

in company Pre-intermediate

■ Unit 20

headword	pronunciation	translation/notes	example sentence
board (n) on the board	/bɔ:d/	The Managing Director or CEO is the person on the board who is responsible for the day to day running of the company.
business (n) get down to business	/ˈbɪznəs/	“How did it go with Mr Tanaka?” “Everything went OK until we got down to business. ”
competing (adj) competing companies/products	/kəmˈpi:tɪŋ/	The Japanese don't like it if you criticise competing products.
cooked (adj) cooked with/in	/kʊkt/	Paella is a seafood dish cooked with rice.
credibility (n)	/ˌkredəˈbɪlətɪ/	If you are not completely honest about your product, your credibility will be damaged.
hard sell (n)	/ˌhɑ:d 'sel/	The “ hard sell ”, using aggressive sales techniques, is often considered offensive in Japan.
influence (n) lose influence	/ˈɪnflu:əns/	You will lose influence if you are not completely honest about your product.
job title (n)	/dʒɒb ˈtaɪtl/	“What's your job title , Neil?” “I'm Product Development Director.”
long-term (adj) (opposite = short-term)	/ˌlɒŋˈtɜ:m/	The CEO is in charge of long-term strategy and planning.
low-key (adj)	/ˌləʊˈki:/	In Japan, a low-key approach is preferable to the “hard sell”.
managing director (n) (BrE) (AmE = CEO)	/ˌmænɪdʒɪŋ dɑː'rektə/	The managing director is responsible for the day to day running of the company.

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made with/from	/meɪd wɪð/frəm/	“Unagi” is a dish made with eels and rice.
product (n)	/prɒdʌkt/	Be honest about your products – otherwise you’ll lose your credibility.
report to (phr v)	/rɪˈpɔ:t ,tu:/	As Product Development Director, Neil reports directly to Jeff Segram, the Managing Director.
responsible (adj) be responsible for	/rɪˈspɒnsəbl/	Sisi Albright, Director of Marketing, is responsible for marketing policy and the worldwide sales force.
sales pitch (n)	/seɪlz ˌpɪtʃ/	It is better to use a low-key sales pitch in Japan rather than the “hard sell”.
served with	/sɜ:vɪd wɪð/	The steak is served with vegetables and potatoes.
type (n) a type of	/taɪp/	“Tagliatelle” is a type of pasta.