

# Glossary

## Unit 1 Companies

- asset** *n* [C] something belonging to an individual or business that has value or the power to earn money: *The company has recently sold some of its assets to an Australian investor* [activo] Collocations *tangible assets, intangible assets, fixed assets, liquid assets*
- company** *n* [C] a legally registered business [sociedad] There are many different types of companies:  
**holding company** (holds the share capital of one or more other companies) [sociedad de cartera] **joint stock company** (registered company or limited company) [sociedad por acciones] **public limited or listed company** (company whose shares are traded on the stock exchange) [sociedad anónima o cotizada en bolsa] **subsidiary** (company owned by a parent company) [subsidiaria] Synonyms **corporation** *n* [C] *AmE* [corporación] **concern** *n* [C] [empresa] **business** *n* [C] [negocio]
- competition** *n* [U] rivalry between businesses that are operating in the same market: *The competition is getting tougher every year* [competencia] – **compete** *v* [I] [competir] – **competitor** *n* [C] [competidor/a] – **competitive** *adj* [competitivo/a] – **competitiveness** *n* [U] [competitividad] Collocations *competitive advantage*
- entrepreneur** *n* [C] someone who starts a company, arranges business deals and takes risks: *Entrepreneurs have always played a key role in the economy* [empresario/a] – **entrepreneurial** *adj* [empresarial] – **entrepreneurship** *n* [U] [iniciativa empresarial]
- freelance** *n* [C] someone who works for different companies and is not employed by one [autónomo/a] Freelancers usually receive fixed payments and not a salary: *We're going to use a freelance designer for the company website* – **freelancer** *n* [C] [autónomo/a] – **freelance** *adj* [autónomo/a]
- hierarchy** *n* [C] system of authority within an organisation: *Many Swedish firms have very flat hierarchies* [jerarquía] – **hierarchical** *adj* [jerárquico/a] Collocations *flat hierarchy, steep hierarchy, traditional hierarchy*
- merger** *n* [C] the creation of a new company by joining two separate companies: *The merger will have to be approved by the authorities* [fusion] – **merge** *v* [I, T] [fusionar]
- share** *n* [C] a unit of the capital of a company Shares in listed companies can be bought and sold on the stock market: *Investors are having to pay a higher price for the company's shares* [acción] – **shareholder** *n* [accionista] [C] **stockholder** *n* [C] *US* [accionista] – **shareholding** *n* [C] [tenencia de acciones] Synonym **stock** *n* [C] *AmE* [valores] 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: *The trade union is in pay negotiations with the employer* [sindicato] Synonym **labor union** *n* [C] *AmE* [sindicato de trabajadores]

## 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: *The department manager will appraise each employee individually* [evaluar] – appraisal *n*[C] [evaluación] – appraisee *n*[C] [evaluado/a] – appraiser *n*[C] [evaluador/a] Collocations *annual appraisal, performance appraisal*

**authority 1** *n*[U] the power to impose decisions: *The managers in our company have a great deal of authority* [autoridad] – authorise *v*(T) [autorizar] – authorisation *n*[U] [autorización] – authoritative *adj* [autoritario/a] – authoritarian *adj* [autoritario/a] 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] 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* [autonomía] – autonomous *adj* [autónomo/a]

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

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

**motivate** *v*[T] make someone willing to work harder: *He's very good at motivating his sales team* [motivar] – motivation *n*[U] [motivación] – motivational *adj* [motivante] – motivated *adj* [motivado/a] Synonym encourage *v*[T] [animar] Collocations *highly-motivated, motivational skills, motivation techniques*

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

**staff 1** *n* [plural] the employees of an organisation: *The new manager will be joining the staff in November* [plantilla] **2** *v*[I] to provide workers for an organisation: *Each of our centres is staffed by expert personnel* [proveer de personal] Synonyms personnel *n*[U] [personal] employees *n*[C] [empleados] workers *n*[C] [trabajadores] Collocations *staff morale, staff turnover*

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

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

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

## Unit 3 Strategy

- analysis** *n* [C] the work of studying data and information: *Detailed analysis of our results shows that productivity has increased only marginally* [análisis] – analyse *v* [T] [analizar] – analyst *n* [C] [analista]  
Collocations *financial analysis*
- campaign** *n* [C] a planned operation which aims to achieve a particular result: *A new campaign by activists has forced the company to reconsider some of its policies* [campana] – campaign *v* [I] [+ for/against] [hacer campaña en favor de/en contra de] – campaigner *n* [C] [defensor/a] Collocations *advertising campaign, marketing campaign, political campaign*
- growth** *n* [U] an increase in the size or quantity of something: *Research suggests that there will be significant growth in the market for women's products* [crecimiento] – grow *v* [I] [crecer] Collocations *growth rate*
- industry** *n* [C] the production of goods using capital and labour: *The automobile industry is facing increased competition* [industria] – industrial *adj* [industrial] – industrialise *v* [T] [industrializar] – industrialisation *n* [C] [industrialización] Collocations *manufacturing industry, service industry, industrial relations*
- market share** *n* [U] the proportion of the total market that is supplied by a particular company: *Our objective is to increase our European market share by five per cent this year* [cuota de mercado] – market-sharing *n* [U] [participación en el mercado] Collocations *increase / lose / take / win market share*
- opportunity** *n* [C] a situation with future potential: *Japan represents a great opportunity for our new brand* [oportunidad] Collocations *lose / seize / take an opportunity*
- resources** *n* [C] this includes the capital, personnel and knowledge that an organisation has at its disposal: *A key element of the new strategy is the more effective use of our resources* [recursos] Collocations *human resources, financial resources*
- sales** 1 *n* [plural] the value of the goods and services sold during a period: *The company reported sales of \$42 million during the first quarter* [ventas] 2 the department responsible for the activity of selling goods and services to customers: *I'll put you through to our sales department* [ventas] – salesman/woman *n* [C] [vendedor/a] – salesclerk *n* [C] AmE [agente de ventas] 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: *As part of our new strategy we are developing closer links with our suppliers* [estrategia] – strategic *adj* [estratégico/a] – strategically *adv* [estratégicamente] 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: *Improved production techniques will increase the supply of raw materials* [oferta] – supply *v* [T] [suministrar] – supplier *n* [C] [proveedor/a] – supplies *n* [C] [suministros] Collocations *order supplies, supply and demand, supply chain management, supply side, oversupply*
- threat** *n* [C] a potential danger to the interests of a company: *Deregulation of the market is a real threat to established telecom operators* [amenaza] – threaten *v* [T] [amenazar] – threatening *adj* [amenazador/a] – threateningly *adv* [amenazadoramente]

## Unit 4 Pay

- board** *n* [C] the group of directors elected by the shareholders to manage a company: *The board has approved the director's salary* [junta] Collocations *board of directors, board meeting, boardroom*
- budget** *n* [C] an account of probable future income and expenditure during a fixed period: *We are currently preparing the budget for next year* [presupuesto] – **budget** *v* [I] [presupuestar] – **budgetary** *adj* [presupuestario/a] 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: *The best paid executives received more than \$10 million in compensation last year* [compensación] – **compensate** *v* [T] [compensar] Collocations *compensation deal, compensation package*
- contract** *n* [C] a document setting out an agreement between two or more parties: *Under the new contract the company becomes the exclusive distributor for North America* [contrato] – **contractor** *n* [C] [contratista] – **sub-contractor** *n* [C] [subcontratista] 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: *The company paid damages to staff who were unfairly dismissed* [daños y perjuicios]
- legal action** *n* [C,U] using the law to defend one's rights: *The consumer association said it will consider legal action* [acción procesal] Synonyms *litigation* *n* [U] [litigio] *law suit* *n* [C] [juicio] Collocations *take legal action, win a legal action*
- pay 1** *n* [U] money earned by an employee as a salary or wage: *Some employees are complaining that their pay has not increased in line with inflation* [paga] – **payment** *n* [C] [pago] 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: *We're paying more than the market rate* [pagar]
- pension** *n* [C] a regular payment made to a person after they have retired from active work: *Some businesses have decided to ask their staff to contribute another one per cent towards their pensions* [pension] Collocations *pension fund, pension contribution*
- reward** *v* [T] to give a payment for services performed or for excellent work or behaviour: *We like to reward our staff when they reach the objectives* [recompensar] – **reward** *n* [C,U] [recompensa] – **rewarding** *adj* [gratificante]
- 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* [salario] – **salaried** *adj* [asalariado/a] 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: *Severance pay for top executives has increased significantly in recent years* [indemnización por cesantía]
- stock option** *n* [C] an option given to executive employees allowing them to buy shares in the company at a favourable price: *Microsoft has announced that it plans to end stock options for employees* [prima de opción para compra de acciones]

## 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): *SK Gas has formed a consortium with automakers to produce gas-powered vehicles* [consorcio]

**cost 1** *n* [C] the price paid for something: *The total cost for the new equipment will be \$50,000* [precio] **2** the money that is required to produce or sell something: *It looks like production and labour costs will be higher than we expected* [coste] – **cost** *v* [I] [costar] **Synonym** overheads *n* [C] [gastos generales] **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: *The OECD provides advice and assistance on all aspects of development* [desarrollo] **2** research to produce new, improved products: *Our company is actively pursuing the development of new biotechnology solutions* [desarrollo] **3** a change or alteration: *Another recent development has been the arrival of Asian companies on the market* [desarrollo] – **developer** *n* [C] [desarrollador] – **developing** *adj* [en desarrollo] **Collocations** research and development (R&D), developing countries

**loan** *n* [C] money lent to an individual or organisation: *The World Bank has agreed to a five-year loan of \$125m* [préstamo] – **loan** *v* [T] [prestar] **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: *The success of the negotiations will depend on the financial terms of the deal* [negociación] – **negotiate** *v* [I,T] [negociar] – **negotiator** *n* [C] [negociador] **Synonyms** talks *n* [plural] [negociaciones] **Collocations** negotiate an agreement / a deal, negotiation skills

**prosperity** *n* [U] a state of being rich, having economic success: *The nation's future prosperity will depend on developing a highly-skilled workforce* [prosperidad] – **prosper** *v* [I] [prosperar] – **prosperous** *adj* [próspero/a]

**reserve 1** *n* [C] the amount of something kept for future use: *Shell has revised its estimate of available oil reserves* [reserve] **2** an amount of money set aside from profits: *Ten per cent of earnings have been transferred to reserves* [reserve] – **reserve** *v* [T] [reservar] **Synonym** resources *n* [U] [recursos] **Collocations** hold in reserve, use up reserves

**revenue** *n* [C] money received especially from selling goods and services: *Revenues have increased by six per cent to £183m* [renta]

**wealth** *n* [U] the amount of money or possessions owned by an individual, organisation or country: *Accumulating wealth is the key to financial independence* [riqueza] – **wealthy** *adj* [rico/a] **Collocations** acquire / accumulate wealth



## Unit 6 Marketing

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

**benefit** *n* [C] an advantage or an improvement: *One benefit of the new design is that it can be installed easily* [beneficio] – benefit [+ from] *v* [beneficiarse de] – beneficial *adj* [beneficioso/a]

**brand** *n* [C] the identity of a product or service: *Eastman Kodak is a premier brand in traditional and digital imaging* [marca] – brand *v* [T] [poner una marca] 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: *Nokia is committed to providing consumers with the information they need* [consumidor/a] – consume *v* [T] [consumir] – consumption *n* [U] [consumo] 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: *The Nike 'swoosh' is an instantly recognisable logo* [logotipo]

**marketing mix** *n* [U] the four different components of marketing: [mezcla de marketing] **1 place** *n* [C] the distribution and delivery of goods to market [colocación] **2 price** *n* [C] the amount of money for which something can be sold [precio] – price *v* [T] [poner un precio] 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 [producto] **4 promotion** *n* [C] activities that help sell a product [promoción]

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

**promotion** *n* [C] a method of communicating and publicising a product: *America Online plans to launch a promotion on Thursday that will let its members download full-feature films* [promoción] – promote *v* [T] – [promocionar] promotional *adj* [en promoción] 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: *New electronic systems can approve credit for customers at the point of sale* [punto de venta (PdV)]

## Unit 7 Outsourcing

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

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

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

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

**knowledge work** *n* [U] work that involves developing or using knowledge: *The profitability of most business today depends more on knowledge work than on manual work* [trabajo del conocimiento] – **knowledge worker** *n* [C] [trabajador/a del conocimiento]

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

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

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

**pilot project** *n* [C] a trial project to test performance: *The pilot project will start operating in June* [proyecto preliminary]

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

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

**service provider** *n* [C] a company that provides services for users especially in computer networks: *There are several issues to consider when selecting a service provider* [proveedor/a de servicios]

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

## 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: *Buildings and machinery are assets that should be listed on the balance sheet* [balance general] **Synonyms** *statement of financial position* *n* [C] *AmE* [estado de la situación financiera]

**bankrupt** *adj* unable to pay your debts: *The company is almost bankrupt and will need to secure a loan to survive* [en bancarrota] – **bankrupt** *v, n* [C] [(ir a la) bancarrota] – **bankruptcy** *n* [U] [bancarrota] **Synonyms** *insolvent* *adj AmE* [insolvente]

**bottom line** *n* [C] the last line on a financial document which shows the final result (total profit once all costs have been deducted): *Falling sales are going to have a negative impact on the bottom line* [resultado neto]

**expense 1** *n* [C] money spent: *We have significantly reduced our expenses over the last five years* [gasto] – **expenditure** *n* [C] [desembolso] **Synonyms** *spending* *n* [U] [gastos] **2** *n* [C] money spent by an employee that can be claimed back: *I put the restaurant bill on expenses* [gasto] **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: *Financial statements must be completed by the end of August* [estado financiero]

**forecast** *n* [C] an estimate of a future situation: *According to forecasts, prices will rise more slowly next year* [pronóstico] – **forecast** *v* [T] [pronosticar] **Synonyms** *projection* *n* [C] [proyección]

**income statement** *n* [C] *AmE* a financial statement showing revenue, expenditure and profit from operations during a given period: *Enron's income statement did not accurately reflect its losses* [cuenta de ganancias] **Synonyms** *profit and loss account* *n* [C] [cuenta de pérdidas y ganancias] *BrE* *statement of earnings* *n* [C] *AmE* [estado de ganancias]

**mismanagement** *n* [U] poor quality management: *Lack of cashflow is often due to mismanagement* [mala administración] – **mismanage** *v* [T] [administrar mal]

**profit and loss account** *n* [C] *BrE* a financial statement showing revenue, expenditure and profit from operations during a given period: *Ahold's profit and loss account did not show all its losses* [cuenta de pérdidas y ganancias] **Synonyms** *income statement* *n* [C] *AmE* [cuenta de ganancias] *statement of earnings* *n* [C] *AmE* [estado de ganancias]

**regulator** *n* [C] a government agency responsible for overseeing a profession or an activity: *Stock market regulators are in charge of protecting investors* [regulador/a] – **regulation** *n* [C] [regulación] **Synonyms** *controller* *n* [C] [controlador/a]

**Securities Exchange Commission** *abbreviation SEC* *n* the US agency responsible for stock market regulation: *The SEC is currently investigating ten cases of fraud* [Comisión del mercado de valores (SEC)]



## Unit 9 Recruitment

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

**applicant** *n* [C] a person who is applying for a position: *All applicants are asked to provide a letter of reference* [solicitante] – **apply** [+ for] *v* [I] [solicitor] – **application** *n* [C] [solicitud] **Synonyms** candidate *n* [C] [candidato/a]

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

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

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

**deadline** *n* [C] the date by which something has to be completed: *The deadline for applications has been extended until the 25 May* [fecha límite] **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: *Staff are empowered to shape their career development* [autorizar] – **empowerment** *n* [U] [autorización]

**hire** *v* [T] employ someone: *Businesses are hiring as job growth booms* [contratar] – **hire** *n* [C] [contrato] **Synonyms** recruit *v* [T] [reclutar] **employ** *v* [T] [emplear] **Collocations** hiring and firing, hiring manager

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

**qualification** *n* [C] an examination passed at school or university: *Candidates must have qualifications in accounting* [titulación] – **qualify** *v* [I] [obtener un título] – **qualified** *adj* [titulado/a]

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

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

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

## Unit 10 Counterfeiting

**copycat** *n* [C] the term for someone who copies the work of another person: *The Australian government has announced that it is cracking down on copycats* [falsificador/a]

**copyright** *n* [U] the legal right that belongs to the person who has created a new artistic work or piece of software: *All of the graphics and editorial content on this site are protected under US copyright* [derechos de autor]

**currency** *n* [C] the type of money that is used by a particular country or trading bloc: *The euro is the currency of most member states of the European Union* [divisa] **Synonyms** *money* *n* [U] [moneda] **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: *He admitted defrauding his employer of more than £2m* [defrauder]

**enforce** *v* [T] to make people obey a law or rule: *Enforcing a patent can be a long and expensive process – enforcement* *n* [U] [hacer cumplir] – **enforceable** *adj* [ejecutable]

**fake** *n* [C] a copy or imitation of a genuine article: *Experts have identified the components as fakes* [falsificación] – **fake** *v* [T] [falsificar] **Synonyms** *copy* *v* [C] [copier] – **copy** *n* [C] [copia]

**file-swapping** *n* [U] exchanging files between computers on a network: *Record companies tried to close down the illegal file-swapping website* [intercambio de archivos]

**infringement** *n* [U] a breach of the law or of another person's rights: *The company is being sued over infringements of copyright technology* [infracción]

**intellectual property** *n* [U] something that a person or business has invented and which is protected by patent: *All international businesses are having to spend more on protecting their intellectual property* [propiedad intelectual]

**patent** *n* [C] a special right given to the inventor of a machine or process: *Some governments do not recognise patents on software* [patente] – **patent** *v* [T] [patentar] – **patented** *adj* [patentado/a] **Synonyms** *copyright* *n* [C,U] [derechos de autor] **Collocations** *patent pending, patent office*

**piracy** *n* [U] infringement of copyrights: *The association has launched a campaign to fight software piracy* [piratería]

**profitability** *n* [U] the ability of a business to earn profits: *Increased labour costs have reduced our profitability* [rentabilidad] – **profit** *n* [C] [beneficio] – **profit** *v* [I] [beneficiarse] – **profitable** *adj* [rentable]

**trademark** *n* [C] a special, registered picture or symbol that is associated with a particular brand or product: *Our trademark is now well-known in most countries in the region* [nombre comercial]

## Unit 11 Markets

- bid** *n* [C] an offer to buy something at a stated price: *All bids must be submitted in writing* **puja** – **bid** *v* [I,T] [**pujar**] – **bidder** *n* [C] [**postor/a**] – **bidding** *n* [U] [**puja**] **Synonyms** offer *n* [C] [**oferta**] **Collocations** make/accept/reject a bid, takeover bid
- business to business** *abbreviation* **B2B** *adj* refers to any business or correspondence between two companies: *The B2B sector will be the biggest growth area in internet traffic* [**negocio a negocio (B2B)**]
- dealer** *n* [C] a person who specialises in trading a particular type of goods: *The company only uses authorised dealers who are fully trained* [**comerciante**] – **deal** *n* [C] [**transacción**] – **deal** *v* [I,T] [**comerciar**] **Collocations** foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal
- demand** *n* [C,U] the quantity required to supply orders: *Total petroleum demand has increased by one per cent* [**demanda**] **Collocations** supply and demand
- e-business** *n* [U] business to business relationships conducted using internet technology: *IBM is one of the leading suppliers of e-business solutions* [**negocio electrónico**]
- e-commerce** *n* [U] selling activities that are conducted using internet technology: *Some consumers still lack confidence in e-commerce* [**comercio electrónico**]
- glitch** *n* [C] a minor fault with a computer program or machine: *A glitch in the computer system has led to the cancellation of several flights* [**fallo**] **Synonyms** malfunction *n* [C] [**mal funcionamiento**] bug *n* [C] [**error**]
- gross** *v* [T] to calculate revenue before tax and other charges have been deducted: *The film grossed \$8.5m in the first two weeks* [**ganar en bruto**] – **gross** *adj* [**en bruto**] **Collocations** gross profit, gross margins, gross national product, gross domestic product (GDP)
- inventory** *n* [C] a list of the stocks held by a business: *New software has made it possible to control inventory more accurately* [**inventario**] **Synonyms** stock *n* [C] [**existencias**]
- market research** *n* [U] the work of finding out what kind of goods consumers want: *Conducting online surveys is a new and promising approach to market research* [**investigación de Mercado**]
- mass market** *n* [U] the market for standardised consumer products: *Licensing is one way for small businesses to enter the mass market* [**mercado general**] – **mass-market** *adj* [**de mercado general**]
- merchandising** *n* [U] toys, clothes and other products based on a popular film, TV show, etc and sold to make additional profits: *Star Wars merchandising made far more profit than the films* [**merchandising**]
- price setting** *n* [U] fixing the prices at which goods and services will be sold: *In price setting, you try to estimate how much customers will be prepared to pay for an item* [**fijación de precios**]
- real estate** *n* [U] property in the form of land or houses: *Investing in real estate is not as risk free as some people think* [**bienes inmuebles**] **Synonyms** property *n* [U] [**propiedad inmobiliaria**] BrE **realty** *n* [U] AmE [**bienes raíces**] **Collocations** estate agent BrE
- tender** *n* [C] a written offer by a supplier to provide goods or services at a certain price: *Your tender has been accepted at the agreed price* [**licitación**] – **tender** *v* [I,T] [**presentar una oferta de licitación**]

## Unit 12 Lobbies

- aid** *n* [U] assistance given to a country or organisation in difficulty: *The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations* [ayuda] – aid *v* [T] [ayudar]
- boycott** *n* [C] a protest where people refuse to buy or use a product or service: *The consumer group is calling for the boycott of all tobacco products* [boicot] – boycott *v* [T] [boicotear]
- charity** *n* [C] a non profit-making organisation that collects goods and money in order to provide assistance: *The charity managed to raise £3m for homeless people in the UK* [asociación benéfica]
- debt relief** *n* [U] the cancellation or reduction of a debt: *The government is firmly committed to a programme of debt relief* [alivio de la deuda]
- demonstration** *n* [C] a march to publicly protest about something: *The demonstration will take place at G7 summit on 10 June* [manifestación]
- fair trade** *n* [U] a movement which promotes fairer trading conditions for developing countries: *Fair trade gives consumers an opportunity to help change the world* [comercio justo]
- grant** *n* [C] a sum of money given to a person or organisation to help them to pay for something: *The Central Development Fund has awarded a grant of \$7.5m* [beca] – grant *v* [T] [becar]
- income** *n* [C,U] money received by a person, family or organisation: *In some parts of the country incomes have fallen by as much as 25 per cent* [ingresos] **Synonyms** revenue *n* [C] [renta] **Collocations** income tax, gross income, net income
- litigation** *n* [U] legal action against an individual or organisation: *Litigation has increased significantly over the years* [litigio] – litigate *v* [U] [litigar] – litigator *n* [C] [litigante]
- lobby** *v* [T] to try to persuade a government or organisation to change a policy or situation: *Big companies are lobbying the president to open up marine reserves for oil drilling* [presionar] – lobby *n* [U] [grupo de presión] lobbyist *n* [U] [representante de un grupo de presión]
- petition** *n* [C] a document signed by many people asking someone in authority to change something: *So far, five thousand people have signed the petition* [petición] – petition [+ against/for] *v* [I,T] [presentar una petición en contra de/en favor de]
- pressure group** *n* [C] a group that tries to influence the opinions of other people: *The pressure group is coordinating the protests* [grupo de presión]
- protectionism** *n* [U] protecting a country's trade by taxing foreign goods: *Protectionism usually increases the prices of basic goods to the consumer* [proteccionismo]
- quota** *n* [C] an official limit on the amount of something: *Quotas have been imposed on 25 categories of imported clothing* [cupo]
- subsidy** *n* [C] money given by a government to certain producers to help them to produce without losing money: *World Bank economists are urging rich countries to cut subsidies to certain industries* [subvención] – subsidise *v* [T] [subvencionar]
- taxpayer** *n* [C] any person or organisation that is liable to pay tax: *Taxpayers will pay more to subsidise the development of alternative energy sources* [contribuyente]

## Unit 13 Communication

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

**information technology** *abbreviation IT* *n* [C] the technology of processing, storing or transmitting data by electronic means: *Information technology has revolutionised all aspects of management* [tecnología de la información (TI)]

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

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

**prioritise** *v* [T] to put things in the order of importance so that you can deal with the most important things first: *Prioritising your work will help you to avoid backlogs* [establecer un orden de prioridades]

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

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

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

**white-collar** *adj* employees who work in offices: *White-collar jobs are moving abroad* [de empleados en oficinas]



## Unit 14 Logistics

- distribution** *n* [U] the arrangements and activities required in order to get goods from the manufacturer to the consumer: *Distribution is organised via a product list* [distribución]
- finished goods** *n* [plural] goods or products that are ready to be sold on to consumers: *We keep close track of the stock levels of our finished goods* [productos terminados]
- freight** *n* [U] the transportation of goods by air, sea, rail or road: *All freight is paid by the customer* [transporte] – **freight** *v* [T] [transporter] Collocations *air-freight, freight car (AmE), freight train, freight forward*
- grey marketing** *n* [U] selling products without the authorisation of the trademark owner: *Any authorised dealers who resort to grey marketing will be immediately suspended* [mercado gris]
- haulage** *n* [U] the business of transporting goods by road or railway: *We are a haulage and warehousing company based in Poland* [transporte] Collocations *road-haulage*
- loading bay** *n* [C] the area in a factory or warehouse where goods are loaded for transport: *When a truck arrives at the loading bay an employee registers the delivery* [muelle de carga]
- pilot** *v* [T] to test a new idea or product: *We are piloting new ways to improve our supply chain management* [someter a prueba] Synonyms *test v* [T] [analizar] *trial v* [T] [ensayo]
- raw materials** *n* [plural] materials such as minerals and hydrocarbons which are used in a production process: *Securing long term supplies of raw materials is critical* [materias primas]
- ship** *v* [T] to move goods from one place to another: *This order is being shipped to Puerto Rico* [enviar por barco] – **shipment** *n* [U] [envoi] – **shipping** *n* [U] [envoi] - **ship** *n* [C] [barco] Synonyms *deliver v* [T] [entregar]
- supply chain** *n* [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product: *Information technology has changed the dynamics of the supply chain* [cadena de suministro] Collocations *supply chain management*

## Unit 15 Innovation

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

**borderline** *n* [C] the point at which one thing ends and another begins: *Many products fall into the borderline between different product categories* [línea divisoria] – **borderline** *adj* [fronterizo/a]

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

**business practices** *n* [plural] the methods used to conduct business: *The company is running a scheme to encourage best business practices* [prácticas comerciales]

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

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

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

**mass-production** *adj* produced in large quantities: *Many companies have moved their mass-production overseas to cheaper markets* [de producción masiva] – **mass-produce** *v* [T] [producir en masa] – **mass-production** *n* [U] [producción masiva]

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