

Intelligent Business

Pre-Intermediate Mini-Dictionary - Russian

activity *n* [C] something that you do, or something that a company does: [деятельность] *The company has different activities, for example making computer games and videos.* Collocations *work activities, business activities*

advertising *n* [U] telling people publicly about a product or service in order to persuade them to buy it: [реклама] *The cost of TV advertising is very high.* Collocation *advertising campaign* – **advertise** *v* [T]

[рекламировать] **advertisement** *n* [C] [рекламное объявление] abbreviation **advert, ad** a piece of film, a picture or writing used in advertising: [рекламное объявление] *I saw the advertisement in the newspaper yesterday.*

apology *n* [C] something that you say or write to show you are sorry for doing something wrong: [извинение] *The company sent an apology to their customers for their poor service.* **apologise** *v* [извиняться] [+ for + -ing] [+ за] *We apologise for the inconvenience we have caused you.*

application *n* [C] a formal, written request for something [заявление] – **job application** a formal request to be considered for a job: [заявление о приеме на работу] *We are considering your application for the job of marketing manager.* – **apply** *v* [+ for]: [подавать заявление] *He applied for the job of sales assistant.* – **job applicant** *n* [C] [претендент на рабочее место] someone who is applying for a job

assembly *n* [U] the process of putting the parts of a product together in manufacturing: [сборка] *Parts are manufactured in Japan and assembly is done in Turkey.* – **assemble** *v* [T] [собирать] – **assembly line** *n* [C] [сборочная линия] method of making goods, especially cars, in a factory. The product moves along a line of machines or workers, each adding a different part or doing a different job.

bankrupt *adj* not having enough money to pay your debts and so not allowed to continue any business activities: [обанкротивш(ий)ся, (-ая, -ее)] *A lot of people will lose their jobs if the company goes bankrupt.*

bonus *n* [C] an extra amount of money added to an employee's salary for doing difficult or good work: [бонус] *The sales staff get excellent bonuses when they reach their sales targets.*

brainstorming *n* [U] a way of developing new ideas and solving problems by having a meeting where everyone makes suggestions and these are discussed: [метод мозговой атаки] *The team held a brainstorming meeting to get ideas for selling the new product.*

brand *n* [C] a name that a company gives to a product so that people can recognise it easily: [бренд] *We built the Veuve Cliquot brand slowly over seven years.* Collocations *brand name, brand image* – **branding** *n* [U] [присвоение бренда]

browse *v* [T] look for information on the internet: [просматривать] *About five hundred people browse our company website each day.* Collocation *browsing habits*

budget *n* [C] a detailed plan prepared by an organisation of how much money it will receive, how much it intends to spend and how it will spend the money: [бюджет] *The department has a budget of \$4 million to spend on research.* Collocation *a tight budget* – **budget** *v* [I, T] [составлять бюджет]

business plan *n* [C] a document produced by a new company giving details of expected sales and costs, how the company can be financed and why it can expect to make money: [бизнес-план] *The bank needs to see a business plan before it will provide money for the start-up.*

candidate *n* [C] someone that a company is considering for a job: [кандидат] *We are interviewing the candidates on Friday.*

capacity *n* [U] the amount of something that a factory can produce: [производительность] *Our production capacity has increased with the new technology.*

capital *n* [singular, U] money used to start a business: [капитал] *You'll need more capital if you want the business to succeed.*

career *n* [C] a profession or job you have trained for and intend to do for your working life, and which offers the chance to improve your status and salary: [карьера] *I'm hoping to have a career in law.* Collocations *careers advisor, careers advisory service, change careers*

challenge *n* [C] something difficult that you feel determined to solve or achieve: [сложная задача] *The challenge for the company is how to pay its \$3 billion debt.*

claim *n* [C] request for payment for damage, injury, theft, etc. for which you are insured: [иск] *If you want to make an insurance claim, you must fill out this form.* – **claim** *v* [T] [выдвигать иск] [+ on] [+ по] *He claimed for the damage on his car insurance.*

company *n* [C] an organisation that makes or sells goods or services in order to make money: [компания] *He works for a software company.*

competition *n* [U] a situation in which businesses are trying to be more successful than others by selling more goods and services and making more profit: [конкуренция] *There is strong competition between the two companies.* – **compete** *v* [I] [конкурировать] – **competitor** *n* [C] [конкурент] – **competitive** *adj* [конкурентоспособный (-ая, -ое)]

complaint *n* [C] a written or spoken statement by someone saying that they are unhappy about something: [жалоба] *Our sales assistants are trained to deal with customer complaints in a friendly manner.* – **complain** *v* [жаловаться] [+ about] [+ на] *Many customers have complained about late delivery.*

component *n* [U] one part used in making a machine, vehicle, etc.: [деталь] *The company supplies electrical components to the car industry.* Synonym **part** *n* [C] [запчасть]

consumer *n* [C] a person who buys goods, products or services for their own use, not for business or to re-sell: [потребитель] *Consumers are demanding more choice and variety.*

contact *n* [C] a person you know who may be able to help or advise you because of the work they do: [контакт] *He has a lot of contacts in the film industry.*

cost 1 *n* [C, U] the amount of money that you have to pay to buy or produce something: [стоимость] *The cost of land in the city centre is very high.* **costs** [plural] the money that a business must regularly spend in order to continue its activities: [издержки] *Our profits are falling because of increasing costs.* Synonym *expenses n* [plural] [расходы] Collocations *labour costs, manufacturing costs*

cover *v* [T] when an insurance policy covers someone or something, the insurance company will pay out if the person is injured; or if something is damaged, stolen, etc.: [обеспечивать страховое покрытие] *The policy doesn't cover accidents that happen abroad.* – **cover** *n* [U] [страховое покрытие] *The policy provides cover for loss, damage and theft.*

creative *adj* producing or using new and interesting ideas: [креативный] *We need to find a creative solution to the problem of falling sales.* – **creativity** *n* [U] [креативность]

curriculum vitae abbreviation **CV** *n* [C] a document that gives details of a person's experience and qualifications: [резюме] *It is important to prepare your CV in the right way.* Synonym *resume* AmE

customer *n* [C] a person or organisation that buys goods or services from a shop or company: [покупатель] *A customer telephoned this morning to ask about prices.*

customer satisfaction *n* [U] when customers who have paid for a product or service feel happy with it: [удовлетворение клиента] *Our main goal is to achieve customer satisfaction at all times.* – **satisfied, dissatisfied** *adj* [удовлетворенный, неудовлетворенный] [+ with] *We are very dissatisfied with the service at your hotel.*

customer service *n* [U] when an organisation helps customers by answering questions, listening to complaints, giving product advice, etc.: [обслуживание клиента] *The company says that it offers good customer service.* – **customer services** [plural] [отдел обслуживания клиентов] the department in a company that deals with customer service

damage *n* [U] physical harm caused to something: [ущерб] *The fire caused \$100,000 of damage.* – **damage** *v* [T] [нанести ущерб] *The car was badly damaged in the accident.*

data *n* [U, plural] information or facts about a particular subject that someone has collected: [данные] *We don't have a lot of data on customers' buying habits.*

database *n* [C] an organised collection of information that is stored on a computer: [база данных] *We are currently updating our customer files on the database.*

deal *n* [C] an agreement or arrangement, especially one that involves the sale of something **to get a good deal** get an agreement to buy or sell a product at a good price: [сделка] [заключить выгодную сделку] *We got a good deal when we bought this office as demand was low at the time.*

delivery *n* [C, U] the act or process of bringing goods to the place or person who has ordered them: [доставка] *We have arranged delivery of your order on Monday.* Collocations *just-in-time delivery, delivery date, delivery terms*

demand *n* [U] the total amount of a type of goods or services that people

or companies want to buy: [спрос] *There was strong demand for jeans last month.*

development 1 *n* [U] the growth or improvement of a business, industry or economy: [развитие] *The government is providing funding for regional development.* **2** [U] planning and making new products or services:

[разработка] *The company is investing a lot of money in product development.* Collocation *research and development*

direct mail *n* [U] advertisements that are sent in the post, often to people who are specially chosen because they might be interested in the product: [прямая почтовая рассылка] *Over three billion items of direct mail were sent in the post last year.*

discount *n* [C] a reduction in the cost of a product or service, usually to encourage people to buy something: [скидка] *We're offering a ten per cent discount on all furniture this week.* – **discount** *v* [T] [сделать скидку]

discovery *n* [C] something you learn or find out that was hidden or not known about before: [открытие] *Researchers have made some interesting discoveries about human thinking.* – **discover** *v* [T] [открывать]

distribution *n* [U] the activities of making goods available to customers after they have been produced, for example, moving, storing and selling goods: [распределение] *The company plans to use computers to improve distribution.*

diversify *v* [I] increase the range of goods or services a company produces: [диверсифицировать] *Our company is diversifying into cosmetics* – **diversification** *n* [C, U] [диверсификация]

economy *n* [C] the system by which a country's goods and services are produced and used: [экономика] *Europe's economy is expected to grow faster than the US.* Collocations *a strong economy, a weak economy*

efficiency 1 *n* [C] how well an industrial process, factory or business works so that it produces as much as possible from the time, money and resources that are put into it: [эффективность] *We need to improve our efficiency if we want to become more profitable.* **2** how well and quickly a person works: [продуктивность] – **efficient** *adj* [эффективный] – **efficiently** *adv* [эффективно]

employment *n* [U] the number of people in an area or country who have jobs, the types of jobs they have, etc.: [занятость] *High employment is a key factor in a strong economy.*

employment *n* [U] work that you do to earn money: [работа] *After leaving university, I'm going to look for employment.* – **employ** *v* [T] to pay someone to work for you: [держат на работе] *The company employs 2,000 people worldwide.* – **employer** *n* [C] [работодатель] a person or company that employs others – **employee** *n* [C] [работник] someone who works for another person or company

entrepreneur *n* [C] someone who starts a company, arranges business deals and takes risks in order to make a profit: [предприниматель] *She's a successful entrepreneur who has started several profitable companies.*

etiquette *n* [U] the formal rules for polite behaviour in a group of people: [этикет] *When you do business in a new country, it is important to be familiar with the etiquette.*

experience *n* [U] knowledge or skill that you have from doing a particular job: [опыт работы] *He has years of experience in selling.*

feedback *n* [U] advice or criticism about products, services or ideas [отзыв]. Companies may seek customer feedback by providing questionnaires asking if customers are satisfied or not: *We conducted a survey to get feedback on customers' opinions about our products.*

file *n* [C] a collection of information stored under a particular name on a computer, or in a box or paper cover: [файл] *Please check that the customer files are up-to-date.* – **file** *v* [записывать в файл] [Т] – **filing** *adj* [файловый] Collocations *computer files, filing system*

finance *n* [U] money provided or lent (for example by a bank) for investment in a business: [финансы] *We need finance to start manufacturing our new product.* – **finance** *v* [Т] [финансировать] Collocations *get finance, provide finance, raise finance*

flyer *n* [C] a small sheet of paper advertising something. Flyers are usually handed to people or delivered to people's houses: [рекламная листовка] *Let's use flyers to advertise the opening of our new store.*

fraud *n* [U] a method of getting money illegally from a person or organisation often in a clever way: [мошенничество] *Online banks need special software to protect against fraud.* – **fraudulent** *adj* [мошеннический]

funding *n* [U] money which organisations, for example banks, lend to people and businesses for specific projects: [финансирование] [+ for] [+ для] *Jane Hunter got funding for her business from venture capitalists.* Collocations *get funding, provide funding, raise funding*

funds *n* [plural] money that a person or organisation has available for a particular purpose: [фонды] *Peter Jones is an entrepreneur with funds to invest in new business ideas.*

goods *n* [plural] things that a company produces for sale or for use: [товары] *Supermarkets buy goods and sell them to their customers.*

graph *n* [C] a drawing that uses a line or lines to show the relationship between two sets of figures: [график] *This graph shows sales figures for the year 2005.*

growth *n* [U] an increase in the value of goods and services provided in a country or area: [экономический рост] *Analysts are predicting strong economic growth next year.* – **grow** *v* [I] [расти] *The market grew slowly last year.*

guarantee *n* [C] a formal written promise to repair or replace a product if it has a fault within a period of time after you buy it: [гарантия] *The company offers a two-year guarantee on all electrical goods.* – **guarantee** *v* [Т] [гарантировать] *This product is guaranteed for two years.*

headhunting *n* [U] finding a manager with the right skills and experience to do a particular job, often by persuading a suitable person to leave their present job: [подбор высококвалифицированных кадров] *We could ask a headhunting firm to find a new production director.* – **headhunter** *n* [C] [охотник за талантами]

hierarchy *n* [C] a structure in which the staff are organised in levels and people at one level have authority over those below them: [иерархия] *The company president is at the top of the organisational hierarchy.* –

hierarchical *adj* [иерархический]

human resources abbreviation **HR** *n* [plural] the department in a company that deals with recruitment, training and helping employees: [отдел кадров] *He works in human resources.*

image *n* [C] the general opinion that most people have of a person, organisation or product: [имидж] *Good advertising helps to promote a company's image.*

industry 1 *n* [U] the production of goods or services to sell: [промышленность] *Industry has become more competitive.* **2** [C] a particular type of industry or service: [отрасль промышленности] *The car industry is producing too many cars.* – **industrial** *adj* [промышленный]

inflation *n* [U] a continuing increase in the prices of goods and services: [инфляция] *The rate of inflation was 4 per cent last year.*

information technology abbreviation **IT** *n* [U] the study or use of electronic processes for storing information and making it available [информационные технологии, ИТ]

infrastructure *n* [C, U] the basic systems and structures that a country needs to make economic activity possible, for example, roads, communications, electricity: [инфраструктура] *The government invested a250 million in infrastructure.*

initiative *n* [U] the ability to make decisions and take action without waiting for someone to tell you what to do: [инициатива] *Employees in our company are encouraged to use their initiative.*

innovation *n* [U] the introduction of new ideas or methods: [инновация] *The company encourages creativity and innovation.* – **innovative** *adj* [инновационный]

insurance *n* [U] an arrangement in which a company collects money regularly in premiums from a person or organisation, and in return agrees to pay them a sum of money if they are involved in an accident, have something stolen, etc.: [страхование] *Travel companies recommend that their customers take out insurance.* Collocations *insurance claim, insurance company, insurance cover* – **insure** *v* [T] [+ against] [страховать от] *We are insured against fire and theft.*

insurance policy *n* [C] an insurance contract covering a particular risk, and the document that gives details of this: [страховой полис] *In the policy, it says that we can claim up to £1 million for medical expenses.*

interview *n* [C] a formal meeting where someone is asked questions to find out if they are suitable for a job: [собеседование] *I have an interview for a job at Microsoft next week.* – **interview** *v* [T] [проводить собеседование]

Investment *n* [C] money that people or organisations put into a business in the hope of making a profit: [инвестиция] [+ in] [+ в] *Several rich people have made large investments in the space project.* Collocation *make an investment* – **investor** *n* [C] [инвестор] – **invest** *v* [I, T] [инвестировать] [+ in] [+ в]

job *n* [C] the regular paid work that you do for an employer: [работа] *What's your job? I'm applying for a new job.*

job satisfaction *n* [U] a feeling of happiness or pleasure in doing your

job or achieving something in your job: [удовлетворение от работы] *Job satisfaction is just as important to workers as a bonus.*

joint venture *n* [C] a business activity in which two or more companies have invested together: [совместное предприятие] *Ford and VW agreed a joint venture to build the Galaxy and Sharon models.*

just-in-time written abbreviation **JIT** *adj* if goods are produced or bought using a just-in-time system, they are delivered just before they are needed, which reduces the cost to the company of keeping goods for long periods of time [точно в срок] Collocations *just-in-time delivery, just-in-time manufacturing*

launch *v* [T] to make a new product available for sale for the first time: [выпускать товар на рынок] *The company will launch a new model next month.*

location *n* [C] the place where something is, especially a building or a business: [месторасположение] *All the company's offices are in good locations.*

logo *n* [C] a design or way of writing the name that a company or organisation uses as an official sign on its products and advertising: [логотип] *Nike uses a tick as its logo.*

loss leader *n* [C] a product that is sold at a loss to encourage people to buy other more profitable products: [убыточный лидер] *Supermarkets sometimes sell bread as a loss leader to bring customers into the store.*

loss *n* [U] when a business spends more money than it receives, or loses money on a particular deal or problem: [убыток] *We had a loss of \$20 million last year.* Collocations *make a loss, suffer a loss* – **lose** *v* [T] [терпеть убытки]

loyal *adj* loyal employees stay with that company and don't seek jobs in other companies: [преданный] *Martin has given 15 years of loyal service.* – **loyalty** *n* [преданность][U]

luxury *n* [C] something that is expensive and not really necessary, but pleasing and enjoyable: [предмет роскоши] *The store sells luxury goods such as perfume.*

manufacture *v* [T] produce large quantities of goods for sale using machinery: [производить] *Nike manufactures sports shoes.* – **manufacturer** *n* [C] [производитель]

market share *n* [C, U] the percentage of sales that a company or product has in a market: [доля на рынке] *The company hopes to increase its market share by 5 per cent next year.*

marketing *n* [U] activities to design and sell a product or service by considering what buyers want or need: [маркетинг] *We'll have to spend a lot on marketing to get customers back.*

motivation *n* [U] willingness and enthusiasm to do something without being told to do it: [мотивация] *Many of our workers have little or no motivation.* – **motivate** *v* [мотивировать] [T] [somebody to do something]

multi-national *n* [C] a large company that has offices, factories and business activities in many different countries: [транснациональный (-ая, -ое)] *It is difficult for small local companies to compete with the multi-nationals.*

organisation *n* [C] a company, business, group, etc. that has been formed for a particular purpose: [организация] *ANSI is an organisation in the US that fixes rules on the design of products.* – **organisational** *adj* [организационный] – **organise** *v* [T] [организо(вы)вать]

pay *n* [U] the money someone receives for the job they do: [платить] *The workers have asked for a pay increase.*

payback period *n* [C] the period of time needed to get back the cost of an investment: [срок окупаемости капиталовложения] *The payback period for space projects is very long.*

payment *n* [C] an amount of money that must be paid, or has been paid, or the act of paying it: [платеж] *Payment must be made within 30 days.* – **pay** *v* [+for] [платить] [+ за] *Shoppers are willing to pay more for famous brands.*

performance *n* [U] the way that someone does their job and how well they do it: [эффективность] *Some people criticised his performance as a manager.* – **perform** *v* [T] [выполнять]

potential *n* [U] the possibility of future success of a product or venture: [потенциальный] *No one wanted to invest in the project because they didn't think it had much potential.*

power *n* [U] the ability or right to control people: [полномочия] *We shouldn't give too much power to one man.* – **powerful** *adj* [полномочный]

premium *n* [C] the amount paid for insurance during a particular period of time: [страховая премия] *If you haven't paid your premiums, you will no longer be covered.*

price *n* [C, U] the amount of money for which something is bought, sold or offered: [цена] *The price of this picture is £6,000.*

pricing *n* [U] the prices of a company's products in relation to each other and in relation to the prices of competitors; also the activity of setting prices: [назначение цены] *We need to discuss our pricing if we want to boost sales.*

production *n* [U] the process of making or growing things to be sold as products, usually in large quantities: [производство] *Toshiba is increasing production of its popular laptop computers.* – **producer** *n* [C]

[производитель] – **produce** *v* [T] [производить] – **product** *n* [C] [продукт]

productivity *n* [U] the relationship between the amount of goods that a factory produces and the resources needed to produce them:

[производительность] *New technology has helped us to improve productivity.* – **productive** *adj* [производительный]

profit margin *n* [C] the difference between the price a product or service is sold for and the cost of producing it: [чистая прибыль] *We can increase our profit margin by cutting the cost of production.*

profit *n* [C, U] money that you make from selling something or doing business in a particular period, after taking away costs: [прибыль] *Coca-Cola reported strong profits last year.* Collocations *make a profit, earn a profit*

promote *v* [T] to give someone a better paid, more responsible job in a company or organisation: [продвигать по службе] *The company has promoted him to the post of managing director.* – **promotion** *n* [C]

[продвижение по службе]

promote v [T] to try hard to improve sales of a product by advertising it, reducing its price, etc.: [продвигать] *They are promoting her new film heavily.* – **promotion** n [C] [продвижение] a special activity intended to sell a product or service

publicity n [U] the attention that a person or company gets from newspapers, television, etc.: [паблисити, освещение в прессе] *The show received good publicity in the media.*

punctual adj arriving at exactly the time that has been arranged: [пунктуальный (-ая, -ое)] *She's always very punctual for appointments.* – **punctuality** n [U] [пунктуальность]

qualification n [C] an examination that you passed at school, university or in your profession: [квалификационный экзамен] *Candidates must have a university qualification.* – **qualify** v [I] [приобрести квалификацию] – **qualified** adj [квалифицированный]

quality n [U] used to talk about how good or bad something is: [качество] *Several customers complained about the poor quality of the service.*

radical adj a radical solution involves looking at the original source of the problem and making big, important changes [радикальный (-ая, -ое)]

record n [C] a piece of information that is written down or stored on computer so that it can be looked at in the future: [запись] *The sales team keeps a record of all customer enquiries.*

recruit v [T] to find new people to work for an organisation or company: [нанимать на работу] *We're recruiting 20 new graduates this year.* – **recruitment** n [U] [найм на работу]

refund v [T] to give someone their money back, for example, because they are not satisfied with the goods or services they have paid for: [возвращать деньги] *We guarantee to refund your money if you are not fully satisfied.* – **refund** n [C] [возврат денег]

region n [C] a large area of a country or of the world: [регион] *The north-east region is developing more rapidly than the south.* – **regional** adj [региональный] Collocation *regional office*

relationship n [C] the way in which people or groups work together: [отношения] *We have a good relationship with our partners in the US.* Collocations *build a relationship, business relationship, develop a relationship, personal relationship, working relationship*

research n [C] serious study to find out new things about a subject: [научное исследование] *Before we develop any new products, we need to do more research.* Collocations *conduct research, market research* – **research** v [T] [исследовать] – **researcher** n [C] [исследователь]

resource n [C] [usually plural] this can include the money, buildings, machinery, materials, skills and workforce that a company has available: [ресурсы] *The company doesn't have the resources to compete in a completely new market.* Collocations *human resources, financial resources*

responsibility n [U] something that you are in charge of in a particular job: [ответственность] *The manager has responsibility for her department.* – **be responsible for something** [отвечать за что-то] *I'm responsible for*

telephone sales.

retailer *n* [C] a business that sells goods to the general public and not to shops: [розничный торговец] *Dixons is a retailer of electronic goods.*

return on investment abbreviation **ROI** *n* [singular, U] the amount of profit on an investment in relation to the amount of money invested: [доходность капиталовложений] *The project is risky and there may not be a good return on investment.*

reward *v* [T] to give payment for excellent work, high performance or special service: [вознаграждать] *We like to reward our staff when they reach their production targets.* – **reward** *n* [C, U] [вознаграждение]

risk *n* [C] the possibility of a particular type of damage against which you are covered: [риск] *Check in detail the risks that are covered by your policy.*

rule *n* [C] an official instruction that says how you should do things or what is allowed: [правило] *The phone companies are working under new rules now.*

salary *n* [C, U] money that you receive as payment for your work, usually every month: [зарботная плата] *The company offers good salaries.*

Collocation *to earn a salary*

sales *n* [plural] the value of goods and services that a company sells during a period of time: [продажи] *Sales increased following our successful advertising campaign last year.*

sales pitch *n* [C] what a salesperson says about a product to persuade people to buy it: [торговый призыв] *The rep gave a ten-minute sales pitch about the new model.*

sales representative abbreviation **rep** *n* [C] a person who sells a company's products or services by speaking to customers on the phone or travelling to meet them: [торговый представитель] *He travelled all over the US as a sales representative.*

sector *n* [C] all the organisations or companies in a particular area of industry: [сектор] *The number of jobs in the service sector is increasing.*

security *n* [U] feeling safe and free from worry about what might happen: [безопасность] *Cameras in the streets help to increase security.* – **secure** *adj* [безопасный] Collocations *security cameras, security staff, security systems*

senior *adj* having a high position in an organisation or company: [старший (-ая, -ее)] *Senior managers have their own office and drive a company car.* – **seniority** *n* [U] [старшинство]

service *n* [C] usually plural] a business that sells help, advice, consultancy, etc., not manufacturing: [услуги] *A lot of companies offer financial services now.*

share *n* [C] the ownership of a company is divided into shares, which can be made available for sale as a way to increase capital. Investors buy and sell shares in the hope of making a profit: [акция] *He made a lot of money by investing in IBM shares.*

solution *n* [C] a way of dealing with a problem or difficult situation: [решение] *There are no simple solutions to the problem of unemployment.*

Collocation *find a solution [+ for] – solve* *v* [T] [решать]

special offer *n* [C] a reduction in the price of something for a short time,

to encourage people to buy it: [специальное предложение] *The company is running a special offer – a new phone for only £20.*

spending *n* [U] the amount of money an organisation or a person spends: [расходы] [+ on] [+ на] *We need to increase spending on research and development.*

sponsor *v* [T] to give money to pay for a television programme, or sports or arts event, in exchange for advertising or to get public attention: [спонсировать] *Mastercard is sponsoring the World Cup.* – **sponsor** *n* [C] [спонсор] a person or company that sponsors something – **sponsorship** *n* [U] [спонсорство]

staff *n* [plural] the employees of an organisation: [персонал] *A new manager is going to join the staff next month.* Synonyms *employees, workers.*

start-up *n* [C] a new company that has started to do business recently: [вновь созданная компания] *This bank specialises in providing finance for start-ups.*

status *n* [U] social or professional position in relation to other people: [статус] *Lawyers have high status in our society.* Collocations *high status, low status*

stock, stocks *n* [C, U] a supply of raw materials or parts that have been produced and are kept to be used when needed in manufacturing, or a supply of finished goods that are kept before being sold: [складские запасы] *It is expensive to store large quantities of stocks.*

store 1 *v* [T] to keep things in a special place until you need them: [хранить] *You could store the paper in the photocopier room.* **2** *v* [T] to keep information on a computer or disk: [хранить] *We store all our customers' addresses on the sales database.*

strategy *n* [C] a plan for achieving a goal; the best way for a company to develop in the future: [стратегия] *We need to develop a strategy for exporting the company's products.* Collocations *pricing strategy, develop a strategy* – **strategic** *adj* [стратегический, (-ая, -ое)]

subordinate *n* [C] someone who has a lower position than someone else in an organisation: [подчиненный] *I am responsible for six subordinates.*

supply *v* [T] to provide goods or services to customers, especially regularly over a long period of time: [поставлять] *The company supplies products to the car industry.* – **supplier** *n* [C] [поставщик] – **supply** *n* [запасы][C] [plural] **supplies** an amount of something that is available to be used: *We have a good supply of components in stock.*

target market *n* [C] a group of people that a product is aimed at; advertising of the product is designed to make the product appeal to this group: [целевой рынок] *You can't sell a product if you don't know the target market.*

team *n* [C] a group of people who work together to do a particular job: [команда] *We have an excellent sales team.*

technology *n* [U] knowledge dealing with scientific or industrial methods and the use of these methods in industry: [технология] *New technology gives us the possibility to explore space.* – **technologies** [plural] [технологии] different types of technology: *The company is making use of*

different technologies to develop the new machine.

term *n* [C] one of the conditions of an agreement, contract or legal document: [условие] *According to the terms of the agreement, the company will pay within 10 days of accepting the claim.*

tradition *n* [C] a way of doing something that has existed for a long time [традиция] – **traditional** *adj*: [традиционный] *We need to move away from the traditional way of thinking.*

training *n* [U] the process of teaching someone the skills and knowledge needed for a particular job: [профессиональное обучение] *The company is sending 30 workers to the US for training.* – **train** *v* [T] [обучать] – **trainer** *n* [C] [наставник] – **trainee** *n* [C] [ученик]

trend *n* [C] the general way in which a particular situation is changing or developing: [тренд, тенденция] *Economists study the trends in spending.*

unemployment *n* [U] the number of people in an area or country who don't have a job: [безработица] *Since the factory closed, there has been high unemployment in the area.* – **unemployed** *adj* [безработный]

value *n* [C, U] the amount of money something is worth [стоимость] – **value for money** of good quality, considering the price: [соотношение цены и качества] *These jeans are good value for money at only \$15.*

venture capitalist *n* [C] someone who invests money in new businesses: [вкладчик в рискованное предприятие] *Venture capitalists invested over \$300 million in computer-related start-ups last year.*

venture *n* [C] a new business activity or project that involves taking risks: [рискованное предприятие] *The company is starting on a new venture to build small private aircraft.*

waste *v* [T] to use more of something, especially time or money, than you need to, or to use it in a way that is not economical: [неэффективное использование] *We waste too much time repairing old equipment.*
Collocations *waste time, waste money, waste resources* – **waste** *n* [U] [отходы]

website *n* [C] a program on a computer that is connected to the internet, showing information about a particular organisation, company or subject: [веб-сайт] *You can find details of all our products on the company website.*

workforce *n* [C] all the people who work in a particular country, industry or workplace: [рабочая сила] *We are increasing our workforce from 1,200 to 1,400.*

working environment *n* [C] the general conditions in a workplace, including physical conditions (heat, light, noise, etc.) and relationships between people: [рабочее окружение] *We have a very good working environment in our office.*