

# in company Elementary

## Unit 1

headword	pronunciation	translation/notes	example sentence
advertising (n)	/ædvətɑɪzɪŋ/	.....	Real Madrid's marketing deals are worth € 70 million a year in <b>advertising</b> .
agreement (n)	/ə'ɡri:mənt/	.....	A business <b>agreement</b> is a deal between two companies or organizations.
bargain (n)	/bɑ:gɪn/	.....	Many people consider Ronaldo a <b>bargain</b> because of the publicity and income he brings to his club.
<b>big in</b> be big in plastics/software/ mobile phones etc	/bɪg,ɪn/ /bi: bɪgɪn plæstɪks/sɒftweə/ məʊbaɪl fəʊnz/	.....	CMG is a company that is <b>big in plastics</b> .
<b>board</b> (v) be boarding at Gate 7/ Platform 3 etc	/bɔ:d/ /bɪ ,bɔ:dn̩ ət ,geɪt 'sevən/plætfɔ:m 'θri:/	.....	Flight BA372 will <b>be boarding at Gate 23</b> in ten minutes.
<b>boarding pass</b> (n)	/bɔ:dn̩ ,pɑ:s/	.....	You need to show your passport and ticket to get a <b>boarding pass</b> .
<b>business</b> (n) billion-dollar/multi-million pound business (n)	/'bɪznəs/ /,bɪljən,dɒlə,mʌltɪ, mɪljən ,paʊnd 'bɪznəs/	.....	Nowadays football is a <b>billion-dollar</b> international <b>business</b> .
<b>check in</b> (phr v)	/tʃek 'ɪn/	.....	Try to <b>check in</b> around two hours before your plane departs.
<b>check sth in</b> (phr v)	/tʃek sʌmθɪŋ 'ɪn/	.....	"Do you have <b>anything</b> to <b>check in</b> ?" "Just one piece of hand baggage."
<b>company</b> (n)	/kʌmpəni/	.....	Coca-Cola is a multinational drinks <b>company</b> .
<b>deal</b> (n)	/di:l/	.....	Teams such as AC Milan and Juventus earn millions of euros in <b>deals</b> with their sponsors.
<b>delegate</b> (n)	/deləgət/	.....	Over 250 <b>delegates</b> attended the conference.

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<b>dollar</b> (\$) (n)	/ˈdɒlə/	.....	The deal is thought to be worth 3 billion <b>dollars</b> (\$3 billion).
<b>euro</b> (€) (n)	/ˈjʊərəʊ/	.....	Fifty-five million <b>euros</b> (€ 55 million) is a lot of money.
<b>flight</b> (n)	/flaɪt/	.....	"Are you tired after your <b>flight</b> ?" "A little, but I'm fine."
<b>free</b> (adj) be free to do sth	/fri:/ /bɪ ˈfri: tə ˈdu: ˌsʌmθɪŋ/	.....	" <b>Are you free to join</b> me?" "Yes, I am. Thank you."
<b>global</b> (adj) global audience/ business/economy etc	/glɔːbəl/ /ˌglɔːbəl 'ɔːdnəns/'bɪznəs/ r'kɒnəmi/	.....	The Euro 2004 championships attracted a <b>global TV audience</b> .
<b>How do you do?</b>	/haʊ də jə ˈdu:/	.....	"I'm Saskia Slater. <b>How do you do?</b> " "Pleased to meet you. I'm Matt Jensen."
<b>image</b> (n)	/ɪmɪdʒ/	.....	Beckham, Figo, Ronaldo and Zidane give the club an international <b>image</b> .
<b>income</b> (n)	/ɪŋkʌm/	.....	<b>Income</b> from sponsors is worth over € 70 million a year.
<b>logo</b> (n) company logo (n)	/ləʊgəʊ/ /ˌkʌmpnɪ ˈləʊgəʊ/	.....	Manchester United players wear the Vodafone <b>company logo</b> on their shirts.
<b>marketing</b> (n) marketing deal (n)	/ˈmɑːkətɪŋ/ /ˈmɑːkətɪŋ ˌdi:l/	.....	<b>Marketing deals</b> are worth a lot of money to the top European clubs.
<b>MBA</b> (n)	/ˌæmbɪˈeɪ/	.....	<b>MBA</b> is an abbreviation for Master of Business Administration.
<b>multinational</b> (n)	/ˌmʌltɪˈnæʃənəl/	.....	<b>Multinationals</b> such as Opel and Siemens market their products all over the world.

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organiser (n)	/ˈɔːgənraɪzə/	.....	"Are you one of the <b>organisers</b> ?" "No, I'm not. I'm a delegate, like you."
partner (n)	/ˈpɑːtnə/	.....	Area Banca is FC Bologna's major business <b>partner</b> .
be partners in (doing) sth	/bɪ ˈpɑːtnəz ɪn ˌduːɪŋ ˌsʌmθɪŋ/	.....	Over 200 companies <b>are partners in marketing deals</b> with Real Madrid.
passport (n)	/ˈpɑːspɔːt/	.....	Businessmen from the UK need a <b>passport</b> in order to travel abroad.
Pleased to meet you.	/ˌpliːzd tə ˈmiːt juː/	.....	"I'm Saskia Slater. How do you do?" " <b>Pleased to meet you.</b> I'm Matt Jensen."
publicity (n)	/pʌˈblɪsəti/	.....	Players such as Beckham and Del Piero are worth millions of euros in <b>publicity</b> to their clubs.
salary (n)	/ˈsæləri/	.....	Rui Costa's <b>salary</b> is € 4.7 million a year.
sponsor (n)	/ˈspɒnsə/	.....	"Who's the club's <b>main sponsor</b> ?" "It's Siemens."
main sponsor (n)	/ˌmeɪn ˈspɒnsə/	.....	
ticket (n)	/ˈtɪkət/	.....	<b>Tickets</b> are not issued for Internet reservations.
trademark (n)	/ˈtreɪdmɑːk/	.....	Ronaldo's smile is his <b>trademark</b> and is recognised throughout the world.
You're welcome.	/ˌjuːər ˈwelkəm/	.....	"You're in Room 303. Here's your key." "Thank you." " <b>You're welcome.</b> "
worldwide (adj)	/ˈwɜːldwaɪd/	.....	A <b>worldwide</b> TV audience watched the Euro 2004 championships.
be worth €6m /\$2 billion/£1.5 million	/bɪ ˌwɜːθ ˌsɪks ˌmɪljən ˌjuːərəʊz/tuː ˌbɪljən ˈdɒləz/ˌwʌn ˌpɔɪnt ˌfaɪv ˌmɪljən ˈpaʊndz/	.....	Marketing deals alone <b>are worth €70 million</b> a year to the club.