

# in company Intermediate

## ■ Unit 20

headword	pronunciation	translation/notes	example sentence
<b>bargain</b> (n) bargaining phase (n)	/bɑ:gən/	.....	Don't be tempted to enter the <b>bargaining phase</b> too soon.
<b>bluechip company</b> (n)	/'blu:tʃɪp ˌkʌmpəni/	.....	Famous football clubs such as Manchester United and Real Madrid make profits many <b>bluechip companies</b> would envy.
<b>concession</b> (n) make concessions	/kən'seʃn/	.....	Don't <b>make</b> any <b>concessions</b> without asking for something in return.
<b>corporate image</b> (n)	/kɔ:prət 'ɪmɪdʒ/	.....	Manchester United is a multinational corporation with a very strong <b>corporate image</b> .
<b>counter-proposal</b> (n) make a counter-proposal	/kaʊntəprə'pəʊzəl/	.....	During the bargaining phase you can <b>make</b> your <b>counter-proposals</b> .
<b>fall-back position</b> (n)	/'fɔ:l bæk pə'zɪʃn/	.....	You need to know what your <b>fall-back position</b> is if you don't reach an agreement.
<b>market value</b> (n)	/'mɑ:kɪt ˌvælju:/	.....	The club has a <b>market value</b> of over £110 million.
<b>merchandising outlet</b> (n)	/'mɜ:ʃənaɪzɪŋ ˌaʊtlet/	.....	Manchester United <b>merchandising outlets</b> exist in places as far away as Hong Kong and Sydney.
<b>money-making industry</b> (n)	/'mʌni meɪkɪŋ ɪn'dʌstri/	.....	Football today is a huge <b>money-making industry</b> .
<b>negotiate</b> (v) negotiate terms	/'ni:gəʊʃieɪt ˌtɜ:mz/	.....	The job of a player's agent is to <b>negotiate terms</b> with clubs who want to buy that player.
negotiating table (n)	/'ni:gəʊʃieɪtɪŋ ˌteɪbl/	.....	It's a good idea to decide in advance at what point you will walk away from the <b>negotiating table</b> .
negotiation tactics (n pl)	/'ni:gəʊʃieɪʃn ˌtæktɪkz/	.....	Dozens of books have been written on <b>negotiation tactics</b> .

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win-win negotiation	/ˈwɪn-wɪn ˌnɪɡəʊʃɪeɪʃn/	.....	<b>Win-win negotiation</b> means that both sides get something out of the negotiation process.
negotiator (n)	/nɪˈɡəʊʃɪeɪtə/	.....	An experienced <b>negotiator</b> spends time getting to know the people he or she is dealing with.
<b>offer</b> (n) opening offer (n)	/ˈɒfə/	.....	A common tactic in negotiations is to try and shock your opponent with your <b>opening offer</b> .
<b>position</b> (n) opening position (n)	/ˈəʊpənɪŋ ˌpəʒɪʃn/	.....	Your <b>opening position</b> is your initial offer or price or whatever.
target position (n)	/ˈtɑːɡet ˌpəʒɪʃn/	.....	Your <b>target position</b> is what you're realistically aiming for.
walk-away position (n)	/ˈwɔːk əweɪ ˌpəʒɪʃn/	.....	Your <b>walk-away position</b> is the point at which you walk away from the negotiating table.
<b>sponsorship deal</b> (n)	/ˈspɒnsəʃɪp ˌdiːl/	.....	Top football clubs can earn a lot of money through <b>sponsorship deals</b> .
<b>stock market</b> (n) stock market flotation	/ˈstɒk ˌmɑːkɪt/	.....	Manchester United had a successful <b>stock market flotation</b> in 1991.