

# Intelligent Business

## Intermediate Mini-Dictionary - French

**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**]

**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] [**évaluation**] – **appraisee** *n* [C] [**personne évaluée**] – **appraiser** *n* [C] [**évaluateur**] **Collocations** *annual appraisal, performance appraisal*

**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*

**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**]

**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**]

**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**]

**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**]

**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*

**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**]

**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.*

**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**]

**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*



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

**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*

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

**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*

**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.*

**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*

**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.*

**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.*

**company** *n* [C] a legally registered business [*entreprise*] 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*]

**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*

**competition** *n* [U] rivalry between businesses that are operating in the same market [*concurrence*] *The competition is getting tougher every year.* – **compete** *v* [I] [*concurrencer*] – **competitor** *n* [C] [*concurrent*] – **competitive** *adj* [*compétitif*] – **competitiveness** *n* [U] [*compétitivité*] Collocations *competitive advantage*

**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*

**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*

**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.*

**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

**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

**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

**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** resumé *n* [C] AmE [CV]

**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.

**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.

**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

**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

**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.

**defraud** *v* [T] to cheat another person by taking something that they own [escroquer] He admitted defrauding his employer of more than £2m.

**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]

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

**demonstration** *n* [C] a march to publicly protest about something [manifestation] The demonstration will take place at G7 summit on 10 June.

**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

**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

**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.*

**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]

**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.*

**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]

**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]

**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]

**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*

**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.*

**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]

**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*

**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.*

**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.*

**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.*

**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]

**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]*

**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*

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

**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]

**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]

**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.*

**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)

**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

**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

**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

**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

**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

**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]

**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

**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.*

**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.*

**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]

**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*]

**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*

**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*]

**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.*

**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*

**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*]

**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.*

**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.*

**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*

**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*]

**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*]

**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*]

**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.*

**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*]

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

**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]

**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

**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

**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

**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]

**opportunity** *n* [C] a situation with future potential [opportunité] *Japan represents a great opportunity for our new brand* **Collocations** lose / seize / take an opportunity

**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]

**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]

**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

**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.*

**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

**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

**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]

- pilot project** *n* [C] a trial project to test performance [[projet pilote](#)] *The pilot project will start operating in June.*
- 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](#)]
- piracy** *n* [U] infringement of copyrights [[piraterie](#)] *The association has launched a campaign to fight software piracy.*
- 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.* **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.*
- 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*
- 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.*
- 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*
- 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.*
- productivity** *n* [U] The relationship between the output of goods and the resources needed to produce them [[productivité](#)] *Productivity has continued to grow strongly.*
- 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](#)]
- 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](#)]
- 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*
- 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] [[prospérer](#)] – *prosperous* *adj* [[prospère](#)]
- protectionism** *n* [U] protecting a country's trade by taxing foreign goods [[protectionnisme](#)] *Protectionism usually increases the prices of basic goods to the consumer.*



- prototype** *n* [C] the first form that a new design takes [**prototype**] *The prototype has revealed areas where the design can be improved.*
- 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]*
- quota** *n* [C] an official limit on the amount of something [**quota**] *Quotas have been imposed on 25 categories of imported clothing.*
- 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.*
- 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*
- 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]*
- 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*
- 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*
- 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]
- revenue** *n* [C] money received especially from selling goods and services [**recettes**] *Revenues have increased by six per cent to £183m*
- 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 [**salaires**] *Salaries are always paid in the local currency – salaried adj [salaarié]* **Collocations** *be on a salary of, earn a salary, negotiate a salary, salary scale*
- 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*
- 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*

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

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

**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.*

**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.*

**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

**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]

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

**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

**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.* **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.*

**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)

**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]

**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]

**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]

**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 **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]

**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

**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 **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] [analyser] – **analyst** n [C] [analyste] **Collocations** financial analysis

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

**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] **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]

**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]

**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]

**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)]

**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.* **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

**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] **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.*

**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*

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

