

in company Upper intermediate

■ Unit 11

headword	pronunciation	translation/notes	example sentence
adbuster (n)	/ædbʌstə/	' Adbusters ' are people who try to stop big companies advertising their products.
advertising budget (n)	/ædvɛtəɪzɪŋ ˌbʌdʒət/	Multinationals such as Nike and Vodaphone spend a fortune on advertising – their advertising budgets are huge.
anti-corporate activism (n)	/æntɪkɔ:pəɪt 'æktɪvɪzəm/	Anti-corporate activism refers to the attempts made to reduce the power and influence of large corporations.
anti-corporation movement	/æntɪkɔ:pəreɪʃən 'mu:vmənt/	Klein's book, <i>No Logo</i> , represents the voice of the anti-corporation movement .
billboard (n) (<i>especially</i> AmE) (BrE = hoarding)	/'bɪlbɔ:d/	Billboards advertising products made by multinationals can be seen in most major cities.
brand (n)	/brænd/	Most people today are more brand-aware than at any time in the past.
brand-aware (adj)	/'brændə'weə/	
brand awareness (n)	/'brænd ə'weənəs/	
brand loyalty (n)	/'brænd 'lɔ:əlɪti/	' Brand loyalty ' is a marketing term describing the tendency that customers have to stick to the names they trust.
well-known/major brand	/'welnəʊn/,meɪdʒə 'brænd/	How many well-known brands are you wearing or carrying right now?
celebrity endorsement (adj)	/səˌlebrətɪ ɪn'dɔ:smənt/	Celebrity endorsement , e.g. Britney Spears advertising Pepsi or Michael Jordan advertising Nike, is a well-known form of advertising.
consumption (n)	/'kɒn'sʌmpʃən/	Consumption in the USA is roughly 30 times greater than in India.
cool hunter (n)	/'ku:l ˌhʌntə/	' Cool hunters ' report back to big companies on the latest trends among young people.

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corporate sponsorship (n)	/ˌkɔːpəɾət 'spɒnsəʃɪp/	Seeing the Vodaphone brand name on the side of Michael Schumacher's Ferrari is an example of corporate sponsorship .
direct mail (n) (= junk mail)	/daɪˌrekt 'meɪl/	Most people throw direct mail or 'junk mail' straight in the garbage.
downmarket (adj) (opposite = upmarket)	/ˌdaʊn'mɑːkət/	Products that are downmarket are cheap or of low quality.
endorse (v)	/ɪn'dɔːs/	Michael Jordan was paid more for endorsing the trainers than the entire 30,000-strong workforce was for making them!
expose (v) be exposed to	/ˌekˌspəʊz/ /biː ekˌspəʊz tuː/	The average American is exposed to 274 advertisements a day!
free-trade zone (n)	/ˌfriːtreɪd 'zəʊn/	A lot of the products we buy are produced under terrible conditions in free-trade zones in poorer countries.
global integration (n) (= globalisation)	/ˌɡləʊbəl ,ɪntə'greɪʃən/	Do you agree that poor countries are victims of global integration ?
globalisation (n)	/ˌɡləʊbəlaɪ'zeɪʃən/	In her book <i>No Logo</i> Klein claims that globalisation has hit poor countries badly.
job security (n)	/ˌdʒɒb sɪkjuərəti/	There's no job security – it's 'no work, no pay' when orders don't come in.
junk mail (n) (= direct mail)	/ˌdʒʌŋk ,meɪl/	There's been a marked increase in the amount of junk mail coming through our doors in recent years.
logo (n)	/ˈləʊɡəʊ/	Logos or company symbols have almost become an international language.
market (n) marketplace (n)	/ˈmɑːkət/ /ˈmɑːkətˌpleɪs/	In a highly competitive marketplace thinking up distinctive names for new products is a specialist business.
market segmentation (n)	/ˈmɑːkət ,seɡmən'teɪʃən/	' Market segmentation ' is the process of dividing up the market into sectors.

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target market (n)	/tɑ:ɡɪt ,mɑ:kət/	It's essential to define your target market when you're marketing a product.
upmarket (adj) (opposite = downmarket)	/ʌp mɑ:kət/	Products that are upmarket are expensive or of good quality.
multinational (n)	/mʌltɪ'næʃənəl/	Multinationals such as Nike, Microsoft and Starbucks try to be the chief communicators of all that is good in our culture.
overbranded (adj)	/,əʊvə'brændəd/	Klein has become a campaigner against a world that she sees as being ' overbranded '.
overcapacity (n)	/,əʊvəkə'pæsəti/	' Overcapacity ' – in which you produce more of something than you can sell – is the norm in most businesses.
overtime (n)	/,əʊvətəɪm/	In many of the factories used by the multinationals there is forced overtime but no job security.
PDA (n) (= personal digital assistant)	/,pi:di'eɪ/	A PDA is a small palmtop computer used for storing names and addresses and for writing reports.
price sensitivity (n)	/praɪs sensə'tɪvətɪ/	' Price sensitivity ' is an expression describing the tendency of some customers to buy the cheapest products available.
product (n) product development (n)	/prɒdʌkt/ /prɒdʌkt di'veləp,mənt/	A company such as Disney must spend billions on product development annually.
product launch (n)	/prɒdʌkt ,ləʊntʃ/	The number of grocery product launches increased from 2,700 in 1981 to 20,000 in 1996.
product placement (n)	/prɒdʌkt ,plɛɪsmənt/	Product placement is the use of a company's product in a film or TV show as a way of advertising it.

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product positioning (n)	/prɒdʌkt pəʒɪfənm̩/	The process of deciding whether your product is up- or downmarket is called product positioning .
promotion (n)	/prə'məʊʃən/	Our advertising budget dictates how much we can spend on promotion of our products.
promotion of	/prə'məʊʃən əv/	
spam (n)	/spæm/	' Spam ' is a term describing unwanted email that is sent to large numbers of people using the Internet.
strategic alliance (n)	/strə'ti:dʒɪk ə'laɪəns/	A strategic alliance is formed when two or more rival companies work together in order to achieve something.
target (v)	/tɑ:gət/	Video games companies tend to target young males with their action-packed titles.
workforce (n)	/wɜ:kfɔ:s/	Many of the multinationals exploit their workforces , denying them job security but forcing them to do overtime when necessary.