

Numbers following the words indicate which unit the word first appeared in.

Describing people

Adjectives

arrogant 8
 articulate 1
 bossy 12
 charismatic 8
 coherent 1
 communicative vs uncommunicative 8
 considerate 12
 decisive vs indecisive 8
 diplomatic 12
 efficient vs inefficient 8
 eloquent 1
 enthusiastic vs unenthusiastic 8
 extrovert 1
 flexible vs inflexible 8
 fluent 1
 focussed 1
 hesitant 1
 honest vs dishonest 8
 imaginative vs unimaginative 8
 indifferent 10
 inhibited 1
 inspiring 12
 logical 12
 loyal vs disloyal 8
 moody 8
 organised vs disorganised 8
 outspoken 8
 persuasive 1
 passionate 4
 practical vs impractical 8
 rambling 1
 rational 12
 reliable 8
 responsible vs irresponsible
 reserved 1
 responsive 1
 sensitive 1
 sociable vs unsociable 8
 stable vs unstable
 succinct 1
 supportive 12
 tolerant vs intolerant 8
 unhelpful 10

She is a very effective communicator who has a remarkable ability to engage with

employees and customers. 1
He was very critical of his colleagues' opinions. 8
He is a good team player. 8

Nouns

charisma 4
 dedication 4
 discipline 4
 drive 4
 foresight 8
 imagination 4
 intuition 4
 ruthlessness 4
 stamina 4
 toughness 8

Products, marketing and advertising

Nouns

advertising agency 2
 advertising campaign 2
 advertising slogan 2
 billboard advertising 2
 brand awareness 2
 brand loyalty 2
 direct mailing 2
 marketing campaign 2
 marketing director 2
 market sector / segment / niche 2
 marketing strategy 2
 online promotion 2
 press advertising 2
 product features 2
 product range 2
 purchasing behaviour 2
 questionnaire 2
 survey 2
 teaser campaign 2
 TV and radio commercials 2

Verbs

carry out promotional activities
 commission a market survey 2
 develop a (global) brand 2
 draw up a customer profile 2
 endorse 4
 increase customer loyalty 2
 introduce 2
 launch 2

launch a campaign 2
 license 2
 outsource 4
 phase out 2
 position a product 2
 relaunch 4
 reposition a product 2
 roll out 2
 phase out 2
 set up a focus group 2
 snap up 4
 withdraw 2

Our new soft drink has to compete against similar products. 2
Their products are targeted at niche markets. 2
It is one of the fastest-growing global brands. 2
The company has rolled out fifteen stores since launching its first. 2
Its price is in the medium range. 2
They bought a top-of-the range car. 8

Markets, the economy, and trade

Doing business

consumer protection laws 2
 developing market 2
 domestic market 2
 economic downturn 11
 emerging market 2
 expanding market 2
 export licence 2
 extremely volatile exchange rate 2
 growing market vs a declining market 2
 international market 2
 labour market regulation 14
 large-scale unemployment 14
 niche market 14
 offshoring 14
 outsourcing 14
 overseas market 2
 worldwide market 2

Verbs

enter / penetrate / break into a market 2
 get a foothold in a market 2
 retain competitive advantage 14
 retreat from / pull out of a market 2

*Our company wants to go **international**.* 2

*Their company **saturated** its home market.* 2

*Government bureaucracy can hinder a company's **entry into** a market.* 2

Finance and money

invoice discounting 9
 leasing 9
 merchant bank 9
 overdraft 9
 profits before tax 13
 profit margin 6
 stake in a business 9
 turnover 2
 venture capital 9

Verbs

charge (for a service or product) 3
 chase debts 14
 cut prices 4
 default on debt interest or repayments 9
 generate revenue 2
 increase / raise prices 6
 make a bid 13
 overdraw one's current account 9
 produce added value 13
 refund 10
 share costs 3
 take a stake 13

*AIG has a **capitalisation** of \$166 billion.* 3

*We are close to **bankruptcy**.* 4

*The increased **revenue** was achieved only by heavy **expenditure** on promotion.* 7

*The **interest rate** on the loan was ten percent.* 9

*A large number of companies use **equity** to finance **acquisitions**.* 9

*We could not finance our expansion plans from **cash flow** alone.* 9

*Borrowed money is often **secured** on business **assets**.* 9

*I expect a **return** on my **investment**.* 9
*I felt I had been **ripped off**.* 10

Nouns

business executive 3
 distributor 2
 equity investor 9
 just-in-time delivery 6
 retailer vs a wholesaler 2
 sales rep 8
 shareholder 9

Verbs

consider new ways of doing business 2
 issue shares 4

*Their **sales figures** were really impressive.* 2

*Our **balance sheet** is improving rapidly.* 2

*We've been **flooded** with orders.* 6

*We **pride ourselves** on providing quality products at affordable prices.* 11

*Our goods **appeal** particularly to young adults.* 11

E-commerce**Nouns**

dot-com 9
 Internet shopping 7
 Internet start-up 7
 online retailer 7

Verbs

browse / search a website 7
 do business online 7
 do a search (for something) 7
 shop on the Internet 7

*Our website receives many more **hits** than our competitors'.* 7

Companies and organisations**Nouns**

alliance 13
 conglomerate 13
 corporation 4
 employee retention 5
 flagship store 4
 limited partnership 4
 MBO (management buyout) 13
 merger 13

sales point 2
 subsidiary 4
 takeover / acquisition 13

Verbs

acquire a company) 4
 build employee loyalty 5
 build up market share 3
 denationalise a state company 4
 establish a branch office 3
 establish / set up a company 4
 franchise an outlet 2
 go bust 7
 go out of business 6
 licence a store 2
 mismanage (a company) 4
 open a store 2
 take over (a company) 4
 go public (on the stock exchange) 4
 retain employees 5

*The company **expanded** from its home market to Japan in the '90s.* 2
*Copy-cat chains have **emerged**, only to be **swallowed** by our company or forced to **merge** with competitors.* 2

*They wish to **set up a joint venture** with our firm.* 2

*Our company has a **workforce** of 600 employees.* 4

*Bamelco has **gone into administration** with debts of about €100 million.* 9

*Our company is known for its **integrity** and high **ethical standards**.* 11

*Grinnix started by selling stationery and later **branched out** into magazines and music products.* 11

Work**Nouns**

autonomy / independence 5
 fringe benefits / perks 5
 golden handshake 5
 high staff turnover 5
 incentive 5
 management consultant 13
 motivated workforce 4
 pay / remuneration 5
 pay rise 5
 performance appraisal / assessment 5
 project manager 12
 redundancy 5

self-employment 9
severance package 5
shop floor 13

Verbs

achieve / reach goals 12
assess performance 12
change jobs 5
deal with red tape 5
establish goals 12
implement decisions 12
meet standards 12
renew a contract 2
reach decisions 12
set standards 12
take time off 5
terminate a contract 3
work flexible vs fixed hours 5

*She is **Head of Marketing** at IPD. 1*
*He is **Vice President** of global IT at Gearbulk. 1*

*My job was **on the line**. 3*

*Several sales staff **underperformed** last year and didn't meet their sales targets. 4*

*She's working in Poland **on a fixed-term contract**. 4*

***Overwork** can lead to **burnout**. 5*

*Some of our employees are not happy with their **work / life balance**. 5*

*His new position is less challenging with little **opportunity for promotion**. 5*

*We have to **work to tight deadlines** and **under constant pressure**. 12*

Problems and difficulties

Nouns

communication breakdown 1
delay (in doing something) 1

Verbs

assess / calculate / estimate / evaluate 6
break off (relations) 3
endanger (relations / the success of something) 3
face / encounter 6

get to the bottom of the problem 10
jeopardise (relations / the success of something) 3
lose sales / market shares 6

make a loss 6
minimize 6
mitigate 6
overcome / solve / resolve a problem 1
predict / foresee 6
prioritise 6
reduce 6
sort out a problem 10
sour (relations) 3
spread 6

Adjectives

faint 6
negligible 6
serious 6
significant 6
slight 6
substantial 6

*Global companies sometimes **face** language difficulties. 1*

*A number of serious communication problems have **arisen**. 1*

*The product had a design **fault**. 2*

*The incident **damaged** the reputation of the company. 3*

*The strike **disrupted** production. 3*

*Their image has been **undermined** by poor after-sales service. 3*

*He has been badly treated by the management and wants to take his case to **on industrial tribunal**. 5*

*Our company went **through a difficult period** a few years ago. 8*

*When you **handle complaints**, it is important to be diplomatic. 10*

*My job is to **come up with solutions** to our customers' problems. 10*

*The goods we ordered are more than a month **overdue**. 14*