

# in company Intermediate

## ■ Unit 4

headword	pronunciation	translation/notes	example sentence
advertising slogan (n)	/ˈædvətɑɪzɪŋ ˌsləʊɡən/	.....	An <b>advertising slogan</b> is a short phrase used for advertising something, for example "Budweiser: the King of Beers".
bestselling (adj)	/ˈbestselɪŋ/	.....	American Budweiser is the world's <b>bestselling</b> brand of beer.
brand (n) brand of	/brænd/	.....	Clever advertising has helped make Budweiser the world's most successful <b>brand of</b> beer.
brief (v)	/briːf/	.....	The meeting is scheduled for next Wednesday but Janet White will <b>brief</b> you before then.
briefing (n)	/ˈbriːfɪŋ/	.....	All members of the project team are expected to attend the <b>briefing</b> .
business procedures (n pl)	/ˈbɪznəs prəˌsiːdʒəz/	.....	<b>Business procedures</b> in Japan are different from those in Europe.
competitor (n)	/kəmˈpetɪtə/	.....	Budweiser sells twice as much beer as its nearest <b>competitor</b> , Heineken.
corporate (adj) corporate finance	/ˈkɔːprət ˈfaɪnæns/	.....	Daniel Cash has a very responsible job – he's Vice President for <b>corporate finance</b> .
corporate loan (n)	/ˈkɔːprət ˈləʊn/	.....	As head of the <b>corporate loan</b> department, Sharon reports directly to Daniel Cash.
go over (phr v)	/gəʊ ˈəʊvə/	.....	I didn't understand that. Could you <b>go over</b> it again, please?
manufacturer (n)	/ˌmænjuˈfæktʃərə/	.....	Microsoft is the world's leading computer hardware <b>manufacturer</b> .
market (v)	/ˈmɑːkɪt/	.....	Czech Budweiser <b>markets</b> its products in over 40 countries.
mergers and acquisitions (n)	/ˌmɜːdʒəz ən ˌækwɪˈzɪʃnz/	.....	<b>Mergers and acquisitions</b> specialists give advice to companies during takeover bids.
negotiations (n pl) lead (the) negotiations	/ˌnɪɡəʊʃɪˈeɪʃənz/	.....	We'd like you to <b>lead the negotiations</b> with Sapporo Bank, Matt.

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output (n)	/ˈaʊtpʊt/	.....	Budweiser's <b>output</b> is 50% greater than that of its nearest competitor, Heineken.
resources (n pl)	/ˈrɪzɔːsəz/	.....	Czech Budweiser has far fewer <b>resources</b> than American Budweiser but still markets its product in more than 40 countries.
run through (phr v)	/rʌn ˈθruː/	.....	I don't follow. Could you <b>run through</b> that again?
sales (n pl)	/seɪlz/	.....	We are pleased to report that <b>sales</b> are up by 4% on the same period last year.
sales figures	/seɪlz ˌfɪgəz/	.....	The company needs a dramatic increase in <b>sales figures</b> if it is to survive.
schedule (v)	/ˈʃedjuːl/	.....	The meeting with Sapporo Bank is <b>scheduled</b> to take place in two weeks' time.
slow down (phr v) (opposite = speed up)	/sləʊ ˈdaʊn/	.....	You're speaking too quickly. People will understand more easily if you <b>slow down</b> .
take part (in)	/teɪk ˈpɑːt ɪn/	.....	I don't always find it easy to understand people when I <b>take part in</b> meetings in English.
takeover (n)	/ˈteɪkəʊvə/	.....	More than 100 people lost their jobs as a result of the <b>takeover</b> .
takeover bid	/ˈteɪkəʊvə ˌbɪd/	.....	Matt was asked to lead the negotiations during the <b>takeover bid</b> .
track record (n)	/ˈtræk ˈrekɔːd/	.....	The firm has an excellent <b>track record</b> for making products that are both reliable and economical.
turnover (n)	/ˈtɜːnəʊvə/	.....	Which of the following has the highest global <b>turnover</b> : the electric light or the personal computer?