

in company Elementary

■ Unit 8

headword	pronunciation	translation/notes	example sentence
branch (n)	/brɑːntʃ/	Starbucks Coffee House is world famous, with over 6,000 branches in more than 32 countries.
brand (n)	/brænd/	A brand is the name or image of a product.
a recognized/ respected brand	/ə ˌrekəɡnaɪzd/ rɪˌspektɪd ˈbrænd/	Starbucks is a recognized and respected brand .
business (n)	/ˈbɪznəs/	Nowadays Mitnick has a business consultancy called Defensive Thinking and advises companies on computer security.
business consultancy (n)	/ˈbɪznəs kənˌsʌltənəsi/	
business trip (n)	/ˈbɪznəs ˌtrɪp/	During a business trip to Milan, Schultz decided to copy the Italian-style coffee bars in Seattle.
chain (n)	/tʃeɪn/	A chain is a group of shops, restaurants, hotels etc that all belong to the same person or company.
a chain of shops/ supermarkets/ hypermarkets etc	/ə ˌtʃeɪn əv ˈʃɒps/suːpəməːkɪts/ ˈhaɪpəməːkɪts/	Carrefour is a big chain of hypermarkets .
hypermarket/ supermarket etc chain	/ˈhaɪpəməːkɪt/ ˈsuːpəməːkɪt ˌtʃeɪn/	In 1973 Carrefour started the Pryca hypermarket chain in Spain.
computer	/kəmˈpjʊːtə/	
computer expert (n)	/kəmˈpjʊːtə ˌeksɜːt/	Mitnick made a big mistake when he hacked into the home computer of Japanese computer expert , Tsutomu Shimomura.
computer hacker (n)	/kəmˈpjʊːtə ˌhækə/	Computer hackers take information illegally from other computer systems, causing problems and widespread damage.
computer manual (n)	/kəmˈpjʊːtə ˌmænʃʊəl/	A computer manual contains instructions on how to operate a computer.

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computer security (n)	/kəm'pjʊ:tə sɪ,kjʊərəti/	Companies will spend thousands of dollars on computer security to prevent hackers such as Mitnick accessing their data.
computer system (n)	/kəm'pjʊ:tə ,sɪstəm/	By the age of 17 Mitnick was an expert in telephone and computer systems .
damage (n)	/dæmɪdʒ/	
estimate the damage to be \$80 million /£125 million etc	/,estɪmeɪt ðə dæmɪdʒ tə bi: ,eɪtɪ ,mɪljən 'dɒləz/ə ,hʌndrəd ən ,twenti ,faɪv ,mɪljən 'paʊndz/	Damage to the systems of major companies was estimated to be \$80 million .
millions of dollars/ thousands of pounds etc of damage	/,mɪljənz əv ,dɒləz/θaʊzəndz əv ,paʊndz əv 'dæmɪdʒ/	He hacked into the computers of some well-known multinationals causing thousands of dollars of damage .
data (n)	/deɪtə/	Businesses that are victims of hacking can lose important data .
electronic devices (n pl)	/ɪlek,tɹɒnɪk dɪ'vaɪsəz/	Mitnick was a genius with electronic devices and computers soon attracted his attention.
error (n)	/erə/	Mitnick's biggest error was hacking into the home computer of a Japanese computer expert.
estimate (v)	/,estɪ,meɪt/	
estimate sth to be	/,estɪmeɪt ,sʌmθɪŋ tə ,bi:/	Some reports estimated the damage to computer systems to be over \$80 million.
food retailing (n)	/fu:d ,ri:teɪlɪŋ/	
food retailing group (n)	/fu:d ,ri:teɪlɪŋ ,gru:p/	When Carrefour and Promodès merged they formed the largest food retailing group in Europe.
goods (n pl)	/gʊdz/	Suppliers provide goods for other businesses.

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group (n)	/gru:p/	Can you remember three facts about the history of the Carrefour group ?
join the group	/dʒɔɪn ðə 'gru:p/	In 1998 Mammouth hypermarkets joined the group .
hack (v)	/hæk/	
hack into computers/ systems/companies	/hæk ɪntə kəm'pjʊ:təz/ 'sɪstəmz/'kʌmp(ə)nɪz/	Mitnick hacked into computers at Pacific Bell, Motorola, Nokia and Sun Microsystems.
hacker (n)	/hækə/	Hackers access data illegally and, in some cases, rob large amounts of money from organizations.
hacking (n)	/hækɪŋ/	Hacking causes a lot of problems for companies – often thousands of dollars of damage.
home computer (n)	/həʊm kəm'pjʊ:tə/	Tsutomu Shimomura was very angry when Mitnick hacked into his home computer .
hypermarket (n)	/haɪpə'mɑ:kɪt/	A hypermarket is a very large supermarket, usually outside a town, selling a wide range of goods.
local (adj)	/ləʊkl/	Do you prefer shopping in small local shops or large shopping centres?
marketing director (n)	/mɑ:kɪtɪŋ də'rektə/	Howard Schultz joined Starbucks as marketing director in 1982.
merge (v)	/mɜ:dʒ/	Carrefour and Promodès merged to form the biggest food retailing group in Europe.
online market (n)	/ɒnlaɪn 'mɑ:kɪt/	In 2000 Carrefour, Sears and Oracle created the first online market in the world.
out-of-town (adj)	/aʊtəv'taʊn/	
out-of-town shopping centre	/aʊtəv'taʊn 'ʃɒpɪŋ ,sentə/	Large out-of-town shopping centres are becoming increasingly popular.

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prohibit (v) prohibit sb from doing sth (opposite = allow (sb to do sth))	/prəʊ'hɪbɪt/ /prəʊ,hɪbɪt ,sʌmbədi frəm 'du:ɪŋ ,sʌmθɪŋ/	The judge prohibited Mitnick from using computers on his release from prison in 2000.
restrictions (n pl) restrictions on (doing) sth	/rɪ'strɪkʃənz/ /rɪ,stri:kʃənz ɒn 'du:ɪŋ ,sʌmθɪŋ/	The restrictions on Mitnick using computers lasted until January 2003.
shopping shopping centre (n)	/ʃɒpɪŋ/ /ʃɒpɪŋ ,sentə/	There are plans to build a new out-of-town shopping centre .
shopping expedition (n)	/ʃɒpɪŋ ɛkspə'dɪʃn/	Do you enjoy shopping expeditions with your family?
software piracy (n)	/sɒftweə ,paɪrəsi/	The BSA (Business Software Alliance) organises conferences dedicated to the fight against software piracy .
supply (v)	/sə'plaɪ/	My company supplies other companies with goods and services.
telephone system (n)	/telɪfəʊn ,sɪstəm/	As a teenager Mitnick became an expert in computer and telephone systems .