

in company Intermediate

■ Unit 1

headword	pronunciation	translation/notes	example sentence
accelerate (v)	/ək'selə'reɪt/	Has big business accelerated the advance of the English language?
advertising (n)	/ædvə'taɪzɪŋ/	English words and phrases are widely used in advertising .
asset (n) be an asset to	/'æset/	Employees who speak English are an asset to their company.
attitude (n) sb's attitude to sb/sth	/ætɪ'tju:d/	How would you describe your own attitude to learning English ?
business (n)	/'bɪznəs/	English is becoming the international language of business .
big business	/bɪg 'bɪznəs/	A knowledge of English is essential for people working in big business .
business community (n)	/'bɪznəs kə'mju:nəti/	The French Ministry of Finance surprised the international business community by banning words like "Internet" and "e-mail".
business people (n pl)	/'bɪznəs ,pi:pl/	Some business people don't speak any English.
do business	/du: 'bɪznəs/	We do a lot of business on the phone.
lose business	/lu:z 'bɪznəs/	If you don't speak English you risk losing business .
travel on business	/trævl ɒn 'bɪznəs/	He spends a lot of time travelling on business .
client (n)	/'klaɪənt/	I often socialise with my clients .
colleague (n)	/'kɒli:g/	All our Dutch colleagues speak fluent English.
communication (n) global communication	/'kəmjʊ:nɪ'keɪʃn/ /'krɪtɪ,səɪz/	English has become the language of global communication .

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criticise (v) criticise sb for sthg	/ˈkrɪtɪsaɪz/	The French President was criticised for not defending the French language .
e-mail (n)	/iːmeɪl/	We also do business using e-mail .
effort (n)	/ˈefət/	Learning English is a real effort for people from non-European countries.
fashionable (adj)	/ˈfæʃnəbl/	English words and phrases are very fashionable in countries like Germany and the Netherlands.
for better or worse	/fəˌbetə ɔːˈwɜːs/	For better or worse , English is the language of international communication.
foreign language (n)	/ˈfɔːrɪn ˈlæŋɡwɪdʒ/	Some people learn foreign languages more quickly than others.
global (adj)	/ˈɡləʊbl/	English is essential for global communication.
improve (v)	/ɪmˈpruːv/	Spending three months in Britain helped me improve my English.
investment (n)	/ɪnˈvestmənt/	Having English lessons is a good investment for my future career.
media (n)	/ˈmiːdiə/	We hear lots of English words in the media .
meeting (n) take part in a meeting	/ˈmiːtɪŋ/	I want to learn English so that I can take part in business meetings .
mistake make mistakes	/mɪˈsteɪk/	Everyone makes mistakes when they start learning a language.
necessity (n)	/nəˈsesəti/	Learning English is a necessity for a lot of business people.
opportunity (n) take the opportunity of doing sth	/ˌɒpəˈtjuːnəti/	I took the opportunity of going to the USA to improve my English.

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overstate (v) (opposite = understate)	/əʊvə'steɪt/	Does the article "English Inc." overstate the importance of learning English?
presentation (n) make a presentation	/ˌprezən'teɪʃn/	She's feeling nervous – she has to make a presentation this afternoon.
product description (n)	/ˈprɒdʌkt dɪˌskrɪpʃn/	Most product descriptions are written in English.
socialise (v) socialise with	/səʊʃəlaɪz/	Do you enjoy socialising with clients?
software (n)	/ˈsɒft,weə/	A lot of software programs are written in English.
start-up company (n)	/ˈstɑːtʌp ˌkʌmpni/	The President was criticised for referring to start-up companies as "les start-upistes".
survey (n)	/ˈsɜːveɪ/	In a recent survey , 69% of Europeans said they thought everyone should speak English.
technology (n)	/tek'nɒlədʒi/	Modern technology has made English even more popular.