

Glossary

Unit 1 Companies

- asset** *n* [C] something belonging to an individual or business that has value or the power to earn money
[actif] *The company has recently sold some of its assets to an Australian investor* Collocations *tangible assets, intangible assets, fixed assets, liquid assets*
- company** *n* [C] a legally registered business [enterprise] There are many different types of companies:
holding company (holds the share capital of one or more other companies) [holding] **joint stock company** (registered company or limited company) [société par actions] **public limited** or **listed company** (company whose shares are traded on the stock exchange) [société anonyme] **subsidiary** [filiale] (company owned by a parent company [société mere]) Synonyms **corporation** *n* [C] [compagnie] AmE **concern** *n* [C] [exploitation] **business** *n* [C] [société]
- competition** *n* [U] rivalry between businesses that are operating in the same market [concurrence] *The competition is getting tougher every year.* – **compete** *v* [I] [concurrer] – **competitor** *n* [C] [concurrent] – **competitive** *adj* [compétitif] – **competitiveness** *n* [U] compétitivité Collocations *competitive advantage*
- entrepreneur** *n* [C] someone who starts a company, arranges business deals and takes risks [entrepreneur] *Entrepreneurs have always played a key role in the economy.* – **entrepreneurial** *adj* [entrepreneurial] – **entrepreneurship** *n* [U] [entrepreneuriat]
- freelance** *n* [C] someone who works for different companies and is not employed by one Freelancers usually receive fixed payments and not a salary [freelance] *We're going to use a freelance designer for the company website.* – **freelancer** *n* [C] [travailleur freelance] – **freelance** *adj* [freelance]
- hierarchy** *n* [C] system of authority within an organization [hiérarchie] *Many Swedish firms have very flat hierarchies* – **hierarchical** *adj* [hiérarchique] Collocations *flat hierarchy, steep hierarchy, traditional hierarchy*
- merger** *n* [C] the creation of a new company by joining two separate companies [fusion] *The merger will have to be approved by the authorities* – **merge** *v* [I, T] [fusionner]
- share** *n* [C] a unit of the capital of a company Shares in listed companies can be bought and sold on the stock market [action] *Investors are having to pay a higher price for the company's shares* – **shareholder** *n* [C] [actionnaire] **stockholder** *n* [C] US [détenteur d'actions] – **shareholding** *n* [C] [participation] Synonym **stock** *n* [C] AmE [valeur] Collocations *share capital, share certificate, share dealing, share issue, share price*
- trade union** *n* [C] an organisation that exists to protect the rights of employees in a company [syndicat] *The trade union is in pay negotiations with the employer* Synonym **labor union** *n* [C] AmE [syndicat (ouvrier)]

Unit 2 Leadership

appraise *v*[T] to assess the value of something Staff are regularly appraised to see if they have met the objectives that they are given [évaluer] *The department manager will appraise each employee individually* – **appraisal** *n*[C] [evaluation] – **appraisee** *n*[C] [personne évaluée] – **appraisor** *n*[C] [évaluateur] **Collocations** *annual appraisal, performance appraisal*

authority 1 *n*[U] the power to impose decisions [autorité] The managers in our company have a great deal of authority – **authorise** *v*(T) [autoriser] – **authorisation** *n*[U] [autorisation] – **authoritative** *adj* – [qui fait autorité] **authoritarian** *adj* [autoritaire] **Collocations** *lines of authority 2* *n*[C] a public institution which is in charge of enforcing regulations or administering a government service: *The public health authority.*

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

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

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

motivate *v*[T] make someone willing to work harder [motiver] *He's very good at motivating his sales team* – **motivation** *n*[U] [motivation – motivational *adj* [motivationnel] – motivated *adj* [motivé] **Synonym** encourage *v*[T] [encourager] **Collocations** *highly-motivated, motivational skills, motivation techniques*

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

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

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

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

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

Unit 3 Strategy

- analysis** *n* [C] the work of studying data and information [analyse] *Detailed analysis of our results shows that productivity has increased only marginally* – analyse *v* [T] [analyzer] – analyst *n* [C] [analyste]
Collocations *financial analysis*
- campaign** *n* [C] a planned operation which aims to achieve a particular result [campagne] *A new campaign by activists has forced the company to reconsider some of its policies* – campaign *v* [I] [+ for/against] [faire campagne + pour/contre] – campaigner *n* [C] [militant] Collocations *advertising campaign, marketing campaign, political campaign*
- growth** *n* [U] an increase in the size or quantity of something [croissance] *Research suggests that there will be significant growth in the market for women's products* – grow *v* [I] [croître] Collocations *growth rate*
- industry** *n* [C] the production of goods using capital and labour [industrie] *The automobile industry is facing increased competition* – industrial *adj* [industriel] – industrialise *v* [T] [industrialiser] – industrialisation *n* [C] [industrialization] Collocations *manufacturing industry, service industry, industrial relations*
- market share** *n* [U] the proportion of the total market that is supplied by a particular company [part de marché] *Our objective is to increase our European market share by five per cent this year* – market-sharing *n* [U] [partage du marché] Collocations *increase / lose / take / win market share*
- opportunity** *n* [C] a situation with future potential [opportunité] *Japan represents a great opportunity for our new brand* Collocations *lose / seize / take an opportunity*
- resources** *n* [C] this includes the capital, personnel and knowledge that an organisation has at its disposal [resources] *A key element of the new strategy is the more effective use of our resources* Collocations *human resources, financial resources*
- sales** 1 *n* [plural] the value of the goods and services sold during a period [ventes] *The company reported sales of \$42 million during the first quarter* 2 the department responsible for the activity of selling goods and services to customers: *I'll put you through to our sales department* – salesman/woman *n* [C] [vendeur/vendeuse] – salesclerk *n* [C] AmE [vendeur] Collocations *sales agent, sales call, sales conference, sales department, sales drive, sales figures, sales forecast, sales manager, sales outlet, sales pitch, sales promotion, sales representative, sales talk*
- strategy** *n* [C] a plan of action to enable a firm to compete [stratégie] *As part of our new strategy we are developing closer links with our suppliers* – strategic *adj* [stratégique] – strategically *adv* [stratégiquement] Collocations *develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)*
- supply** *n* [U] the amount of goods or services available on a market at a certain time [offer] *Improved production techniques will increase the supply of raw materials* – supply *v* [T] [approvisionner] – supplier *n* [C] [fournisseur] – supplies *n* [C] [fournitures] Collocations *order supplies, supply and demand, supply chain management, supply side, oversupply*
- threat** *n* [C] a potential danger to the interests of a company [menace] *Deregulation of the market is a real threat to established telecom operators* – threaten *v* [T] [menacer] – threatening *adj* [menaçant] – threateningly *adv* [de manière menaçante]

Unit 4 Pay

- board** *n* [C] the group of directors elected by the shareholders to manage a company [conseil] The board has approved the director's salary Collocations board of directors, board meeting, boardroom
- budget** *n* [C] an account of probable future income and expenditure during a fixed period [budget] We are currently preparing the budget for next year – budget *v* [I] [établir le budget] – budgetary *adj* [budgétaire] Collocations be on / over / under budget, budget deficit, budget surplus, meet a budget
- compensation** *n* [U] payment, including salary and other incentives like stock options [remuneration] The best paid executives received more than \$10 million in compensation last year – compensate *v* [T] [rémunérer] Collocations compensation deal, compensation package
- contract** *n* [C] a document setting out an agreement between two or more parties [contrat] Under the new contract the company becomes the exclusive distributor for North America – contractor *n* [C] [entrepreneur] – sub-contractor *n* [C] [sous-traitant] Collocations agree a contract, be under contract, breach a contract, negotiate a contract, review a contract, sign a contract, terminate a contract
- damages** *n* [plural] an amount of money paid to a person who has suffered an injustice [dommages-intérêts] The company paid damages to staff who were unfairly dismissed.
- legal action** *n* [C,U] using the law to defend one's rights [action judiciaire] The consumer association said it will consider legal action Synonyms litigation *n* [U] [litige] law suit *n* [C] [poursuite] Collocations take legal action, win a legal action
- pay 1** *n* [U] money earned by an employee as a salary or wage [paie] Some employees are complaining that their pay has not increased in line with inflation – payment *n* [C] [paiement] Collocations pay as you earn (PAYE), pay freeze, pay rise, payroll, pay-slip, pay talks 2 to give money to someone in exchange for items or services : We're paying more than the market rate.
- pension** *n* [C] a regular payment made to a person after they have retired from active work [retraite] Some businesses have decided to ask their staff to contribute another one per cent towards their pensions Collocations pension fund, pension contribution
- reward** *v* [T] to give a payment for services performed or for excellent work or behaviour [récompenser] We like to reward our staff when they reach the objectives – reward *n* [C,U] [prime] – rewarding *adj* [gratifiant]
- salary** *n* [C,U] an amount of money paid every month to an employee in exchange for their services [salaire] Salaries are always paid in the local currency – salaried *adj* [salarie] Collocations be on a salary of, earn a salary, negotiate a salary, salary scale
- severance deal / pay** *n* [C,U] money paid by an employer when an employee's services are terminated [indemnité de départ] Severance pay for top executives has increased significantly in recent years.
- stock option** *n* [C] an option given to executive employees allowing them to buy shares in the company at a favourable price [option d'achat d'actions] Microsoft has announced that it plans to end stock options for employees.

Unit 5 Development

consortium *n* [C] an association between two or more companies to work together on a specific project (usually a major construction or engineering project) [consortium] *SK Gas has formed a consortium with automakers to produce gas-powered vehicles.*

cost 1 *n* [C] the price paid for something [coût] The total cost for the new equipment will be \$50,000 **2** the money that is required to produce or sell something: It looks like production and labour costs will be higher than we expected – cost *v* [I] [établir le coût] **Synonym** overheads *n* [C] [frais généraux] **Collocations** fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost

development 1 *n* [C] the growth and expansion of a business, industry or economy [développement] *The OECD provides advice and assistance on all aspects of development* **2** research to produce new, improved products: *Our company is actively pursuing the development of new biotechnology solutions* **3** a change or alteration: *Another recent development has been the arrival of Asian companies on the market* – developer *n* [C] [développeur] – developing *adj* [en développement] **Collocations** research and development (R&D), developing countries

loan *n* [C] money lent to an individual or organization [prêt] *The World Bank has agreed to a five-year loan of \$125m* – loan *v* [T] [prêter] **Collocations** apply for a loan, bank loan, interest on a loan, take out a loan

negotiation *n* [C] the process of negotiating a business deal [négociation] *The success of the negotiations will depend on the financial terms of the deal* – negotiate *v* [I, T] [négocier] – negotiator *n* [C] [négociateur] **Synonyms** talks *n* [plural] [pourparlers] **Collocations** negotiate an agreement / a deal, negotiation skills

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

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

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

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

Unit 6 Marketing

barrier to entry *n* [C] any factor which prevents new competition from entering a market [barrière à l'entrée] *A strong brand can become a barrier to entry in some markets, while a simple product cannot*

benefit *n* [C] an advantage or an improvement [avantage] *One benefit of the new design is that it can be installed easily* – benefit [+ from] *v* [bénéficier + de] – beneficial *adj* [avantageux]

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

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

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

marketing mix *n* [U] the four different components of marketing [marketing mix] **1 place** *n* [C] the distribution and delivery of goods to market [distribution] **2 price** *n* [C] the amount of money for which something can be sold [prix] – price *v* [T] [établir un prix pour] **Collocations** cost price, cut price, fixed price, list price, retail price, purchase price, recommended price, wholesale price, price-list, price-tag, price war **3**

product *n* [C] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product's features and performance characteristics [produit] **4 promotion** *n* [C] activities that help sell a product [communication]

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

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

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

Unit 7 Outsourcing

back office *n* [C] the departments of a financial company where routine administrative tasks are done without direct contact with customers [(service de) post-marché, back-office] *Efficient management of the back office can reduce costs.*

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

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

downsize *v* [I] to reduce the number of employees in an organisation [réduire ses effectifs] *European companies are continuing to downsize their manufacturing operations – downsize v [T] [réduire les effectifs de] Synonyms lay off v [T] [licencier]*

knowledge work *n* [U] work that involves developing or using knowledge [travail du savoir] *The profitability of most business today depends more on knowledge work than on manual work – knowledge worker n [C] [travailleur du savoir]*

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

outsource *v* [T] transferring work to an outside supplier [externaliser] *We are planning to outsource all of our IT operations to an Indian supplier – outsourcing n [U] [externalisation] Synonyms subcontract v [T] [sous-traiter]*

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

pilot project *n* [C] a trial project to test performance [projet pilote] *The pilot project will start operating in June.*

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

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

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

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

Unit 8 Finance

balance sheet *n* [C] a statement showing the wealth of a business or organisation at a particular date [bilan] The balance sheet has two parts showing assets and liabilities: *Buildings and machinery are assets that should be listed on the balance sheet* Synonyms **statement of financial position** *n* [C] AmE [bilan]

bankrupt *adj* unable to pay your debts [en faillite] *The company is almost bankrupt and will need to secure a loan to survive* – **bankrupt** *v, n* [C] [mettre en faillite, faillite] – **bankruptcy** *n* [U] [banqueroute] Synonyms **insolvent** *adj* AmE [insolvable]

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

expense 1 *n* [C] money spent [dépense] *We have significantly reduced our expenses over the last five years* – **expenditure** *n* [C] [frais] Synonyms **spending** *n* [U] [dépenses] **2** *n* [C] money spent by an employee that can be claimed back **frais** *I put the restaurant bill on expenses* Collocations **expense account, expenses claim form, claim expenses**

financial statement *n* [C] a document showing the state of the finances of an organisation or business [état financier] *Financial statements must be completed by the end of August.*

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

income statement *n* [C] AmE a financial statement showing revenue, expenditure and profit from operations during a given period [compte de résultat] *Enron's income statement did not accurately reflect its losses* Synonyms **profit and loss account** *n* [C] BrE [compte de profits et pertes] **statement of earnings** *n* [C] AmE [état des resultants]

mismanagement *n* [U] poor quality management [mauvaise gestion] *Lack of cashflow is often due to mismanagement* – **mismanage** *v* [T] [mal gérer]

profit and loss account *n* [C] BrE a financial statement showing revenue, expenditure and profit from operations during a given period [compte de résultat] *Ahold's profit and loss account did not show all its losses* Synonyms **income statement** *n* [C] AmE [compte de profits et pertes] **statement of earnings** *n* [C] AmE [état des resultants]

regulator *n* [C] a government agency responsible for overseeing a profession or an activity [autorité de réglementation] *Stock market regulators are in charge of protecting investors* – **regulation** *n* [C] [réglementation] Synonyms **controller** *n* [C] [autorité de contrôle]

Securities Exchange Commission *abbreviation SEC* *n* the US agency responsible for stock market regulation [commission de contrôle des opérations de bourse] *The SEC is currently investigating ten cases of fraud.*

Unit 9 Recruitment

- accountable** *adj* responsible for the effects of your actions [responsable] *Managers are accountable for the performance of their employees* **Synonyms** responsible [+ for] *adj* [comptable + de]
- applicant** *n* [C] a person who is applying for a position [candidat] *All applicants are asked to provide a letter of reference – apply [+ for] v* [I] [postuler + à/pour] – **application** *n* [C] [candidature] **Synonyms** candidate *n* [C] [postulant]
- assign** *v* [T] give someone a particular task to do [assigner] *Employees are assigned duties that correspond to their skills and training – assignment n* [C] [assignation]
- cover letter** *n* [C] a letter written to an employer in response to a job advertisement [lettre d'accompagnement] *Candidates should send a cover letter with a copy of their CV*
- curriculum vitae** *abbreviation CV n* [C] a document that gives details of a person's experience and qualifications [curriculum vitae (CV)] *Her CV is fairly typical for a business graduate* **Synonyms** *résumé n* [C] *AmE* [CV]
- deadline** *n* [C] the date by which something has to be completed [date limite] *The deadline for applications has been extended until the 25 May* **Collocations** *fix a deadline, meet a deadline, miss a deadline, set a deadline*
- empower** *v* [T] give someone the power or ability to do something [habilitier] *Staff are empowered to shape their career development – empowerment n* [U] [autonomisation]
- hire** *v* [T] employ someone [embaucher] *Businesses are hiring as job growth booms – hire n* [C] [embauche] **Synonyms** *recruit v* [T] [recruiter] *employ v* [T] [employer] **Collocations** *hiring and firing, hiring manager*
- payroll** *n* [U] **1** a list of the employees in an organisation [registre du personnel] **2** the administration of employee pay [paie] *Salaries are calculated according to the number of days that employees are on the payroll* **Collocations** *payroll management, cut/reduce the payroll*
- qualification** *n* [C] an examination passed at school or university [qualification] *Candidates must have qualifications in accounting – qualify v* [I] [se qualifier] – **qualified** *adj* [qualifié]
- résumé** *n* [C] *AmE* a document that gives details of a candidate's experience and qualifications [curriculum vitae (CV)] *Preparing a good résumé should be the starting point for all job seekers* **Synonyms** **Curriculum Vitae** *BrE* [CV]
- screen** *v* [T] to examine or test people [tester] *Each candidate is screened for education, experience, expertise and salary.*
- train** *v* [T] to teach someone the skills of a particular job or activity [former] *Staff are trained to watch for situations where they may be required to help – training n* [U] [formation] – **trainee** *n* [C] [stagiaire] – **trainer** *n* [C] [formateur]

Unit 10 Counterfeiting

- copycat** *n* [C] the term for someone who copies the work of another person [copieur] *The Australian government has announced that it is cracking down on copycats.*
- copyright** *n* [U] the legal right that belongs to the person who has created a new artistic work or piece of software [droit d'auteur] *All of the graphics and editorial content on this site are protected under US copyright.*
- currency** *n* [C] the type of money that is used by a particular country or trading bloc [devise] *The euro is the currency of most member states of the European Union* **Synonyms** money *n* [U] [monnaie] **Collocations** foreign currency, hard currency, currency dealer, currency exchange rate, currency trading
- defraud** *v* [T] to cheat another person by taking something that they own [escroquer] *He admitted defrauding his employer of more than £2m.*
- enforce** *v* [T] to make people obey a law or rule [faire appliquer] *Enforcing a patent can be a long and expensive process* – **enforcement** *n* [U] [application– enforceable *adj*] [applicable]
- fake** *n* [C] a copy or imitation of a genuine article [contrefaçon] *Experts have identified the components as fakes* – **fake** *v* [T] [contrefaire] **Synonyms** copy *v* [C] [copier] – **copy** *n* [C] [copie]
- file-swapping** *n* [U] exchanging files between computers on a network [échange de fichiers] *Record companies tried to close down the illegal file-swapping website.*
- infringement** *n* [U] a breach of the law or of another person's rights [violation] *The company is being sued over infringements of copyright technology*
- intellectual property** *n* [U] something that a person or business has invented and which is protected by patent [propriété intellectuelle] *All international businesses are having to spend more on protecting their intellectual property.*
- patent** *n* [C] a special right given to the inventor of a machine or process [brevet] *Some governments do not recognise patents on software* – **patent** *v* [T] [breveter] – **patented** *adj* [breveté] **Synonyms** copyright *n* [C,U] [droit d'auteur] **Collocations** patent pending, patent office
- piracy** *n* [U] infringement of copyrights [piraterie] *The association has launched a campaign to fight software piracy.*
- profitability** *n* [U] the ability of a business to earn profits [rentabilité] *Increased labour costs have reduced our profitability* – **profit** *n* [C] [benefices] – **profit** *v* [I] [profiter] – **profitable** *adj* [rentable]
- trademark** *n* [C] a special, registered picture or symbol that is associated with a particular brand or product [marque commerciale] *Our trademark is now well-known in most countries in the region.*

Unit 11 Markets

bid *n* [C] an offer to buy something at a stated price [offre d'achat] *All bids must be submitted in writing – bid*
v [I,T] [offrir] – **bidder** *n* [C] [offrant] – **bidding** *n* [U] [enchères] **Synonyms** offer *n* [C] [offer] **Collocations**
make/accept/reject a bid, takeover bid

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

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

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

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

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

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

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

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

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

mass market *n* [U] the market for standardised consumer products [marché de masse] *Licensing is one way for small businesses to enter the mass market – mass-market* *adj* [de masse]

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

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

real estate *n* [U] property in the form of land or houses [immobilier] *Investing in real estate is not as risk free as some people think* **Synonyms** property *n* [U] BrE [immobilier] realty *n* [U] AmE [bien-fonds] **Collocations** *estate agent BrE*

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

Unit 12 Lobbies

- aid** *n* [U] assistance given to a country or organisation in difficulty [aide] *The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations – aid* *v* [T] [aider]
- boycott** *n* [C] a protest where people refuse to buy or use a product or service [boycott] *The consumer group is calling for the boycott of all tobacco products – boycott* *v* [T] [boycotter]
- charity** *n* [C] a non profit-making organisation that collects goods and money in order to provide assistance [organisation caritative] *The charity managed to raise £3m for homeless people in the UK.*
- debt relief** *n* [U] the cancellation or reduction of a debt [allègement de la dette] *The government is firmly committed to a programme of debt relief.*
- demonstration** *n* [C] a march to publicly protest about something [manifestation] *The demonstration will take place at G7 summit on 10 June.*
- fair trade** *n* [U] a movement which promotes fairer trading conditions for developing countries [commerce équitable] *Fair trade gives consumers an opportunity to help change the world.*
- grant** *n* [C] a sum of money given to a person or organisation to help them to pay for something [subvention] *The Central Development Fund has awarded a grant of \$7.5m – grant* *v* [T] [accorder]
- income** *n* [C,U] money received by a person, family or organization [revenu] *In some parts of the country incomes have fallen by as much as 25 per cent* **Synonyms** *revenue* *n* [C] [revenu] **Collocations** *income tax, gross income, net income*
- litigation** *n* [U] legal action against an individual or organization [litige] *Litigation has increased significantly over the years – litigate* *v* [U] [contester en justice] – *litigator* *n* [C] [avocat-conseil]
- lobby** *v* [T] to try to persuade a government or organisation to change a policy or situation [exercer des pressions] *Big companies are lobbying the president to open up marine reserves for oil drilling – lobby* *n* [U] [lobby] *lobbyist* *n* [U] [lobbyiste]
- petition** *n* [C] a document signed by many people asking someone in authority to change something [petition] *So far, five thousand people have signed the petition – petition* [+ against/for] *v* [I,T] [faire circuler une pétition + contre/pour]
- pressure group** *n* [C] a group that tries to influence the opinions of other people [groupe de pression] *The pressure group is coordinating the protests.*
- protectionism** *n* [U] protecting a country's trade by taxing foreign goods [protectionnisme] *Protectionism usually increases the prices of basic goods to the consumer.*
- quota** *n* [C] an official limit on the amount of something [quota] *Quotas have been imposed on 25 categories of imported clothing.*
- subsidy** *n* [C] money given by a government to certain producers to help them to produce without losing money [subvention] *World Bank economists are urging rich countries to cut subsidies to certain industries – subsidise* *v* [T] [subventionner]
- taxpayer** *n* [C] any person or organisation that is liable to pay tax [contribuable] *Taxpayers will pay more to subsidise the development of alternative energy sources.*

Unit 13 Communication

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

information technology *abbreviation IT n* [C] the technology of processing, storing or transmitting data by electronic means [technologies de l'information] *Information technology has revolutionised all aspects of management.*

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

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

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

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

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

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

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

Unit 14 Logistics

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

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

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

grey marketing *n* [U] selling products without the authorisation of the trademark owner [grey marketing, importations parallèles] *Any authorised dealers who resort to grey marketing will be immediately suspended.*

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

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

pilot *v* [T] to test a new idea or product [experimenter] *We are piloting new ways to improve our supply chain management* *Synonyms* *test* *v* [T] [tester] *trial* *v* [T] [faire des essais sur]

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

ship *v* [T] to move goods from one place to another [expédier] *This order is being shipped to Puerto Rico – shipment* *n* [U] [chargement – shipping] *n* [U] [expedition] - *ship* *n* [C] [navire] *Synonyms* *deliver* *v* [T] [livrer]

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

Unit 15 Innovation

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

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

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

business practices *n* [plural] the methods used to conduct business [pratiques commerciales] *The company is running a scheme to encourage best business practices.*

design *v* [T] to make a drawing or plan of something that will be made [concevoir] *At the moment she's designing a new range of furniture to be used in schools* – **design** *n* [C] [conception, design] – **designer** *n* [C] [concepteur, designer] – **designer** *adj* [de grande marque, de synthèse] Collocations *designer goods, designer label, designer ware*

feature *n* [C] an important part of something [caractéristique, fonction] *The programme has a number of interesting new features* – **feature** *v* [T] [comporter] Synonyms *characteristic* *n* [C] [particularité] Collocations *product features, special features*

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

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

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