

16 BUSINESS

STUDENT'S BOOK PAGES 142–143

chase up /ˈtʃeɪs ʌp/ Phrasal verb

if you *chase* something or someone *up*, you find out if something has happened or been done yet, and if it hasn't you tell someone to do it

I'm phoning to chase up an order | can you chase John up about this? | they're chasing up all their debts

• fer el seguiment

pass on /ˈpɑːs ɒn/ Phrasal verb

to *pass* something *on* means to give it to someone else after someone has given it to you

I'm phoning to pass on a message | can you pass this on to Gemma? | it's just a rumour. Not worth passing it on

• passar

overdue /ˌəʊvə(r)'djuː/ Adjective

if something is *overdue*, it has not happened or been done by the expected time

Collocates: long overdue | an overdue payment/debt/bill
an overdue payment on your account | it's a week overdue | these reforms are long overdue

• vençut

stock /stɒk/ Noun

the *stock* of a shop or company is the amount of goods it has that are available and ready to be sold or sent out to customers

Collocates: in stock | out of stock | stock levels

I'm phoning to check stock levels in the warehouse | everything in the catalogue is in stock and is immediately available

Verb: *stock* | Noun: *stockist*

we stock more than forty different kinds of cheese | check our website for details of your nearest stockist (shop that sells a particular item)

• existències

mix-up /ˈmɪksʌp/ Noun

a *mix-up* is a mistake that is the result of confusion in the way something has been arranged

Collocates: a mix-up over something | a mix-up between things

I'm afraid there's been some kind of mix-up in our system | our bags got lost due to a mix-up at the airport

Phrasal verb: *mix up*

the two parcels got mixed up at the sorting office

• confusió

hectic /ˈhektɪk/ Adjective

if things are *hectic*, you are very busy and have to deal with lots of different things very quickly

Collocates: a hectic lifestyle | at a hectic pace | a hectic day/week/month

she leads a really hectic life | another hectic day at the office | this week has been pretty hectic

Adverb: *hectically*

leading a hectically busy life

• frenètic

understanding /ˌʌndə(r)'stændɪŋ/ Adjective

if someone is *understanding*, they realise that someone else has had difficulties and forgive them if they make mistakes
thanks for being so understanding | I wish my boss was as understanding as yours!

Verb: *understand*

luckily, he understood and didn't insist on having his money back

• comprensiu

run-up /ˈrʌnʌp/ Noun singular

the *run-up* to an event is the period of time leading up to it

Collocates: the run-up to something

he worked for his MP during the run-up to the election | it's important to eat properly in the run-up to the exams

• període previ

projected /prə'dʒektɪd/ Adjective

a *projected* amount or quantity is what someone expects to be the outcome of a process or activity because they have made some calculations

she presented the projected sales figures to the board | projected oil production for 2020 is 12 billion barrels

Verb: *project* | Noun: *projection*

Collocates: be projected to do something | latest projections | long-term projections

production was projected to fall sharply | initial projections turned out to be too low

• previst

store /stɔː(r)/ Noun

a *store* is a shop, especially a large shop

we're opening a new flagship store in Tokyo | prices vary between rival stores

• botiga

STUDENT'S BOOK PAGES 144–145

break even /ˌbreɪk ˈiːv(ə)n/ Phrasal verb

if a business *breaks even*, it receives about the same amount of money as it spends, so it makes no profit and no loss
before too long, we broke even | after four years in business, they still haven't broken even | how much revenue do you need to break even?

Noun: *breakeven*

breakeven is when total revenue equals total costs

- *no tenir ni pèrdues ni guanys*

merge /mɜː(r)dʒ/ Verb

when two separate organisations *merge*, they come together to form one larger organisation

Collocates: *merge with something | merge something into something*

we decided to merge with another company | the two departments merged a year later | the two companies had fully merged by June 2014

Noun: *merger*

a merger between the two companies

- *fusionar-se*

turnover /ˈtɜː(r)nəʊvə(r)/ Noun uncount

a company's *turnover* is the amount of money it receives during a particular period

Collocates: *annual turnover | turnover rises/increases/grows | turnover falls/drops*

annual turnover rose to around \$80 million | turnover grew 15% to \$3.91 billion

Verb: *turn over*

the business turned over £2.4 million last year

- *volum de negocî*

venture /ˈventʃə(r)/ Noun

a *venture* is a new business activity

Collocates: *a business venture | a joint venture*

this could be a profitable venture | a successful business venture

- *empresa*

capital /ˈkæpɪt(ə)l/ Noun uncount

capital is money that you invest or use to start a business

we borrowed the rest of the capital we needed | we don't have enough capital

- *capital*

take off /teɪk ɒf/ Phrasal verb

if something such as a business or other activity *takes off*, it starts to be very successful

after two years, the business really took off | he left acting after his music career took off | the project finally took off in late autumn

- *consolidar-se*

plough /plaʊ/ Verb

if you *plough* money into something, you invest money in it

we ploughed all the money back into the business | his idea was to plough their money into a chain of shops

- *invertir*

stock exchange /ˈstɒk ɪks,tʃeɪndʒ/ Noun

a *stock exchange* is a place where shares in companies are bought and sold. If a company is *floats on the stock exchange*, shares in that company become available for the first time

we floated the company on the stock exchange | the stock exchange rose slightly

- *borsa*

circle /ˈsɜː(r)k(ə)l/ Noun

a *circle* of people is a number of them who are linked in some way because they are friends or because they have similar jobs

a wide circle of friends and acquaintances | he was well known in certain circles

- *cercle*

networking /ˈnet,wɜː(r)kɪŋ/ Noun uncount

networking is talking to a lot of people who do a similar job to you in order to exchange ideas and information and to meet new people who might be able to help you in your job and career

social networking sites (websites where people can share information about themselves with friends) | the course offers superb networking opportunities

Verb: *network* | Noun: *networker* | Noun: *network*

tips on how to network more effectively | to be a successful networker you need to be able to listen | I filled every position through my network of contacts

- *xarxa de contactes*

degree /dɪˈɡriː/ Noun

a *degree* of something is a certain amount of it

Collocates: *a degree of something*

they display a healthy degree of impatience | these investments carry varying degrees of risk

- *grau*

bureaucracy /bɪʊə'roʊkrəsi/ Noun

a *bureaucracy* is a system of administration that involves a lot of employees. *Bureaucracy* is the set of rigid and complicated rules that are in force there

they tend not to perform well in bureaucracies | the aim was to reduce unnecessary bureaucracy

Noun: *bureaucrat* | Adjective: *bureaucratic*

a senior bureaucrat in the defence ministry | a lengthy and exhaustive bureaucratic process

• ***burocràcia***

moan /məʊn/ Verb

if you *moan* about someone or something, you complain about them in a very unhappy way

Collocates: *moan about someone/something*

they never moan or look for people to blame | stop moaning! | everyone moaned about the food

Noun: *moan* | Noun: *moaner*

he had a moan about the referee after the match | don't be such a moaner

• ***queixar-se***

keen /ki:n/ Adjective

you use *keen* to emphasise the way someone's senses work very well. For example, someone who has *keen* eyesight can see very well, and a *keen* observer is someone who notices the important things about what they are watching and who understands them very well

a keen observer of human behaviour | he had a keen eye for small details | dogs have a keen sense of smell

Adverb: *keenly* | Noun: *keenness*

they were keenly aware of the danger that lay ahead | they followed the news with the greatest keenness

• ***agut / sagaç***

observer /əb'zɜ:(r)və(r)/ Noun

an *observer* is someone who watches something carefully or who follows a particular situation with great interest

an acute observer of human nature | the elections will be monitored by independent observers

Verb: *observe* | Noun: *observation*

you can learn a lot by observing people | this will require careful observation

• ***observador***

tolerance /'tɒlərəns/ Noun uncount

tolerance is the ability to let other people do or say things that you do not agree with or do not approve of

he has no tolerance for political extremism | to encourage mutual respect and tolerance

Adjective: *tolerant* | Noun: *toleration* | Verb: *tolerate* |

Adjective: *tolerable* | Adverb: *tolerably* || Opposites –

Noun: *intolerance* | Adjective: *intolerant* |

Adjective: *intolerable* | Adverb: *intolerably*

a tolerant and open minded father | he campaigned for religious toleration and the reform of parliament | her father would not tolerate lying | the room was intolerably hot

• ***tolerància***

ambiguity /æmbɪ'ɡju:əti/ Noun

ambiguity is the quality a word or a piece of writing has when it can be understood in more than way

you should rewrite the last paragraph to eliminate the ambiguity | I worded it carefully to avoid ambiguity

Adjective: *ambiguous* | Adverb: *ambiguously* || Opposites – Adjective: *unambiguous* | Adverb: *unambiguously*

some words are more ambiguous than others | any conditions attached to the offer must be stated unambiguously

• ***ambigüitat***

seize /si:z/ Verb

to *seize* an opportunity means to take the opportunity as soon as it becomes possible and before it goes away again

he advised me to seize every opportunity to learn | while Dent was away she seized the opportunity to reorganise the department | he seized the chance for escape

• ***aprofitar (oportunitat)***

workforce /'wɜ:(r)k,fɔ:(r)s/ Noun singular

the *workforce* is all the people who work for a particular company, or all the people in a country who are able to work and are available to work at the moment

we need to promote the role of the disabled in the workforce | a happier workforce is a more productive workforce

• ***mà d'obra***

remarkable /rɪ'mɑ:(r)kəb(ə)l/ Adjective

if someone or something is *remarkable*, they are unusual and impressive in a way that is easily noticed

Collocates: truly/quite remarkable | a remarkable achievement

becoming head of department at the age of 27 was a remarkable achievement | the heart is a remarkable organ | the way he paints is quite remarkable

Adverb: *remarkably* | Opposite – Adjective *unremarkable*
the service was remarkably reliable

• destacable

excellence /'eksələns/ Noun uncount

excellence is the quality of being extremely good

her academic excellence took her to a top school | high standards of excellence and professionalism

Adjective: *excellent* | Adverb: *excellently* | Verb: *excel*

excel at (doing) something

her exam results were excellent | the symphony was excellently performed | he excelled at sports

• excel·lència

embark /ɪm'ba:(r)k/ Verb

to *embark* on a journey or activity means to begin it. To *embark* also means to go on board a ship or plane at the start of a journey

Collocates: *embark on something*

she embarked on a degree in software engineering | think carefully before embarking on such a venture | the passengers were given the signal to embark

Opposite: *disembark*

all passengers should disembark as quickly as possible

• embarcar-se

nomadic /nəʊ'mædɪk/ Adjective

if someone has a *nomadic* way of life, they never stay for long in one place but always move on to live somewhere else very soon

her family is from a nomadic background | Larry sold his home and took up a nomadic lifestyle | nomadic peoples who survived on hunting and fishing

Noun: *nomad*

most nomads travel in groups of families called bands or tribes

• nòmada

sibling /'sɪblɪŋ/ Noun

someone's *sibling* is their brother or sister

Collocates: *sibling rivalry*

sibling rivalry is a normal part of growing up | he had two elder siblings, Scott and Connie

• germà

refreshments /rɪ'freʃmənts/ Noun plural

refreshments are small amounts of food and drink that are provided at some events, meetings, etc

Collocates: *light refreshments*

guests were supplied with light refreshments during the dance | we also provide refreshments such as tea, coffee and soft drinks

• refrigeri

insight /'ɪnsaɪt/ Noun

an *insight* is a clear way of understanding something

Collocates: *insight into something*

the film provides invaluable insights into their lives | his writing lacks insight

Adjective: *insightful*

the book is well written and insightful

• comprensió

come across /kʌm ə'krɒs/ Phrasal verb

if you *come across* something or someone, you see them or meet them without having intended to

I came across the film "Ratatouille" | I started looking online and came across your site | I'd never come across anyone else with the same family name as me before

• topar amb

secure /sɪ'kjʊə(r)/ Verb

if you *secure* something, you make sure you get it or achieve it, often after a lot of effort

we are working hard to secure more tickets for everyone | 90% of our students secured permanent jobs within three months of graduating | we secured several government contracts last year

• garantir

crop /krɒp/ Noun

a *crop* is a plant such as wheat or corn that is grown by farmers in order to sell

Collocates: a cash crop | a staple crop | grow/cultivate a crop

traders came directly to the farms to buy the crops | better farming techniques will increase crop yields

• cultiu

come up with /kʌm 'ʌp wɪð/ Phrasal verb

if you *come up with* an idea, answer, or solution, you think of it

they came up with a mobile phone solution | everyone was coming up with great ideas | I came up with the same result

• trobar /proposar

STUDENT'S BOOK PAGES 146–147**prospective** /prə'spektɪv/ Adjective

a *prospective* employee, buyer, client, etc. is someone who is not yet the employee, buyer or client of something, but who wants to be and is trying to be

prospective entrepreneurs present their plans to a panel of investors | companies send recruiters to colleges to interview prospective employees | the faculty welcomes prospective students wishing to visit departments

• **potencial****entrepreneur** /ˌɒntrəprə'nɜ:(r)/ Noun

an *entrepreneur* is someone who sets up and runs a business

prospective entrepreneurs present their plans to a panel of investors | a successful entrepreneur

Adjective: *entrepreneurial*

his entrepreneurial skills

• **emprenedor****panel** /pæn(ə)l/ Noun

a *panel* is a small group of people who have been chosen to discuss something and give a specialist opinion about it
a panel of five successful business people | panel discussions were held throughout the conference

Noun: *panellist*

each panellist made a short closing speech

• **comitè****pitch** /pɪtʃ/ Verb

to *pitch* something means to talk about it and try to persuade people to buy it or to do business with you

Collocates: *pitch for something | pitch to someone*

they were asked to pitch their ideas to the panel | there were three of them pitching for the contract | he pitched his novel to several different publishers

Noun: *pitch*

a sales pitch

• **llançar (una idea, un producte) / aspirar (a una feina)****subject** /səb'dʒekt/ Verb

if you *subject* someone to something, usually something difficult or unpleasant, you make them do it or experience it

Collocates: *subject someone to something*

they are then subjected to questioning from the panel | he claimed they had subjected him to torture | my family was subjected to death threats

• **sotmetre****declare** /dɪ'kleə(r)/ Verb

if you *declare* something, you say formally what you think, and what you will or will not do in a particular situation

Collocates: *declare that*

he declared that he wasn't interested | until today she had never openly declared herself (told people exactly what she thought)

Noun: *declaration*

her declaration of love towards him

• **declarar****format** /'fɔ:(r)mæt/ Noun

the *format* of something such as a radio or television programme is the way the different parts of it are put together and presented in a certain order

Collocates: *the format of something*

other broadcasters copied the show's format | the format of the course is 10 hours tuition per week

• **format****devastate** /'devəsteɪt/ Verb

to *devastate* something means to damage it very badly. To *devastate* a person means to upset them very badly

the country had been devastated by war | losses which have devastated the economy | the bombing raid devastated the town

Adjective: *devastated* | Adjective: *devastating* |

Adverb: *devastatingly* | Noun: *devastation*

I was absolutely devastated when he died | the decision was to have devastating results | a devastatingly destructive weapon | the storm caused devastation for miles around

• **destrossar****sustain** /sə'steɪn/ Verb

to *sustain* something means to make sure that conditions allow it to continue

Collocates: *sustain something indefinitely | barely sustain something*

will Afghanistan ever be able to sustain itself? | an economic system that cannot be sustained indefinitely | the earth can easily sustain the current population of 7.1 billion

Adjective: *sustained* | Adjective: *sustainable* |

Noun: *sustainability* | Opposite – Adjective: *unsustainable*

a sustained improvement in exports | research into sustainable energy sources | an emphasis on environmental sustainability | that rate of investment proved unsustainable

• **sustentar**

instability /ˌɪnstəˈbɪləti/ Noun uncount

if there is *instability*, a situation is likely to change suddenly

Collocates: political/economic instability | emotional instability

several years of political instability and civil war | I was worried about her emotional instability

Adjective: *unstable* || Opposites – Noun: *stability* |

Adjective: *stable*

the situation is still unstable | economic stability increased | children need a stable environment

• *inestabilitat*

reflect /rɪˈflekt/ Verb

to *reflect* the nature or truth of a situation means to show it, by being similar or by being a consequence of it

Collocates: be reflected in something

the proposed businesses reflect the different needs of the Afghan economy | its success is reflected in increasing sales | the lack of growth reflects a static outlook on the economy

Noun: *reflection*

a reflection of something

the arts are a reflection of our society

• *reflectir*

overwhelmingly /ˌəʊvə(r)ˈwelmɪŋli/ Adverb

overwhelmingly means to a very great extent

Collocates: vote overwhelmingly for/against something | overwhelmingly positive/negative

they voted overwhelmingly in support of the idea | public opinion was overwhelmingly against the war

Adjective: *overwhelming*

Collocates: an overwhelming majority

the overwhelming majority of students

• *de manera aclaparadora*

reject /rɪˈdʒekt/ Verb

if you *reject* something, you say that you will no longer do it or use it or believe in it

Collocates: categorically/flatly reject something | reject something outright

he rejected violence in favour of farming | we reject and condemn such behaviour | he rejects outright the concept of global warming

Noun: *rejection*

an outright rejection of the proposal

• *rebutjar*

device /dɪˈvaɪs/ Noun

a *device* is a machine or tool that does a particular job

Collocates: a mobile device | an electronic device | a device for (doing) something

you can watch YouTube on mobile devices | please turn off your electronic devices

• *dispositiu*

generate /ˈdʒenəreɪt/ Verb

to *generate* something means to make it happen and develop

take advantage of the interest we've generated | the region generates its income mainly through agriculture | techniques designed to generate even more visits to their website

Noun: *generation*

daily generation of refuse exceeds two kilos per person

• *generar*

fulfil /fʊlˈfɪl/ Verb

if you *fulfil* a duty or obligation, you succeed in doing what is necessary

on top of his research, he had to fulfil his normal teaching duties | the school made sure it fulfilled its legal obligations

Noun: *fulfilment*

we can't guarantee fulfilment of last minute requests

• *complir*

target /ˈtɑː(r)ɡɪt/ Noun

a *target* is the object you try and hit in sports such as shooting or darts or archery. A *target* is also something you try and achieve in your life or an objective you have as part of your job

our target market is young adults between the age of 20 and 27 (the people we hope will buy our product) | our target is to reduce inflation to less than 5%

Verb: *target* | Adjective: *targeted*

advertising on buses targets pedestrians and drivers | a victim of targeted computer virus attacks

• *objectiu*

gap /ɡæp/ Noun

a *gap* is a hole in something solid, where something is missing. If you think something is missing from a situation, you can say there is a *gap* there

Collocates: fill a gap | a gap widens/narrows

to exploit a gap in the market (start to sell a product that no one else is selling) | there are huge gaps in my knowledge of physics

• *buit*

niche /niːʃ/ Noun

a *niche* is an opportunity to sell a special product to a small group of people

she managed to exploit a niche in the market | the magazine got a positive response because it filled a really specific niche

Adjective: *niche*

a niche product

- *nínxol*
-

flood /flʌd/ Verb

if an area *floods*, large amounts of water pour in, for example after there has been a lot of very heavy rain or if a water pipe bursts. If you *are flooded* with things that arrive in large numbers, you get so many of them that it is difficult to deal with them all

we were flooded with orders in the run-up to Christmas | his inbox is flooded with more than 200 emails per day | this question has flooded social media

Noun: *flood*

the village was cut off by floods

- *inundar*
-

plunge /plʌndʒ/ Verb

to *plunge* means to decrease quickly by a large amount

sales have plunged | temperatures plunged to minus 15 | crime rates plunged dramatically under the new mayor

Noun: *plunge*

a plunge in house prices

- *caure en picat*
-

revolutionary /ˌrevəˈluːʃ(ə)n(ə)ri/ Adjective

something that is *revolutionary* is new in a way that is very different from what came before it

a revolutionary new product | her poetry was revolutionary when it was first published | a revolutionary approach to language learning

Verb: *revolutionise*

the advent of the internet has revolutionised our lives

- *revolucionari*
-