

in company Pre-intermediate

Unit 18

headword	pronunciation	translation/notes	example sentence
access (v) access the network	/ækses/	In future the consumer will be able to access the network from anywhere – from home, the car or even from a pair of glasses.
advertising (n)	/ædvə'taɪzɪŋ/	As far as the teenage Internet market is concerned, you can make money from advertising but not much from direct sales.
audience (n)	/ɔːdiəns/	In order to sell successfully to teenagers on the Internet, you need to clearly define your audience .
catalogue shopping (n)	/kætə'lɒg ʃɒpɪŋ/	Catalogue shopping works on the principle that consumers want convenience more than the best price.
comparison shop (v)	/kəm'pærɪsn ʃɒp/	The Internet enables consumers to comparison shop without too much effort.
consumer (n)	/kən'sju:mə/	Consumers want things to be simple, easy and fast and the Internet can provide all of this.
teenage consumers (n pl)	/tiːneɪdʒ kən'sju:məz/	In your opinion, is it ethical to target teenage consumers as a market?
direct sales (n)	/daɪrekt 'seɪlz/	Providing teenagers with their own swipe card would enable websites to make more money from direct sales .
e-commerce (n)	/iːkɒmə:s/	E-commerce is the activity of buying and selling goods on the Internet.
economic boom (n)	/iːkə'nɒmɪk; ,ekə'nɒmɪk 'bu:m/	Do you think there will be an economic boom in the next five years?
Internet marketing (n)	/ɪntənət ,mɑ:kɪtɪŋ/	What are the problems associated with teenagers and Internet marketing ?
market (n) market studies (n pl)	/mɑ:kɪt/	Market studies have shown that retired people spend a lot of time surfing the Internet.

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network (n) access the network	/netwɜ:k/	Consumers will be able to access the network from almost anywhere.
online (adj)	/ɒnlaɪn/	Artificial intelligence will provide a virtual shop assistant for every online shopper.
online (adv)	/ɒn'laɪn/	Have you ever bought anything online ?
option (n) a range of options	/ɒpʃn/	The advantage of shopping online is that the network can assemble a range of options from a variety of stores.
site (n)	/saɪt/	Persuading teenagers to buy directly from your site could be a problem.
spending power (n)	/spendɪŋ paʊə/	One of the problems in marketing to teenagers is that their spending power is often limited because they don't have jobs.
swipe card (n)	/swaɪp ,kɑ:d/	The swipe card would enable teenagers to buy suitable products online.
target (v)	/tɑ:ɡɪt/	A lot of teenage sites are trying to target an audience that's too wide.
turnover (n)	/tɜ:nəʊvə/	A high turnover is important but making good profits is another.
virtual (adj)	/vɜ:tʃʊəl/	A virtual shop assistant will be at the service of every online shopper.
virtually shop (v)	/vɜ:tʃʊəlɪ 'ʃɒp/	Do you enjoy being able to virtually shop without leaving home?
voice recognition (n)	/vɔɪs rekəɡnɪʃn/	Voice recognition may make the keyboard obsolete.