

in company Upper intermediate

■ Unit 16

headword	pronunciation	translation/notes	example sentence
advertising technique	/ædvətɑɪzɪŋ tek,nɪk/	The use of celebrities to endorse products is a powerful advertising technique .
authorise (v)	/ˈɔːθəraɪz/	A total shutdown of the Hamburg plant has been authorised .
back up (phr v)	/bæk 'ʌp/	If we close the plant down, we'll have container lorries backed up from Hamburg to Lübeck!
blue-chip client (n)	/ˌbluːtʃɪp 'klaɪənt/	Geoconference has an impressive list of blue-chip clients , including IBM and Merrill Lynch.
bottleneck (n)	/ˈbɒtlnek/	If you authorise a plant shutdown, we'll have a terrible production bottleneck .
production bottleneck (n)	/prə'dʌkʃən ,bɒtlnek/	
budget (n)	/ˈbʌdʒət/	Unfortunately the rumours of a budget overrun on the <i>Vivacity</i> campaign turned out to be true.
budget overrun (n)	/ˈbʌdʒət 'əʊvəʀʌn/	
exceed a budget	/ɪk'siːd ə 'bʌdʒət/	
run over budget	/ˌrʌn əʊvə 'bʌdʒət/	With post-production costs, we could run €500,000–€700,000 over budget on this one.
costs (n pl)	/kɒsts/	The Chief Financial Officer is concerned about the costs RJK are running up on the Éternelle account.
run up costs	/ˌrʌn ʌp 'kɒsts/	
delivery (n)	/dɪ'lɪvəri/	A large number of delayed deliveries could harm the company's reputation.
delayed deliveries (n pl)	/dɪˌleɪd dɪ'lɪvərɪz/	
endorse (v)	/ɪn'dɔːs/	The use of celebrities to endorse products is a powerful advertising technique.
endorse a product/brand	/ɪnˌdɔːs ə 'prɒdʌkt/'brænd/	

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fall (n) fall in productivity/ sales etc	/fɔ:l/ /fɔ:l ɪn prɒdʌk'tɪvətɪ/seɪlz/	A fall in productivity could seriously damage our position as market leader.
manhours (n pl) lost manhours (n pl)	/mænaʊəz/ /lɒst 'mænaʊəz/	How many lost manhours do you estimate a plant shutdown would result in?
order (n) meet an order	/'ɔ:də/ /mi:t ən 'ɔ:də/	If we close down the plant for a few days, we won't be able to meet any of our current orders .
oversee (v)	/,əʊvə'si:/	Max Schiller is told to oversee and ensure completion of the repairs within three days.
publicity (n) adverse publicity (n)	/pʌb'lɪsətɪ/ /ædvɜ:s pʌb'lɪsətɪ/	A total plant shutdown could generate a great deal of adverse publicity .
reserve stocks (n pl)	/rɪzɜ:v 'stɒks/	We have insufficient reserve stocks to fully meet current orders.
safety (n) safety check (n)	/'seɪftɪ/ /'seɪftɪ ,tʃek/	The site must be evacuated in order to conduct safety checks .
safety hazard (n)	/'seɪftɪ ,hæzəd/	We have to shut the plant down – at the moment it's a safety hazard .
shutdown (n)	/'ʃʌtdaʊn/	The shutdown of the Hamburg plant has now been officially confirmed.
smooth over (phr v) smooth things over	/'smu:ð 'əʊvə/ /'smu:ð θɪŋz 'əʊvə/	Somebody in after-sales will have to ring round our key customers and smooth things over with them.
teleconferencing (n)	/telɪ'kɒnfrənsɪŋ/	Teleconferencing allows people in different places to communicate using an electronic communications system, usually television.

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video (n)			
video phone (n)	/ˈvɪdɪəʊ ˈfəʊn/	The advantage of videoconferencing is that you can hold meetings with people in other places using a video phone .
videoconferencing (n)	/ˈvɪdɪəʊˈkɒnfərənsɪŋ/	Although there are many advantages to videoconferencing , it will never eliminate the need for a face-to-face meeting.