

in company Intermediate

■ Unit 9

headword	pronunciation	translation/notes	example sentence
assets (n pl)	/ˈæsets/	A company's assets are all the things it owns that make money.
boss (n) be your own boss	/bɒs/	Working for a small company, you have more autonomy – it's like being your own boss .
business go out of business	/ˈɡəʊ ˌaʊt əv ˈbɪznəs/	Roughly half of new companies go out of business in the first two years.
career structure (n)	/kəˈrɪə ˌstrʌktʃə/	I prefer working for a large company because there's more of a career structure and therefore more opportunity for promotion.
corporate dinosaur (n)	/kɔːprət ˈdaɪnəsɔː/	A " corporate dinosaur " is a derogatory term, meaning a large old-fashioned company.
cross-border trade (n)	/ˌkrɒsbɔːdə ˈtreɪd/	Do you agree that national frontiers will become less important as cross-border trade increases?
digital age (n)	/dɪdʒɪtl ˌeɪdʒ/	Once the digital age arrived, many people thought that small entrepreneurial companies would kill off the corporate dinosaurs
dotcom (n)	/ˌdɒtˈkɒm/	Dotcoms are companies that trade using the Internet.
e-commerce (n)	/iːˈkɒmɜːs/	E-commerce enables specialist companies employing only 20 or 30 people to sell their products all over the world.
fringe benefit (n)	/ˈfrɪndʒ ˌbenɪfɪt/	People working for large companies get fringe benefits like pensions and health insurance.
get big	/get ˈbɪɡ/	Do you agree that companies have to get big in order to survive?
globalisation (n)	/ˌɡləʊbəlɪˈzeɪʃn/	Most people agree that globalisation is the direct result of companies getting bigger and bigger.

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hi-tech (adj) (opposite = low-tech)	/haɪ'tek/	Hi-tech companies use the most modern or advanced technology available.
job satisfaction (n)	/dʒɒb sætɪs'fækʃn/	I think there's more variety, more job satisfaction working for a small enterprise.
marketing strategy (n)	/ˈmɑːkɪtɪŋ ,strætədʒɪ/	An aggressive marketing strategy is needed to go from innovation to mass production quickly and efficiently.
mass production (n)	/mæs prə'dʌkʃn/	The process of producing large quantities of the same product is called mass production .