

# in company Upper intermediate

## ■ Unit 18

headword	pronunciation	translation/notes	example sentence
<b>anti-ageing</b> (adj) anti-ageing medical advances	/æntɪ'eɪdʒɪŋ/ /æntɪ,eɪdʒɪŋ 'medɪkəl əd,vɑ:nsəz/	.....	Do you think that <b>anti-ageing medical advances</b> are a good idea?
<b>back office</b> (n) back office staff (n pl)	/bæk 'ɒfɪs/ /bæk 'ɒfɪs ,stɑ:f/	.....	Many companies are already employing workers in countries such as India as ' <b>back office staff</b> '.
<b>be a long way off</b>	/bi: ə lɒŋ weɪ ɒf/	.....	In my view, the era of robots who are mentally and physically superior to humans <b>is still a long way off</b> .
<b>be bound to</b>	/bɪ 'baʊnd tu:/	.....	Bowman thinks that western companies <b>are bound to</b> employ an increasing number of workers in the developing world.
<b>brink</b> (n) be on the brink of doing sth	/brɪŋk/ /bi: ɒn ðə 'brɪŋk əv ,du:ɪŋ/	.....	I believe we <b>are on the brink of creating</b> 'lifelike' machines.
<b>commodity</b> (n) precious commodity	/kə'mɒdətɪ/ /ə ,preʃəs kə'mɒdətɪ/	.....	Cochrane predicts that people will be willing to spend large sums of money saving our most <b>precious commodity</b> – time.
<b>designer baby</b> (n)	/dɪ,zɑɪnə 'beɪbɪ/	.....	<b>Designer babies</b> have been the subject of much debate in recent times.
<b>DNA</b> (n) DNA structure (n)	/di:en'eɪ/ /di:en'eɪ ,strʌktʃə/	.....	Humans are now beginning to be able to modify their <b>DNA structure</b> and become more artificial.
<b>economic progress</b> (n)	/ekə,nɒmɪk 'prəʊgres/	.....	Most of today's businesses grew up in a period of population explosion and rapid <b>economic progress</b> .
<b>era</b> (n) enter an era of	/ɪərə/ /ɛntə ən 'ɪərə əv/	.....	I think we may be about to <b>enter an era of</b> rapid population decline.

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<b>future</b> (n) a bright future	/ˈfju:tʃə/ /ə ˌbraɪt ˈfju:tʃə/	.....	One industry that definitely has a <b>bright future</b> is the pharmaceuticals.
face a bleak future	/ˌfeɪs ə ˌbli:k ˈfju:tʃə/	.....	Parts of Europe and the US could be <b>facing a bleak future</b> unless they find a way of solving the population problem.
the foreseeable future	/ðə ˌfɔːsɪ:əbəl ˈfju:tʃə/	.....	I don't see Dewdney's prediction of 'a different human species' becoming a reality in <b>the foreseeable future</b> .
<b>futurist</b> (n)	/ˈfju:tʃərɪst/	.....	'Futurists' are people who make predictions about what life will be like in the future.
<b>genetically enhanced</b> (adj)	/dʒəˌnetɪklɪ ɪnˈhɑːnst/	.....	The world may end up being divided into people who can afford to be ' <b>genetically enhanced</b> ' and those who can't, leading to a new class of beings.
<b>global economy</b> (n)	/ˌɡləʊbəl ɪˈkɒnəmi/	.....	As the <b>global economy</b> becomes more integrated and interdependent so the number of workers in developing countries will grow.
<b>high</b> (adj) high-end (adj)	/haɪ/ /haɪˌend/	.....	Electronic immigrants may soon end up being employed in <b>high-end</b> technical fields such as engineering or IT.
high-tech, high-touch (n)	/haɪˌtek haɪˈtʃʌtʃ/	.....	The <b>high-tech, high-touch</b> approach involves giving the latest technology a personal touch.
<b>horizon</b> (n) be on the horizon	/həˈraɪzən/ /biː ɒn ðə həˈraɪzən/	.....	Political change and economic change seems to <b>be on the horizon</b> in many countries.
<b>indication</b> (n) All the indications are ...	/ˌɪndəˈkeɪʃən/ /ɔːl ðiː ˌɪndəˈkeɪʃənz ɑː .../	.....	At the present time <b>all the indications are</b> that the number of people working from home is set to grow.
<b>lie in store</b>	/ˌlaɪ ɪn ˈstɔː/	.....	It's impossible to predict with 100% accuracy what <b>lies in store</b> for businesses in the future.

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<b>lifelike</b> (adj)	/laɪfˌlaɪk/	.....	Ironically as humans are playing with their DNA structure and becoming more 'artificial', machines are becoming more ' <b>lifelike</b> '.
<b>marketing potential</b> (n)	/ˈmɑːkɪtɪŋ pəˈtenʃəl/	.....	Which of the technologies listed do you think has the most <b>marketing potential</b> ?
<b>multitasking</b> (n)	/ˌmʌltɪˈtɑːskɪŋ/	.....	Cochrane predicts that we will fit much more into the lives we've got by <b>multitasking</b> (=doing more than one thing at the same time) at work.
<b>networked</b> (adj)	/ˈnetwɜːkt/	.....	In Bowman's opinion, in the <b>networked</b> world of the future where you live will have little effect on where you work.
<b>on stream</b> (adv) come on stream	/ɒn 'striːm/ /kʌm ɒn 'striːm/	.....	While some of the technologies mentioned will never be implemented, others will gradually <b>come on stream</b> and improve our lives.
<b>population</b> (n) population decline (n)	/ˌpɒpjəˈleɪʃən/ /ˌpɒpjəˈleɪʃən dɪˈklaɪn/	.....	Gary Wright thinks that immigration will offset <b>population decline</b> to a certain extent in many Western countries.
<b>population explosion</b> (n)	/ˌpɒpjəˈleɪʃən ɪkˈspləʊʒən/	.....	Many of today's businesses grew up in a period of <b>population explosion</b> .
<b>possibilities</b> (n pl) open up possibilities	/ˌpɒsəˈbɪlətɪz/ /ˌəʊpən ˌʌp ˌpɒsəˈbɪlətɪz/	.....	Recent developments in computing technology have <b>opened up</b> all kinds of exciting <b>possibilities</b> .
<b>prospects</b> (n pl) the long-term prospects (n pl)	/ˈprɒspekts/ /ðə ˌlɒŋtɜːm ˈprɒspekts/	.....	In my opinion <b>the long-term prospects</b> for conventional medicine are limited.
<b>smart machine</b> (n)	/ˌsmɑːt məˈʃiːn/	.....	<b>Smart machines</b> use computer technology to make them more effective.
<b>be targeted to</b>	/bɪ ˈtɑːɡətəd ˌtuː/	.....	Hopefully technological advances will mean that products and services can <b>be targeted to</b> the needs of the customer.

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<b>technological shift</b> (n)	/ˌteknəˌlɒdʒɪkəl ˈʃɪft/	.....	Angell argues that every major <b>technological shift</b> creates winners and losers.
<b>technology</b> (n)	/tekˈnɒlədʒɪ/	.....	
embrace technology	/ɪmˌbreɪs tekˈnɒlədʒɪ/	.....	People will always rush to <b>embrace technology</b> that makes their life easier.
reject technology	/rɪˌdʒekt tekˈnɒlədʒɪ/	.....	Just as we embrace some forms of technology, we <b>reject technology</b> that makes us feel less alive, less human.
<b>technophile</b> (n) (opposite = <b>technophobe</b> )	/ˈteknəˌfaɪl/	.....	A <b>technophile</b> is someone who appreciates advances in technology.
<b>technophobe</b> (n) (opposite = <b>technophile</b> )	/ˈteknəˌfəʊb/	.....	A <b>technophobe</b> is someone who does not like or trust new forms of technology.
<b>virtual reality</b> (n)	/ˌvɜːtʃuəl riːˌælɪti/	.....	<b>Virtual reality</b> is the images and sounds generated by computers in order to simulate reality.
<b>way</b> (n)	/weɪ/	.....	
be a long way off	/biː a lɒŋ weɪ ɒf/	.....	In my view, the era of robots who are mentally and physically superior to humans is still a <b>long way off</b> .