to raise £3m for homeless people in the UK.*
- debt relief** *n* [U] the cancellation or reduction of a debt: [аннулирование долга] *The government is firmly committed to a programme of debt relief.*
- demonstration** *n* [C] a march to publicly protest about something: [демонстрация] *The demonstration will take place at G7 summit on 10 June.*
- fair trade** *n* [U] a movement which promotes fairer trading conditions for developing countries: [взаимовыгодная торговля] *Fair trade gives consumers an opportunity to help change the world.*
- grant** *n* [C] a sum of money given to a person or organisation to help them to pay for something: [грант] *The Central Development Fund has awarded a grant of \$7.5m* – **grant** *v* [T] [выделять грант]
- income** *n* [C,U] money received by a person, family or organisation: [доход] *In some parts of the country incomes have fallen by as much as 25 per cent* **Synonyms** *revenue* *n* [C] [доход] **Collocations** *income tax, gross income, net income*
- litigation** *n* [U] legal action against an individual or organisation: [судебное дело] *Litigation has increased significantly over the years* – **litigate** *v* [U] [вести тяжбу] – **litigator** *n* [C] [сторона]
- lobby** *v* [T] to try to persuade a government or organisation to change a policy or situation: [лоббировать] *Big companies are lobbying the president to open up marine reserves for oil drilling* – **lobby** *n* [U] [лобби] **lobbyist** *n* [U] [лоббист]
- petition** *n* [C] a document signed by many people asking someone in authority to change something: [петиция] *So far, five thousand people have signed the petition* – **petition** [+ against/for] *v* [I,T] [подавать петицию]
- pressure group** *n* [C] a group that tries to influence the opinions of other people: [группа воздействия] *The pressure group is coordinating the protests.*
- protectionism** *n* [U] protecting a country's trade by taxing foreign goods: [протекционизм] *Protectionism usually increases the prices of basic goods to the consumer.*
- quota** *n* [C] an official limit on the amount of something: [квота] *Quotas have been imposed on 25 categories of imported clothing.*
- subsidy** *n* [C] money given by a government to certain producers to help them to produce without losing money: [субсидия] *World Bank economists are urging rich countries to cut subsidies to certain industries* – **subsidise** *v* [T]
- taxpayer** *n* [C] any person or organisation that is liable to pay tax: [налогоплательщик] *Taxpayers will pay more to subsidise the development of alternative energy sources.*

## Unit 13 Communication

**correspondence** *n* [U] writing, receiving and answering letters: [корреспонденция] *I'm catching up on my correspondence – correspond* *v* [I]

**information technology** *abbreviation IT n* [C] the technology of processing, storing or transmitting data by electronic means: [информационные технологии] *Information technology has revolutionised all aspects of management.*

**mobile** *n* [C] a wireless telephone: [мобильный телефон] *The introduction of colour screens and digital imaging have made mobiles even more essential* **Synonyms** *cell phone n* [C] *AmE* [мобильный телефон]

**overload** *n* [C] an excessive quantity of something: [избыток] *You may be overwhelmed by the overload of information that is available on the net – overload* *v* [I] [перегружать]

**prioritise** *v* [T] to put things in the order of importance so that you can deal with the most important things first: [расставлять по значимости] *Prioritising your work will help you to avoid backlogs.*

**process** *v* [T] to deal with information or documents: [обрабатывать] *All the data is processed on the server – process* *n* [C] [процесс]

**product recall** *n* [C] a situation where a defective product is withdrawn from the market and returned to the manufacturer: [отзыв продукции] *Product recalls of children's toys are now very rare.*

**text messaging** *n* [U] a system which allows short text messages to be communicated by telephone: [текстовые сообщения] *Text messaging is far more popular than voice calls* **Synonyms** *SMS (Short Message Service) n* [C] [SMS]

**white-collar** *adj* employees who work in offices: [канцелярский] *White-collar jobs are moving abroad.*



## Unit 14 Logistics

**distribution** *n* [U] the arrangements and activities required in order to get goods from the manufacturer to the consumer: [распространение] *Distribution is organised via a product list.*

**finished goods** *n* [plural] goods or products that are ready to be sold on to consumers: [готовая продукция] *We keep close track of the stock levels of our finished goods.*

**freight** *n* [U] the transportation of goods by air, sea, rail or road: [перевозка] *All freight is paid by the customer* – **freight** *v* [T] [фрахтовать] **Collocations** *air-freight, freight car (AmE), freight train, freight forward*

**grey marketing** *n* [U] selling products without the authorisation of the trademark owner: [«серый» маркетинг] *Any authorised dealers who resort to grey marketing will be immediately suspended.*

**haulage** *n* [U] the business of transporting goods by road or railway: [перевозка наземным транспортом] *We are a haulage and warehousing company based in Poland* **Collocations** *road-haulage*

**loading bay** *n* [C] the area in a factory or warehouse where goods are loaded for transport: [погрузочная площадка] *When a truck arrives at the loading bay an employee registers the delivery.*

**pilot** *v* [T] to test a new idea or product: [испытывать] *We are piloting new ways to improve our supply chain management* **Synonyms** *test* *v* [T] [испытывать] *trial* *v* [T] [пробовать]

**raw materials** *n* [plural] materials such as minerals and hydrocarbons which are used in a production process: [сырье] *Securing long term supplies of raw materials is critical.*

**ship** *v* [T] to move goods from one place to another: [доставлять] *This order is being shipped to Puerto Rico* – **shipment** *n* [U] [доставка] – **shipping** *n* [U] [доставка] – **ship** *n* [C] [корабль] **Synonyms** *deliver* *v* [T] [поставлять]

**supply chain** *n* [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product: [цепочка поставок] *Information technology has changed the dynamics of the supply chain* **Collocations** *supply chain management*

## Unit 15 Innovation

**achievement** *n* [C] something that you succeed in doing by your own efforts: [достижение] *Designing the first laptop computer was one of his greatest achievements* – **achieve** *v* [T] [достигать] – **achiever** *n* [C] [достигающий]

**borderline** *n* [C] the point at which one thing ends and another begins: [граница] *Many products fall into the borderline between different product categories* – **borderline** *adj* [пограничный]

**breakthrough** *n* [C] an important new discovery: [прорыв] *The iMac was a major breakthrough in computer design* **Collocations** *make a breakthrough*

**business practices** *n* [plural] the methods used to conduct business: [практика деловых отношений] *The company is running a scheme to encourage best business practices.*

**design** *v* [T] to make a drawing or plan of something that will be made: [разрабатывать] *At the moment she's designing a new range of furniture to be used in schools* – **design** *n* [C] [разработка] – **designer** *n* [C] [разработчик, дизайнер] – **designer** *adj* [дизайнерский] **Collocations** *designer goods, designer label, designer ware*

**feature** *n* [C] an important part of something: [особенность] *The programme has a number of interesting new features* – **feature** *v* [T] [характеризоваться] **Synonyms** *characteristic* *n* [C] [характеристика] **Collocations** *product features, special features*

**generic** *adj* a product that does not have a trademark: [непатентованный] *Generic drugs sell at a much lower price.*

**mass-production** *adj* produced in large quantities: [массового производства] *Many companies have moved their mass-production overseas to cheaper markets* –

**mass-produce** *v* [T] [производить в большом количестве] – **mass-production** *n* [U] [массовое производство]

**prototype** *n* [C] the first form that a new design takes: [прототип] *The prototype has revealed areas where the design can be improved.*