

in company Intermediate

■ Unit 5

headword	pronunciation	translation/notes	example sentence
access (n) have access to	/ˈæksɪs/	All firms have access to the same technology so they're competing with each other on how fast they can develop and manufacture products.
according to	/ə'kɔːdɪŋ ,tuː/	According to a recent survey, US executives work 25% harder now than they did in the 1970s.
branding (n)	/ˈbrændɪŋ/	Branding is very important in business – people pay a lot of money to have the right name on their new DVD or Walkman.
business (n) take your business somewhere else /elsewhere	/ˈbɪznəs/	If customers don't like our products, they'll take their business elsewhere .
catch up (with) (phr v)	/ˌkætʃ 'ʌp (wɪð)/	It would be nice to have an extra hour in the day to catch up with all the jobs I've been too busy to do.
component (n)	/kəm'pəʊnənt/	The price of computer components is coming down at the rate of 1% a week.
customer loyalty (n)	/ˌkʌstəmə 'lɔɪəlti/	Don't rely on customer loyalty – if people don't like your latest products, they'll buy from your competitors.
delegate (v)	/ˌdeləˌgeɪt/	The ability to delegate tasks to other people is essential in good time management.
diary (n) keep a diary	/ˈdaɪəri/	It's a good idea to keep a diary of how long each task takes.
differentiate (v)	/ˌdɪfə'renʃi'eɪt/	In business, it's important to try to differentiate your product from the competition.
extra (n)	/ˈekstrə/	One thing you can beat your competitors on is little extras such as electric mirrors.

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innovate (v)	/ˈɪnəˌveɪt/	Being successful in the electronics business depends on how fast you can innovate .
interruption (n)	/ˌɪntəˈrʌpʃən/	The survey revealed that the average manager had only nine 30-minute periods without interruption per month.
inventory (n)	/ˈɪnvəntəri/	“ Inventory ” means the goods or products a company has for sale in its stores or warehouses.
lead time (n)	/liːd ˈtaɪm/	Product lead time is the amount of time between thinking up a new product and starting to sell it.
major player (n)	/meɪdʒə ˈpleɪə/	Sony is a very successful company – a major player in the electronics business.
pile up (phr v)	/paɪl ˈʌp/	Things change so fast in the computer industry that it's disastrous for companies to have product piling up in their warehouses.
plan (v) plan ahead	/plæn/	It's vital to plan ahead in order to manage your time successfully.
pressured (adj) feel pressured (opposite = relaxed)	/ˈpreʃəd/	Planning ahead and delegating can help to make you feel less pressured at work.
record (n) keep a record of sth	/ˈrekɔːd/	If you keep a record of how long each task takes, it will help you manage your time more successfully.
research-led (adj)	/rɪˈsɜːtʃˌled; ˈriːsɜːtʃˌled/	If an industry is research-led , it depends on the quality of the ideas its researchers come up with.
researcher (n)	/rɪˈsɜːtʃə; ˈriːsɜːtʃə/	Our researchers are constantly working to think up new ideas for products.

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schedule (n)	/ˈʃedju:l/	It's important to take breaks even if you have a very busy schedule .
screen (v)	/skri:n/	Screen phone calls so that you don't waste time speaking to people about things that are unimportant.
strategy (n)	/ˈstrætədʒi/	What strategies do you use for managing your time?
switch off (phr v)	/ˈswɪtʃ ˈɒf/	Listening to music helps me to switch off at the end of a busy working day.
time management (n)	/ˈtaɪm ˌmænɪdʒmənt/	Time management is the ability to use your time effectively in order to do the things you need to.
unwind (v)	/ˌʌnˈwaɪnd/	Many people find that having a hot bath helps them unwind at the end of the day.
work out (phr v)	/wɜ:k ˈaʊt/	After a stressful day, I like to go to the gym and work out for an hour.
workaholic (n)	/wɜ:kəˈhɒlɪk/	Bill Gates confesses to being a workaholic who works 14 hours a day.