

# in company Pre-intermediate

## ■ Unit 11

headword	pronunciation	translation/notes	example sentence
<b>business manager</b> (n)	/ˈbɪznəs ˌmænɪdʒə/	.....	Ballmer became Microsoft's first business manager 20 years ago.
<b>chairman</b> (n)	/tʃeəməŋ/	.....	Bill Gates has retained some power as chairman of the company.
<b>in charge of</b>	/ɪn ˈtʃɑːdʒ əv/	.....	Over the last 20 years Ballmer has been <b>in charge of</b> the operations, marketing and sales and support divisions.
<b>components</b> (n pl)	/kəmˈpəʊnənts/	.....	The Shimano Iron Works was founded to manufacture bicycle <b>components</b> .
<b>dismiss</b> (v)	/dɪzˈmɪs/	.....	The managing director was <b>dismissed</b> after the financial scandal.
<b>enter</b> (v) enter the market	/entə/	.....	In 1972 Shimano <b>entered the market</b> for fishing equipment.
<b>found</b> (v)	/faʊnd/	.....	The company <b>was founded</b> in 1921.
<b>incorporate</b> (v)	/ɪnˈkɔːpəreɪt/	.....	In 1997 they <b>incorporated</b> Action Sports Division to produce new products for snowboarding.
<b>management</b> (n) management consultants (n)	/ˌmænɪdʒmənt/ /ˌmænɪdʒmənt kənˌsʌltənts/	.....	<b>Management consultants</b> search for and recruit top business managers for companies.
management control (n)	/ˌmænɪdʒmənt kənˌtrəʊl/	.....	Steve Ballmer has now assumed full <b>management control</b> of Microsoft.
<b>market</b> (n) enter the computer games/fishing/golf market	/ˌmɑːkɪt/	.....	What made you decide to <b>enter the computer games market</b> ?

# in company Pre-intermediate

## ■ Unit 11

headword	pronunciation	translation/notes	example sentence
<b>open</b> (v) open a factory (opposite = <b>close</b> )	/əʊpən/	.....	We're hoping to <b>open</b> a new <b>factory</b> in the autumn.
<b>resign</b> (v)	/rɪ'zaɪn/	.....	The managing director <b>resigned</b> after the financial scandal.
<b>schedule</b> (n) behind schedule	/ʃedju:l/	.....	Bill Gates reportedly threatened to sack Ballmer because the project was <b>behind schedule</b> .
<b>step down</b> (phr v)	/,step 'daʊn/	.....	The company wasn't doing very well and the CEO decided it was time to <b>step down</b> .