

Intelligent Business

Upper-Intermediate Mini-Dictionary - Russian

absenteeism *n* [U] the problem of employees not being at work when they should be: [невыход на работу] *We have a high rate of absenteeism, which is mainly due to stress.* – **absent** *adj* [отсутствующий]

accomplish *v* [T] to succeed in doing something: [выполнять] *We accomplished all our goals on the last project.* – **accomplishment** *n* [C]

[выполнение] – **accomplished** *adj* [выполненный (-ая, -ое)]

acquisition *n* [C,U] when one company buys another one or part of another one: [приобретение] *Sales from a recent acquisition increased revenues to \$85m.*

alliance *n* [C] an agreement between two or more organisations to work together: [альянс] *The two companies agreed to form an alliance.*

allocate *v* [T] to decide officially that a particular amount of money, time, etc. should be used for a particular purpose: [распределять] *Du Pont has allocated funds for the design of four plants.* – **allocation** *n* [C,U]

[распределение]

alternative energy *n* [C] energy that is not derived from fossil fuels like petroleum and coal: [альтернативный источник энергии] *There is a growing number of firms engaged in alternative energy and power technologies.* **Synonym** **renewable energy** *n* [C] [возобновляемый источник энергии]

analyst *n* [C] a specialist in a particular market or industry who gives advice and provides forecasts for that sector: [аналитик] *The company's senior oil analyst said that OPEC may need to cut production to balance the market.*

– **analysis** *n* [C] [анализ] – **analyse** *v* [T] [анализировать]

angel *n* [C] a business angel is a private investor who puts money into new business activities: [финансовый покровитель] *In the UK, business angels are a more important source of investment for start-ups than venture capital funds.*

assign *v* [T] to give someone a particular job or task: [поручать] *The team leader will assign tasks to all the members of the team.* – **assignment** [поручение] *n* [C]

attorney *n* [C] AmE a lawyer, especially one who represents clients and speaks in court: [адвокат] *A company spokesperson said that they would be seeking the advice of their attorneys.* **Synonym** **lawyer** *n* [C] BrE [адвокат]

auction *n* [C] a public or online meeting where things are sold to the person who offers the most money: [аукцион] *70 per cent of ebay's sales are from auctions, and the remaining 30 per cent are from fixed price sales.* – **auction** *v* [T] [продавать с аукциона] – **auctioneer** *n* [C] [аукционер]

audience *n* [C] the number or kind of people who receive a written or spoken message: [аудитория] *The ad was broadcast on all major channels, giving it an audience of millions.* **Collocation** **target audience**

audit 1 *n* [C] an official examination of a person's or organisation's accounts by an expert, to check that they are true and honest: [аудит] *An*

audit of the company showed accumulated losses of \$1.5 billion. **2** an official examination of how an organisation behaves, how well it treats its employees, the environment, etc.: [ревизия] *The social audit of Ben & Jerry's commends the company, which gives 7.5 per cent of pre-tax profits to charity.* – **auditor** *n* [C] [аудитор, ревизор] – **audit** *v* [T] [проводить аудит, ревизию] **Collocations** *audit report, audit committee, ethical audit, external audit, social audit*

barrier to entry *n* [C] any factor which prevents new competition from entering an industry, for example the need for a lot of capital or strict government regulations: [барьер для доступа] *The aircraft engine industry has high barriers to entry and requires a lot of technological capital.*

bid *n* [C] an offer to buy something at a stated price: [заявка с предложением цены] *They made a successful bid for an established company.* – **bid** *v* [делать заявку с предложением цены] [I, T] – **bidder** *n* [C] [заявитель] – **bidding** *n* [U] [подача заявки с предложением цены] **Synonym** *offer* *n* [C] [предложение цены] **Collocations** *make a bid, accept a bid, reject a bid, takeover bid*

billboard *n* [C] a large sign, usually outdoors, used for advertising: [рекламный щит] *The agency estimates that one million drivers pass their billboards every day.* **Synonym** *hoarding* *n* [C] *AmE* [щит для плакатов]

blue-chip shares *n* [plural] shares in a well-managed company with a record of paying profits to shareholders during good and bad economic conditions: [высококачественные акции] *It's far less risky to buy blue-chip shares than to buy shares in a start-up.* **Synonym** *blue-chip stock* *n* [C, U] *AmE* [высококачественная акция] **Collocation** *blue-chip company*

brokerage **1** *n* [C] a company or organisation that buys or sells securities, currencies, property, insurance, etc. for others: [брокерство] *The credibility of a brokerage or bank can disappear overnight.* **2** [U] the work done by a brokerage: [брокерское дело] *The electricity company saved \$520,000 in brokerage fees by selling the bonds directly to investors.* – **broker** *n* [C] [брокер] – **broker** *v* [T] [осуществлять брокерскую деятельность] **Collocation** *broker-dealer*

budget *n* [C] the amount of money that an organisation has to spend on a particular activity in a given period of time: [бюджет] *The service operates on a very tight budget.* – **budget** *v* [I, T] [составлять бюджет] – **budgetary** *adj* [бюджетный]

business plan *n* [C] a document produced by a company, especially a new company, giving details of expected sales and costs and how the business can be financed, and showing why the plan will make money: [бизнес-план] *The bank requires a three-year business plan from anyone applying for a loan for their company.*

campaign *n* [C] a series of actions intended to achieve a particular result: [кампания] *We are launching a campaign to promote the new product.* – **campaign** *v* [I] [проводить кампанию] **Collocation** *advertising campaign*

capital **1** *n* [U] money or property used to produce wealth: [основной капитал] *Countries around the world are hungry for capital and economic development.* **2** money from shareholders and lenders that can be invested in assets in order to produce profits: [капитал] *Because Mr Blech is*

injecting new capital, Ecogen said it is no longer seeking a buyer. –
capitalism *n* [U] [капитализм] – **capitalist** *n* [C] [капиталист] – **capitalise** *v* [T] [превращать в капитал] **Collocations** *equity capital, fixed capital, issued capital, venture capital, working capital, capital equipment, capital gains, capital goods*

cartel *n* [C] a group of companies who agree to set the price of something they produce at a fixed level in order to limit competition and increase their own profits: [картель] *The oil cartel, OPEC, has just had its first major success in forcing up oil prices.*

central bank *n* [C] the official bank of a country, which is responsible for setting interest rates, controlling the money supply, producing bank notes and keeping the country's supply of foreign currency and gold, etc.: [центральный банк] *China's central bank said that a decline in interest rates is unlikely.*

chief technology officer abbreviation **CTO** *n* [C] the manager with the most authority concerning technology: [главный технический директор] *The Chief Technology Officer announced the company's intention to launch a new consumer electronics product next month.*

clearing bank *n* [C] one of the high street banks that issues and accepts cheques and passes them through the banking system: [клиринг-банк] *All cheques have to be authorised by the clearing bank before being accepted.*

Synonym **commercial bank** *n* [C] [коммерческий банк]

collaborate *v* [I] to work with someone on a project: [сотрудничать] *The two teams collaborated well. – collaboration* [сотрудничество] *n* [U]

collateral *n* [U] assets promised by a borrower to a lender if the borrower cannot repay a loan: [гарантия в форме залога] *When the firm went bankrupt, he lost his home because he had used it as collateral for the business. Synonym* **security** *n* [U] [гарантия]

commercial *n* [C] an advertisement on television, radio, or at the cinema: [рекламное объявление] *The campaigns were designed to run as television or cinema commercials.*

commission 1 *n* [C] an amount of money paid to someone according to the value of goods, shares, bonds, etc. they have sold: [комиссионные] *He didn't charge a commission on trades, as other brokers do. 2* an official organisation that ensures that the law is obeyed in a particular activity: [комиссия] *The Equal Opportunities Commission works to eliminate sex discrimination.*

commit *v* [I,T] to agree to do something or say that someone else will do something: [брать обязательство] *Sorry, I've already committed myself to working on the other team. – commitment* *n* [U] [обязательство] – **committed** *adj* [обязательный]

competitive advantage *n* [C] an advantage that makes a company more able to succeed in competing with others: [конкурентное преимущество] *Advanced Micro's chip carries the competitive advantage of using less power than Intel's. Collocation* *comparative advantage*

component *n* [C] **1** one part of something: [компонент] *The microchip department is the main component of our technology division. 2* one part used in making a piece of equipment: [деталь] *TTPcom is a firm that*

designs and manufactures software components for satellite navigation systems.

conglomerate *n* [C] a large business organisation consisting of different companies that have joined together: [промышленный конгломерат] *TWE is a cable TV and film subsidiary of the world's largest media conglomerate.*

contractor *n* [C] a person or company that makes an agreement to do work or provide goods for another company: [подрядчик] *The company has no plans to expand its use of contractors.* – **contract** *n* [C] [контракт]

control *v* [T] to limit something or prevent it from increasing too much; check that something is as it should be: [контролировать] *To help control costs, the company cut salaries by 12 per cent last month.* – **control** *n* [C] [контроль] – **controller** [контролер] *n* [C]

co-ordinate *v* [T] to organise all the different parts of something to ensure an effective operation: [координировать] *Your job is to co-ordinate the different aspects of the project.* – **co-ordination** *n* [U] [координация] – **co-ordinator** *n* [C] [координатор]

core business *n* [C] the business that makes the most money for a company and that is considered to be its most important and central one: [основной вид деятельности] *US car maker Chrysler is to sell off its \$1 billion technology arm to concentrate on its core business.*

corporate culture *n* [C,U] the attitudes or beliefs that are shared by a particular organization: [корпоративная культура] *Working late hours seems to be part of the corporate culture.*

corporate identity *n* [C,U] the way in which a company uses similar designs and colours on all its products, advertisements, letters, etc. so that people will become familiar with the company: [марка фирмы] *People throughout the world recognise our company thanks to our strong corporate identity.*

creative director *n* [C] someone who is in charge of the work relating to producing advertisements and image campaigns for a company: [творческий директор] *The new creative director wants the communications department to start working on a whole new image of corporate social responsibility for the company.*

crude oil *n* [U] oil in a natural condition, before it has been transformed in an industrial process in order to separate it into different products: [сырая нефть] *300 million tons of crude oil are exported every year.* **Synonym**

crude *n* [U] (when used in the context of the oil industry) [сырая нефть]

customise *v* [T] to make, build or adapt especially for a customer:

[изготавливать на заказ] *Our training courses are customised to suit all our customers' specific needs.*

damages *n* [plural] money that a court orders someone to pay someone else for harming them or their property, or causing them financial loss:

[компенсация за убытки] *The group is facing claims for damages due to faulty components.* **Synonym** **compensation** *n* [U] [компенсация]

data *n* [plural] information or facts about a particular subject that someone has collected: [данные] *We cannot tell you the results until we have looked at all the data.* **Collocations** *data bank, data management, data mining, data processing, data warehouse*

database *n* [C] an organised set of information stored in a computer: [база данных] *A database of more than 14,000 training courses is being marketed by an information services company.*

deadline *n* [C] a date or time by which you have to do or complete something: [конечный срок] *The team will never meet these deadlines; they're too tight!*

defendant *n* [C] the person or organisation in a court of law accused of doing something illegal or of causing harm to another person: [ответчик] *The defendant was accused of fraud and tax evasion.*

delay *n* [C] the situation in which something does not happen or start when it should do: [задержка] *The government has been blamed for the delay in executing the project.* – **delay** *v* [I, T] [задерживать]

delegate *n* [C] someone who has been chosen by their company to attend a conference, meeting or training course: [делегат] *We sent several delegates on a new management training course.* – **delegate**

[делегировать] *v* [T]

differentiate *v* [T] when a company differentiates its products, it shows how they are different from each other and from competing products:

[дифференцировать] *The only viable strategy was to differentiate Citibank credit cards from all the low-cost alternatives.* – **differentiation** *n* [U]

[дифференциация]

display *n* [C] an attractive arrangement of objects for people to look at or buy, for example in a shop: [показ] *There was a wide range of goods on display.* – **display** [показывать] *v* [T]

distribution *n* [U] the actions involved in making goods available to customers after they have been produced, for example, moving, storing and selling the goods: [распределение] *The company plans to establish a network of central warehouses to make product distribution more efficient.*

Collocations *distribution chain / channel / network*

dividend *n* [C] a part of the profits of a company for a particular period of time paid to the shareholders for each share that they own: [дивиденд] *The company has announced a dividend of 25 cents per ordinary share.*

Collocations *annual dividend, interim dividend, share dividend, dividend yield, dividend payment*

download *v* [T] to move computer software or information from one computing device to another: [загрузить] *You can now download music and video clips from the internet onto your mobile phone.* – **download** *n* [C]

[загрузка]

economies of scale *n* [plural] the advantages that a big factory, shop, etc. has over a smaller one because it can spread its fixed costs over a larger number of units and therefore produce or sell things more cheaply:

[экономия масштаба] *Toys 'R' Us buys massive quantities directly from manufacturers and has gigantic stores with huge economies of scale.*

end user *n* [C] the person who actually uses a particular product, rather than someone involved in its production or sale: [конечный пользователь] *End users can often choose who they buy their electricity from.*

entrepreneur *n* [C] someone who starts a company, arranges business deals and takes risks in order to make a profit: [предприниматель] *State*

governments had sought to promote economic growth by working closely with local entrepreneurs. – **entrepreneurship** *n* [U] [**предпринимательская деятельность**] – **entrepreneurial** *adj* [**предпринимательский**]

equity 1 *n* [U] the capital that a company has from shares rather than from loans: [**акционерная доля**] *The strong market will encourage companies to use equity to finance acquisitions.* **Collocation** *shareholder equity 2* [plural] the shares of a company listed on the Stock Exchange: [**фондовая ценность**] *Investors are placing funds in equities as they look for higher returns on their investments.*

estimate *v* [I, T] to calculate what you think the value, size, amount, etc. of something will probably be: [**оценивать**] *The value of the deal is estimated at J12m.* – **estimate** *n* [C] [**предварительная оценка**] – **estimation** *n* [C] [**оценка**]

exchange rate *n* [C] the price at which one currency can be bought with another: [**курс валют**] *If the euro-dollar exchange rate remains at its current level, US exporters could lose \$5 billion in business annually.* **Collocations** *fixed exchange rates, floating exchange rate*

exclusivity *n* [U] the fact that a product is so expensive that not many people can afford to buy it: [**экссклюзивность**] *Porsche highlighted its exclusivity by aiming at the high end of the luxury-car segment.* – **exclusive** *adj* [**экссклюзивный**]

exhibition *n* [C] a public event where businesses and other organisations show their products or services: [**выставка**] *Exhibitions and trade shows are expensive but effective ways to promote products.*

facilitator *n* [C] someone who helps a team to work together effectively: [**фасилитатор**] *A facilitator should remain neutral and ensure everyone follows the agreed ground rules.* – **facilitate** [**содействовать**] *v* [T]

fee *n* [C] an amount of money paid to a professional person or organisation for their services: [**гонорар**] *Legal fees for registering a company range from \$500 to \$1,000.*

feedback *n* [U] advice or criticism about how someone is doing their job: [**отзыв**] *I'm sure he'll improve if he gets positive feedback after each task.*

forecast *n* [C] a description of what is likely to happen in the future, based on information that is available now: [**прогноз**] *The figures for 2015 are forecasts, the others are actuals.* – **forecast** [**делать прогноз**] *v* [I, T]

Synonyms *prediction n* [C] [**прогнозирование**] – **projection** *n* [C] [**предсказание**] **Collocations** *economic forecast, profit forecast, sales forecast, to make a forecast, forecast growth*

fortune *n* [C] a very large amount of money: [**богатство**] *He made a fortune by investing on the stock exchange.*

fossil fuel *n* [C] a fuel such as coal, gas or oil that is produced by the gradual decay of animals or plants over millions of years: [**ископаемое топливо**] *Fossil fuels currently account for about 90 per cent of world energy consumption.*

fraud *n* [U] a method of illegally getting money from a person or an organisation, often using clever and complicated methods: [**мошенничество**] *The external auditor discovered the firm was involved in massive fraud.* – **fraudulent** *adj* [**мошеннический**]

fuel *n* [C,U] a substance such as coal, gas or oil that can be burned to produce heat or energy: [топливо] *The rising cost of fuel has prompted protests across Europe.* – **fuel** *v* [T] [снабжать топливом]

gasoline abbreviation **gas** *n* [U] *AmE* a liquid obtained from petroleum, used mainly for producing power for the engines of motor vehicles: [бензин] *The US alone consumes well over a hundred billion gallons of gasoline per year.* **Synonym** **petrol** *n* [U] *BrE* [бензин]

gather *v* [T] to collect information, ideas, etc.: [собирать] *Successful market research depends on the quality of the information that is gathered.*

goal *n* [C] something that you hope to achieve in the future: [цель] *Our goal is to meet all the team's requirements.* **Synonyms** **aim** *n* [C] [цель] – **objective** *n* [C] [цель]

hardware *n* [U] computer machinery and equipment: [оборудование] *The continued evolution of computer hardware imposes new challenges.*

incentive *n* [C] something which is used to encourage people, especially to make them work harder and produce more: [стимул] *Training opportunities for staff can be more of an incentive than financial bonuses.*

information *n* [U] facts or details that tell you about something or someone: [информация] *Corporations are making more financial information available to investors.* **Collocations** *inside information, information system, information technology*

ingredient *n* [C] a component or element that is added to form a compound or mixture: [ингредиент] *Mineral oil and petroleum are the basic ingredients in many cosmetic products.*

initial public offering abbreviation **IPO** *n* [C] an occasion when a company offers shares on a stock market for the first time: [первое открытие размещения акций] *The government will sell 40 per cent of the company through an initial public offering.*

intelligence *n* [U] information that is collected about the activities of an organisation or individual: [сведения] *We provide confidential reports and intelligence for companies operating in the biotechnology sector.* **Collocations** *business intelligence, competitive intelligence*

interest **1** *n* [U] an amount paid by a borrower to a lender, for example by a bank to someone who saves money with them: [процент] *Any spare cash is best put in a savings account where it can earn interest.* **2** the rate of interest at which a particular sum of money is borrowed or lent: [процентная ставка] *Small businesses have to pay interest at 12 per cent and upwards if they go through microfinance institutions.* **Collocations** *interest rate / rate of interest*

invention *n* [C] **1** a new product that was not available before: [новинка] *The paperclip was one of the most useful inventions of the twentieth century!* **2** [U] when something is made or designed for the first time: [изобретение] *Mobile phones have changed considerably since their invention.* – **inventor** *n* [C] [изобретатель] – **inventive** *adj* [изобретательный (-ая, -ое, -ые)]

investment bank *n* [C] a bank that buys stocks and shares and then sells them to members of the public, and offers financial advice to businesses: [инвестиционный банк] *JPMorgan is a leading US investment bank*

specialising in asset management. **Synonyms** **corporate bank** *n* [C] [ведомственный банк] – **merchant bank** *n* [C] [коммерческий банк]

issue *v* [T] to make securities such as bonds and shares available for people to buy: [выпускать акции] *In January, AMR issued five million new shares.* – **issue** [выпуск акций] *n* [C] **Collocation** *share issue*

launch *v* [I,T] to show or make a new product available for sale for the first time: [выпускать товар на рынок] *The company is launching a new range of perfumes.* – **launch** *n* [C] [выпуск товара на рынок]

lawsuit *n* [C] a charge, claim or complaint against a person or an organisation that is made in a court of law by a private person or company, not by the police or state: [судебный иск] *Local residents have filed a lawsuit over water pollution.* **Synonym** **court case** *n* [C] [судебное дело]

legal action *n* [C,U] the process of taking a case or a claim against a person or organisation to a court of law: [судебный процесс] *The European Commission is threatening to take legal action in order to protect the environment.* **Synonym** **litigation** *n* [U] [тяжба]

legal department *n* [C] the service in a company or organisation that looks after all matters relating to questions of law: [юридический отдел] *Our legal department is preparing the new licensing agreement.*

litigate *v* [I,T] to take a claim or complaint against a person or organisation to a court of law: [вести тяжбу] *Angry consumers have announced that they will litigate.* – **litigant** *n* [C] [тяжущ(ий)ся (-ая-)] – **litigation** *n* [U] [тяжба] – **litigious** *adj* [тяжебный (-ая, -ое)]

lucrative *adj* an activity, project, job, etc. that is lucrative makes a lot of money: [доходный] *Investing in the Euro tunnel wasn't as lucrative as investors thought it would be.* **Synonym** **profitable** *adj* [прибыльный]

market share *n* [C,U] the proportion of the total market that is supplied by a particular company: [доля на рынке] *If the two companies' market shares are combined, they'll have 28 per cent of the US market.*

mass consumption *n* [U] buying and using products and services on a large scale: [массовое потребление] *Mass consumption has transformed not only industry but society as a whole.*

mass market *n* [U] the market for standardised consumer products: [рынок товаров массового спроса] *We access the mass market by selling our clothing range in department stores.*

measurement *n* [C] the result of an evaluation of the size or dimension of something: [измерение] *Precise measurements of business performance enable managers to make better decisions.*

media *n* [plural] the (mass) media are all the different ways of entertaining and giving information to the public and advertising goods, for example, television, radio, newspapers and the internet: [средства массовой информации] *The company is keen to get its views across in the media.*

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

model *n* [C] a particular type or design of a machine or device: [модель] *This is the most expensive model in our range of luxury watches.*

monetary policy *n* [C] the way a central bank controls the amount of money in the economy at a particular time, for example by changing interest rates: [монетарная политика] *Unless the Bank of Japan relaxes monetary policy and makes borrowing easier, the stock market is unlikely to improve.*

monopoly *n* [C,U] a situation where a business activity is controlled by only one company or by the government and other companies do not compete with it: [монополия] *Many national airlines used to be monopolies, but this is no longer the case.* – **monopolist** *n* [C] [монополист] – **monopolise** [*v* [T] монополизовать]

motivation *n* [U] willingness, eagerness or desire to do something without being forced to do it: [мотивация] *Some of the staff seem to lack motivation.* – **motivate** [*v* [T] мотивировать] – **motivated** [*adj* заинтересованный] – **motivational** [*adj* мотивационный] **Collocations** *highly motivated, motivational skills, motivational techniques*

multinational [*adj*] a multinational organisation has offices, factories, activities, etc. in many different countries: [транснациональная (-ый, -ое)] *Big multinational companies can earn huge profits.*

nanotechnology *n* [U] a science that combines computer technology and chemistry to build things from atoms: [нанотехнология] *Nanotechnology could allow us to invent devices that manufacture at almost no cost, by replicating atoms in the way that computers produce information.*

network *n* [C] a group of people or organisations that are connected or that work together: [сеть] *It is important to build up a network of professional contacts.* – **networking** [*n* [U] организация сети] – **network** [*v* [I] создавать сеть]

network *n* [C] a set of computers which are connected to each other and operate as part of the same system, able to exchange information and messages: [сеть] *Incoming orders are processed automatically by the computer network.*

nuclear power *n* [U] the energy, usually in the form of electricity, that is produced by a nuclear reactor: [ядерная энергия] *The expansion of nuclear power depends substantially on politics.*

outsource [*v* [T]] to transfer work to an outside supplier: [передача на внешний подряд] *The company outsourced all their financial operations to an accounting consultant.* – **outsourcing** [*n* [U] аутсорсинг] **Synonym** **subcontract** [*v* [T] заключать субконтрактный договор]

portfolio **1** *n* [C] a collection of shares owned by a person or a company: [портфель ценных бумаг] *Over 50 per cent of his portfolio is in European shares and the rest is in American and Asian investments.* **2** all the products or services offered by a business: [портфель товаров или услуг] *The company has struck a deal with a biotechnology company of similar size and product portfolio.* **Collocations** *portfolio management, portfolio manager, portfolio mix*

positioning *n* [U] the way people think about a product in relation to the company's other products and to competing products, or the way that the company would like them to think about it: [позиционирование] *A price reduction may have the effect of damaging the brand's image and positioning.*

power plant *n* [C] a factory or building that generates electricity, usually by the burning of fossil fuels: [электростанция] *The new power plant will generate enough power to meet the annual residential needs of nine million people.*

pricing *n* [U] the prices of a company's products or services in relation to each other and in relation to those of competitors, and the activity of setting them: [ценообразование] *Aggressive pricing helped increase our sales.*

Collocations *pricing agreement, pricing policy / strategy, pricing structure, discount pricing*

procedure *n* [C] the accepted method and order of doing something in a formal situation: [процедура] *We are currently reviewing our procedures for invoicing our customers.*

process *v* [T] to put information into a computer to be examined and to produce a particular result: [обрабатывать] *The accounts are processed by the central system.* – **process** *n* [C] [обработка] – **processor** *n* [C]

[процессор] **Collocations** *(electronic) data processing, word processing*

product demonstration *n* [C] an act of explaining and showing how a product works or how something is done: [демонстрация товара] *We organise weekly, live product demonstrations.*

product placement *n* [C,U] when the maker of a product arranges for it to appear or be used in a film or television programme, as a form of advertising: [размещение товара] *Product placement in video games is part of a new strategy by advertisers eager to reach the young consumer.*

production 1 *n* [U] The process of making or growing things to be sold as products, usually in large quantities: [промышленное производство] *Toshiba is increasing production of its popular line of laptop computers.* **2**

an amount of something that is produced: [объем производства] *In August, production of passenger cars climbed 12 per cent from a year earlier.* – **produce** *v* [T] [производить] – **productive** *adj*

[производительный] **Collocations** *just-in-time production, mass production, production costs, production line, production manager, production plant, production process*

profit margin *n* [C] the difference between the price of a product or service and the cost of producing it, or between the cost of producing all of a company's products or services and the total sum they are sold for: [чистая прибыль] *Slow sales have cut profit margins in the industry.*

project *n* [C] an important and carefully planned piece of work that will create something new or improve a situation: [проект] *British Aerospace expected the project to be completed by 2005.* **Collocations** *project finance, project management, project manager, pilot project*

promotion *n* [C] an activity such as special advertisements or free gifts intended to sell a product or service: [продвижение] *ABC has announced a joint promotion with Mullen.* – **promote** *v* [T] [продвигать] – **promotional** *adj* [стимулирующий (-ая, -ое, -ие)] **Collocations** *seasonal promotion, promotional campaign, promotional price*

public relations abbreviation **PR** *n* [plural] the activity of telling the public about an organisation, person, product, etc. so that people think of them in a good way: [общественные отношения] *Good public relations is always*

good for a business. **Collocations** *public relations officer (PRO), public relations agency*

publicise *v* [T] to give information about something to the public, so that they know about it: [пропагандировать] *Car makers are publicising a new generation of fuel-efficient vehicles.* – **publicity** *n* [U] [пропаганда] –

publicist *n* [C] [специалист по пропаганде]

reserve *n* [C] an amount of something valuable such as oil, gas, etc., kept for future use: [резерв] *Most countries have a strategic reserve of petroleum which they can use if supply is interrupted.*

revolution *n* [C] a complete change in ways of thinking, methods of working, etc.: [революция] *Computer technology has caused a revolution in working practices.* – **revolutionise** *v* [T] [революционизировать] –

revolutionary *adj* [революционный, (-ая, -ое)]

Sarbanes-Oxley Act *n* US government legislation introduced to ensure honest accountancy and corporate governance practices in US companies: [закон Сорбейнса-Оксли] *The USA's response to Enron and other scandals was to introduce strict financial controls through the Sarbanes-Oxley Act.*

scarce *adj* if something is scarce, there is not enough of it available:

[недостаточный] *Demand is up, supply is dwindling and new finds are scarce.* – **scarcity** *n* [U] [недостаток]

schedule *n* [C] a plan of what someone is going to do and by when they are going to do it: [график] *We are running several weeks behind schedule.* – **schedule** *v* [T] [составлять график] **Collocation** *time schedule*

Securities Exchange Commission abbreviation **SEC** *n* [U] the US agency responsible for stock market regulation: [Биржа ценных бумаг] *The SEC is looking into a large US corporation's investment arrangements, as it thinks they may be illegal.*

seminar *n* [C] a fairly informal meeting of a group of people, who share information and ideas and often discuss matters relating to work: [семинар] *The people attending the management training seminar were all from accountancy firms.*

settlement *n* an agreement to resolve a dispute before it is taken to court: [урегулирование] *The two companies refused to disclose the financial details of their out-of-court settlement.*

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

shortage *n* [C,U] a situation in which there is not enough of something that people need or want: [недостаток] *Illegal exports and high world oil prices are the main causes of the current fuel shortage.*

software *n* [U] sets of programs put into a computer to perform particular tasks: [программное обеспечение] *There's plenty of good software on the market to help us improve security.*

specifications *n* [usually plural] a detailed description of how something

should be designed or made: [спецификация] *They delivered parts that did not conform to contract specifications.* Collocation *job specifications*

speculate v [I] to buy goods, shares, property, etc. in the hope that their value will increase so that they can be sold for a profit: [спекулировать]

Many individuals are now speculating on the stock exchange through special savings schemes provided by their banks. – speculation n [U]

[спекуляция] – speculative adj [спекулятивный]

sponsor v [T] to give money to pay for a television programme, a sports or arts event, training, etc., in exchange for advertising or to get public attention: [спонсировать] *Eagle Star Insurance sponsored the charity's first TV campaign.* – sponsor n [C] [спонсор] – sponsorship n [U]

[спонсорство] **telemarketing** n [U] the practice of telephoning people in order to sell things: [телефонные продажи] *Telemarketing can be used to update your client database.* – telemarketer n [C] [телефонный продавец]

spreadsheet n [C] a computer program that can show rows of figures and perform calculations with them. Spreadsheets are often used to work out sales, taxes, profits and other financial information: [электронная таблица]

Most spreadsheets can transform data and figures into graphs and charts.

staff loyalty n [U] if staff are loyal to their company, they enjoy working for it, they keep company secrets and tend to stay for a long time:

[преданность персонала] *The Human Resources department has built up staff loyalty by ensuring good working conditions, awarding regular bonuses and providing in-company training.*

stakeholder n [C] a person or group of people who are considered to be an important part of an organisation because they have responsibility within it or receive advantages from it: [заинтересованная сторона] *When a company is new and small it can stay close to its stakeholders – staff, customers and suppliers.*

stock exchange n [C] a market where company shares are traded:

[фондовая биржа] *Companies listed on the Madrid stock exchange dropped about 3 per cent this year.*

strategic alliance n [C] an alliance formed as part of a plan with important aims: [стратегический альянс] *Singapore airlines and Lufthansa have announced a strategic alliance with broad implications for competition.*

stress n [U] continuous feeling of worry about your work or personal life that prevents you from relaxing: [стресс] *He has been under a lot of stress at work recently, due to tight deadlines and staff shortages.* – stressful adj

[стрессовый] Collocations *stress-related (illness), stress management*

subcontractor n [C] a person or company who is paid to do part of the work of another person or company: [субподрядчик] *Always check whether a contractor is using subcontractors, and who is liable if things go wrong.*

sue v [I,T] to make a legal claim against someone, especially for an amount of money, because you have been harmed in some way [возбудить дело]. *The company was sued for non payment by their supplier.*

surveillance n [U] the act of monitoring a person or group of people:

[надзор] *Employees must be notified if they are under surveillance at their workplace.*

sustainable adj an action or process that is sustainable can continue or last

for a long time: [устойчивый (-ая, -ое, -ые)] *The benefits from sustainable fuels would be enormous.* – sustainability *n* [U] [устойчивость] **Synonym** **renewable** *adj* [возобновляемый (-ая, -ое, -ые)] **Collocation** *sustainable development*

switch *v* [I,T] to change from one thing to another, usually suddenly:

[переключаться] *Consumers are switching to more affordable brands.*

synergy *n* [C,U] additional advantages, profits, etc. that are produced by two people or organisations combining their ideas and resources:

[синергизм] *The companies could benefit from cost savings, as well as synergies from combining their manufacturing activities.* – synergistic *adj* [синергичный]

target *n* [C] a limited group of people or area that a plan, idea, etc. is aimed at: [целевая группа] *The main target for Gucci's watches is successful businessmen and women.* – target *v* [T] [сделать целевым, -ой]

Collocations *target audience / customers / group, sales target*

task *n* [C] **1** a piece of work that has to be done, especially one that has to be done regularly: [задача] *Scheduling is a key task for team leaders.* **2** a piece of work that is very difficult but important: [проблема] *The team is facing the difficult task of installing a new accounting procedure.*

team *n* [C] a group of people who work together to do a particular job:

[команда] *We have recruited an excellent management team.* **Collocations** *team leader, team player, team spirit, teamwork*

telecommunications *n* [plural] the process or business of sending and receiving information by telephone, television, the internet, etc.:

[телекоммуникации] *Telecommunications is one of the fastest growing industries today.*

trader *n* [C] someone who deals in shares, bonds, currencies, commodities (= oil, metal and farm products), etc. on a market, either for themselves or for a financial institution: [биржевой маклер] *Traders are predicting that the dollar will rise in European markets.* – trade *v* [I,T] [продавать на бирже]

training *n* [U] the process of teaching someone or being taught the skills and knowledge for a particular job: [профессиональное обучение] *When the new software system was installed, we had to provide training for all the staff in how to use it.* – trainer *n* [C] [наставник] – trainee *n* [C]

[обучаемый] **Collocations** *assertiveness training, computer-based training, management training*

upload *v* [T] to move computer software or information from one computing device to another especially from a local computer to a central server or network: [выгрузить] *If you are uploading big files, you'll need a high-speed internet connection.* – upload [выгрузка] *n* [C]

venture *n* [C] a new business activity or project that involves risk:

[рискованное предприятие] *Investors are always looking for business ventures that they think will show a healthy profit.* **Collocation** *venture capital*

Wall Street 1 *n* [U] The New York Stock Exchange, situated in Wall Street in Manhattan [Нью-Йоркская фондовая биржа]. **2** American financial institutions and investors in general: [финансовая олигархия] *Wall Street analysts predicted that the issue would sell at 96 cents a share.*



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