

Intelligent Business

Pre-Intermediate Mini-Dictionary - Spanish

activity *n* [C] something that you do, or something that a company does:

[[actividad](#)] *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: [[anuncio](#)] *The cost of TV advertising is very high. Collocation advertising campaign – advertise v [[anunciar](#)] [T]*

advertisement *n* [C] [[anuncio](#)] abbreviation **advert** [[anuncio](#)], **ad** [[anuncio](#)] a piece of film, a picture or writing used in advertising: *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: [[disculpa](#)] *The company sent an apology to their customers for their poor service. apologise v [[disculparse](#)] [+ for + -ing] [+ por + inf.] We apologise for the inconvenience we have caused you.*

application *n* [C] a formal, written request for something [[solicitud](#)] – **job application** a formal request to be considered for a job: [[solicitud de empleo](#)] *We are considering your application for the job of marketing manager. – apply v [+ for]: [[solicitar](#)] He applied for the job of sales assistant. – job applicant *n* [C] [[solicitante](#)] someone who is applying for a job*

assembly *n* [U] the process of putting the parts of a product together in manufacturing: [[montaje](#)] *Parts are manufactured in Japan and assembly is done in Turkey. – assemble v [T] [[montar](#)] – assembly line *n* [C] [[cadena de montaje](#)] 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: [[en bancarrota](#)] *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: [[extra](#)] *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: [[tormenta de ideas](#)] *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: [[marca](#)] *We built the Veuve Cliquot brand slowly over seven years. Collocations brand name, brand image – branding *n* [U] [[establecimiento de marcas](#)]*

browse *v* [T] look for information on the internet: [[navegar](#)] *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: [presupuesto] *The department has a budget of \$4 million to spend on research.* Collocation *a tight budget* – **budget** *v* [I, T] [presupuestar]
- 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: [plan de negocios] *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: [candidato] *We are interviewing the candidates on Friday.*
- capacity** *n* [U] the amount of something that a factory can produce: [capacidad] *Our production capacity has increased with the new technology.*
- capital** *n* [singular, U] money used to start a business: [capital] *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: [trayectoria profesional] *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: [reto] *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: [reclamación] *If you want to make an insurance claim, you must fill out this form.* – **claim** *v* [T] [+ on] [reclamar] *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: [empresa] *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: [competencia] *There is strong competition between the two companies.* – **compete** *v* [I] [competir] – **competitor** *n* [C] [competidor] – **competitive** *adj* [competitivo]
- complaint** *n* [C] a written or spoken statement by someone saying that they are unhappy about something: [queja] *Our sales assistants are trained to deal with customer complaints in a friendly manner.* – **complain** *v* [quejarse] [+ about] [+ de] *Many customers have complained about late delivery.*
- component** *n* [U] one part used in making a machine, vehicle, etc.: [componente] *The company supplies electrical components to the car industry.* Synonym **part** *n* [C] [pieza]
- consumer** *n* [C] a person who buys goods, products or services for their own use, not for business or to re-sell: [consumidor] *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: [contacto] *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: [coste] *The cost of land in the city centre is very high.* **2 costs** [plural] the money that a business must regularly spend in order to continue its activities. [costes] *Our profits are falling because of increasing costs.* Synonym *expenses n* [plural] 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.: [cubrir] *The policy doesn't cover accidents that happen abroad.* – **cover** *n* [U] [cobertura] *The policy provides cover for loss, damage and theft.*

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

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

customer *n* [C] a person or organisation that buys goods or services from a shop or company: [cliente] *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: [satisfacción del cliente] *Our main goal is to achieve customer satisfaction at all times.* – **satisfied, dissatisfied** *adj* [satisfecho, insatisfecho] [+ with] [+ con] *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.: [servicio al cliente] *The company says that it offers good customer service.* – **customer services** [plural] [servicio al cliente] the department in a company that deals with customer service

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

data *n* [U, plural] information or facts about a particular subject that someone has collected: [datos] *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: [base de datos] *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** [hacer un buen trato] *get an agreement to buy or sell a product at a good price:* [trato] *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: [entrega] *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: [demanda] *There was strong demand for jeans last month.*

development 1 *n* [U] the growth or improvement of a business, industry or economy: [desarrollo] *The government is providing funding for regional development.* **2** [U] planning and making new products or services: [desarrollo] *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: [correo directo] *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: [descuento] *We're offering a ten per cent discount on all furniture this week.* – **discount** *v* [T] [descontar]

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

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

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

economy *n* [C] the system by which a country's goods and services are produced and used: [economía] *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: [eficiencia] *We need to improve our efficiency if we want to become more profitable.* **2** how well and quickly a person works. [eficiencia] – **efficient** *adj* [eficiente] – **efficiently** *adv* [eficientemente]

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

employment *n* [U] work that you do to earn money: [empleo] *After leaving university, I'm going to look for employment.* – **employ** *v* [T] [emplear] to pay someone to work for you: *The company employs 2,000 people worldwide.* – **employer** *n* [empleador] [C] a person or company that employs others – **employee** *n* [C] [empleado] 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: [empresario] *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: [protocolo] *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: [experiencia] *He has years of experience in selling.*
- feedback** *n* [U] advice or criticism about products, services or ideas. Companies may seek customer feedback by providing questionnaires asking if customers are satisfied or not: [información] *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: [archivo] *Please check that the customer files are up-to-date.* – **file** *v* [T] [archivar] – **filing** *adj* [de archivo] Collocations *computer files, filing system*
- finance** *n* [U] money provided or lent (for example by a bank) for investment in a business: [finanzas] *We need finance to start manufacturing our new product.* – **finance** *v* [T] [financiar] 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: [folleto] *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: [fraude] *Online banks need special software to protect against fraud.* – **fraudulent** *adj* [fraudulento]
- funding** *n* [U] money which organisations, for example banks, lend to people and businesses for specific projects: [financiamiento] [+ for] [+ de] *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: [fondos] *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: [mercancías] *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: [gráfico] *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: [crecimiento] *Analysts are predicting strong economic growth next year.* – **grow** *v* [I] [crecer] *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: [garantía] *The company offers a two-year guarantee on all electrical goods.* – **guarantee** *v* [T] [garantizar] *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: [caza de talentos] *We could ask a headhunting firm to find a new production director.* – **headhunter** *n* [C] [cazatalentos]

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

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

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

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

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

information technology abbreviation **IT** *n* [U] [TI] the study or use of electronic processes for storing information and making it available [tecnología informática]

infrastructure *n* [C, U] the basic systems and structures that a country needs to make economic activity possible, for example, roads, communications, electricity: [infraestructura] *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: [iniciativa] *Employees in our company are encouraged to use their initiative.*

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

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.: [seguro] *Travel companies recommend that their customers take out insurance.* Collocations *insurance claim, insurance company, insurance cover* – **insure** *v* [T] [asegurar] [+ against] [+ contra] *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: [póliza de seguro] *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: [entrevista] *I have an interview for a job at Microsoft next week.* – **interview** *v* [T] [entrevistar]

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

job *n* [C] the regular paid work that you do for an employer: [trabajo] *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: [satisfacción laboral] *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: [empresa conjunta] *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 [justo a tiempo] Collocations *just-in-time delivery, just-in-time manufacturing*

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

location *n* [C] the place where something is, especially a building or a business: [ubicación] *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: [logotipo] *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: [artículo de reclamo] *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: [pérdida] *We had a loss of \$20 million last year.* Collocations *make a loss, suffer a loss* – **lose** *v* [T] [perder]

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

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

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

market share *n* [C, U] the percentage of sales that a company or product has in a market: [participación en el mercado] *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: [marketing] *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: [motivación] *Many of our workers have little or no motivation.*
– motivate *v* [T] [motivar] [somebody to do something]

multi-national *n* [C] a large company that has offices, factories and business activities in many different countries: [multinacional] *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: [organización] *ANSI is an organisation in the US that fixes rules on the design of products.* – organisational *adj* [organizativo] – organise *v* [T] [organizar]

pay *n* [U] the money someone receives for the job they do: [paga] *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: [plazo de recuperación] *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: [pago] *Payment must be made within 30 days.* – pay *v* [+ for] [pagar] *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: [rendimiento] *Some people criticised his performance as a manager.* – perform *v* [T] [rendir]

potential *n* [U] the possibility of future success of a product or venture: [potencial] *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: [poder] *We shouldn't give too much power to one man.* – powerful *adj* [poderoso]

premium *n* [C] the amount paid for insurance during a particular period of time: [prima] *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: [precio] *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: [fijación de precios] *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: [producción] *Toshiba is increasing production of its popular laptop computers.* – producer *n* [C] [productor] – produce *v* [T] [producir] – product *n* [C] [producto]

productivity *n* [U] the relationship between the amount of goods that a factory produces and the resources needed to produce them: [productividad] *New technology has helped us to improve productivity.* – productive *adj* [productivo]

profit margin *n* [C] the difference between the price a product or service is sold for and the cost of producing it: [margen de beneficio] *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: [beneficio] *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: [ascender] *The company has promoted him to the post of managing director.* – promotion *n* [C] [ascenso]

promote *v* [T] to try hard to improve sales of a product by advertising it, reducing its price, etc.: [promocionar] *They are promoting her new film heavily.* – promotion *n* [C] [promoción] 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.: [publicidad] *The show received good publicity in the media.*

punctual *adj* arriving at exactly the time that has been arranged: [puntual] *She's always very punctual for appointments.* – punctuality *n* [U] [puntualidad]

qualification *n* [C] an examination that you passed at school, university or in your profession: [título] *Candidates must have a university qualification.* – qualify *v* [I] [obtener un título] – qualified *adj* [titulado]

quality *n* [U] used to talk about how good or bad something is: [calidad] *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 [radical]

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: [registro] *The sales team keeps a record of all customer enquiries.*

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

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: [reembolsar] *We guarantee to refund your money if you are not fully satisfied.* – refund *n* [C] [reembolso]

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

relationship *n* [C] the way in which people or groups work together: [relación] *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: [investigación] *Before we develop any new products, we need to do more research.* Collocations *conduct research, market research* – research *v* [T] [investigar] – researcher *n* [C] [investigador]

resource *n* [C] [usually plural] this can include the money, buildings, machinery, materials, skills and workforce that a company has available: [recurso] *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: [responsabilidad] *The manager has responsibility for her department.* – **be responsible for something** [ser responsable de algo] *I'm responsible for telephone sales.*

retailer *n* [C] a business that sells goods to the general public and not to shops: [minorista] *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: [rendimiento de la inversión] *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: [recompensar] *We like to reward our staff when they reach their production targets.* – **reward** *n* [C, U] [recompensa]

risk *n* [C] the possibility of a particular type of damage against which you are covered: [riesgo] *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: [regla] *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: [salario] *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: [ventas] *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: [rollo publicitario] *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: [representante comercial] *He travelled all over the US as a sales representative.*

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

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

senior *adj* having a high position in an organisation or company: [superior] *Senior managers have their own office and drive a company car.* – **seniority** *n* [U] [antigüedad]

service *n* [C] usually plural] a business that sells help, advice, consultancy, etc., not manufacturing: [servicio] *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: [acción] *He made a lot of money by investing in IBM shares.*

solution *n* [C] a way of dealing with a problem or difficult situation: [solución] *There are no simple solutions to the problem of unemployment.*
Collocation *find a solution [+ for] – solve v [T] [solucionar]*

special offer *n* [C] a reduction in the price of something for a short time, to encourage people to buy it: [oferta especial] *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: [gastos] [+ on] [+ en] *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: [patrocinar] *Mastercard is sponsoring the World Cup.* – **sponsor** *n* [C] [patrocinador] a person or company that sponsors something – **sponsorship** *n* [U] [patrocinio]

staff *n* [plural] the employees of an organisation: [personal] *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: [puesta en marcha] *This bank specialises in providing finance for start-ups.*

status *n* [U] social or professional position in relation to other people: [estatus] *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: [existencias] *It is expensive to store large quantities of stocks.*

store 1 *v* [T] to keep things in a special place until you need them: [almacenar] *You could store the paper in the photocopier room.* **2** *v* [T] to keep information on a computer or disk: [almacenar] *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: [estrategia] *We need to develop a strategy for exporting the company's products.* Collocations *pricing strategy, develop a strategy – strategic adj [estratégico]*

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

supply *v* [T] to provide goods or services to customers, especially regularly over a long period of time: [suministrar] *The company supplies products to the car industry.* – **supplier** *n* [C] [proveedor] – **supply** *n* [suministro] [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: [mercado objetivo] *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: [equipo] *We have an excellent sales team.*

technology *n* [U] knowledge dealing with scientific or industrial methods and the use of these methods in industry: [tecnología] *New technology gives us the possibility to explore space.* – technologies [plural] [tecnologías] 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: [cláusula] *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 [tradición] – traditional *adj*: [tradicional] *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: [formación] *The company is sending 30 workers to the US for training.* – train *v* [T] [formarse] – trainer *n* [C] [formador] – trainee *n* [C] [aprendiz]

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

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

value *n* [C, U] the amount of money something is worth [valor] – value for money of good quality, considering the price: [relación calidad-precio] *These jeans are good value for money at only \$15.*

venture capitalist *n* [C] someone who invests money in new businesses: [empresa capitalista] *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: [actividad comercial arriesgada] *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: [desperdiciar] *We waste too much time repairing old equipment.* Collocations *waste time, waste money, waste resources* – waste *n* [U] [desperdicio(s)]

website *n* [C] a program on a computer that is connected to the internet, showing information about a particular organisation, company or subject: [sitio web] *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: [mano de obra] *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: [entorno laboral] *We have a very good working environment in our office.*