

# 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*

#### • relancer

### 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*

#### • transmettre

### 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*

#### • en retard

### 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)*

#### • stock

### 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*

#### • confusion

### 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*

#### • agité

### 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*

#### • compréhensif

### 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*

#### • période préparatoire

### 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*

#### • prévu

### 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*

#### • grand magasin

## 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*

- *revenir dans ses frais*

### **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*

- *fusionner*

### **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*

- *chiffre d'affaires*

### **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*

- *entreprise*

### **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*

- *décoller*

### **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*

- *investir*

### **stock exchange** /ˈstɒk ɪks,tʃeɪndʒ/ Noun

a *stock exchange* is a place where shares in companies are bought and sold. If a company *is floated 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*

- *Bourse*

### **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*

- *travail en réseau*

### **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*

- *degré*

**bureaucracy** /bjʊə'rokrəsi/ 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*

• *bureaucracie*

**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*

• *se plaindre*

**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*

• *fin*

**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*

• *observateur*

**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*

• *tolérance*

**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*

• *ambiguïté*

**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*

• *saisir*

**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*

• *main-d'œuvre*

**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*

• remarquable

**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*

• excellence

**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*

• entreprendre

**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*

• nomade

**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*

• frère et soeur

**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*

• rafraichissement

**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*

• aperçu

**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*

• trouver par hasard

**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*

• se procurer

**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*

• culture

**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*

• proposer

**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*

• **futur****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*

• **entrepreneur****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*

• **comité****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*

• **soumettre****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*

• **assujettir****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*

• **déclarer****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*

• **dévaster****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*

• **maintenir**



**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*

• *instabilité*

**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*

• *refléter*

**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 manière écrasante*

**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*

• *rejeter*

**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*

• *appareil*

**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*

• *générer*

**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*

• *s'acquitter de*

**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*

• *cible*

**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*

• *écart*

**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*

- *niche*
- 

**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*

- *inonder*
- 

**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*

- *plonger*
- 

**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*

- *révolutionnaire*
-