

in company Upper intermediate

■ Unit 8

headword	pronunciation	translation/notes	example sentence
authorisation (n)	/ˌɔːθəraɪ'zeɪʃən/	We're hoping that the Board of Directors will give us the authorisation we need to move on to the next stage.
bestselling (adj)	/best'selɪŋ/	We really do believe that the Micro-GYM could be a bestselling product .
bestselling product/service	/best'selɪŋ 'prɒdʌkt/'sɜːvəs/	
brand (n)	/brænd/	Adding cosmetics to our range is an ideal opportunity to stretch our brand .
stretch a brand	/,stretʃ ə 'brænd/	
break down (phr v)	/breɪk 'daʊn/	I'm always worried that the equipment will break down when I'm giving a presentation.
breakdown (n)	/breɪkdaʊn/	A complete breakdown of costs is included in the report.
breakdown of costs/figures etc	/,breɪkdaʊn əv 'kɒsts/'fɪgəz/	
business (n)	/'bɪznəs/	Try to come up with an innovative business idea that could be developed by your company.
business idea (n)	/'bɪznəs aɪ,dɪə/	
line of business (n)	/,laɪn əv 'bɪznəs/	
cater for (phr v)	/keɪtə ,fɔː/	It's important that the product you suggest meets a need that is not catered for at present.
cater for a demand/need	/,keɪtə fɔː ə dɪ'mɑːnd/'niːd/	
challenge (n)	/tʃæləndʒ/	One way of making your presentation more interesting is by setting your audience a challenge .
set a challenge	/,set ə 'tʃæləndʒ/	
collaborate (v)	/kə'læbəreɪt/	The two firms have collaborated to produce an exciting new range of sportswear.
come across (phr v)	/,kʌm ə'krɒs/	The way in which you come across as a person is almost more important than the content of your presentation.

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come up with (phr v)	/kʌm 'ʌp wɪð/	Try to come up with an innovative idea for a product or service.
complement (v)	/kɒmpləment/	The new product or service should complement the products or services currently on offer.
corporate vision (n) share corporate vision	/kɔ:pərət 'vɪʒən/ /ʃeə ,kɔ:pərət 'vɪʒən/	'We think you're going to be as excited about this product as we are' is a way of sharing corporate vision with your audience.
cost (v) be fully costed	/kɒst/ /bɪ ,fʊli 'kɒstəd/	The Micro-GYM has been fully costed – a breakdown is included in the report.
departure (n) be a (completely) new departure for ...	/dɪ'pɑ:tʃə/ /bi: ə ,(kəmpli:tli) ,nju: dɪ'pɑ:tʃə fɔ:/	Selling mobile phones in-store is a completely new departure for us.
develop (v) develop a design/ prototype	/dɪ'veləp/ /dɪ'veləp ə dɪ'zain/'prəʊtətaɪp/	How long did it take to develop the prototype ?
dry up (phr v)	/draɪ 'ʌp/	I'm always frightened I won't know what to say next and that I might dry up completely.
expectation (n) build up expectations	/,ekspek'teɪʃən/ /bɪld ʌp ,ekspek'teɪʃənz/	Building up an audience's expectations of a product is the best way of keeping their interest.
finding (n) main findings (n pl)	/faɪndɪŋ/ /meɪn 'faɪndɪŋz/	The chart below highlights our main findings .
focus group (n) set up a focus group	/'fəʊkəs ,gru:p/ /set ʌp ə 'fəʊkəs ,gru:p/	They set up several focus groups to find out what consumers wanted.
global economy (n)	/gləʊbəl ɪ'kɒnəmi/	Do you think national stereotypes still hold true in an increasingly global economy ?

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go-ahead (n) give sb the go-ahead	<i>/ˈgəʊəhed/</i> <i>/iːɡrɪv sʌmbədɪ ðə</i> <i>ˈgəʊəhed/</i>	We need the Board of Directors to give us the go-ahead before we move on to the next stage.
go blank sb's mind goes blank	<i>/iːɡəʊ ˈblæŋk/</i> <i>/sʌmbədɪz ˈmaɪnd</i> <i>ɡəʊz ˈblæŋk/</i>	My mind just went blank and I had no idea what to say next.
go down (phr v) go down well	<i>/iːɡəʊ ˈdaʊn/</i> <i>/iːɡəʊ daʊn ˈwel/</i>	Jokes go down well in some countries but not in others.
go dry sb's mouth goes dry	<i>/iːɡəʊ ˈdraɪ/</i> <i>/sʌmbədɪz ˈmaʊθ</i> <i>ɡəʊz ˈdraɪ/</i>	When you're nervous your mouth tends to go dry .
go for (phr v)	<i>/iːɡəʊ ˈfɔː/</i>	American audiences tend to go for jokes and clever remarks.
go funny	<i>/iːɡəʊ ˈfʌni/</i>	My microphone went funny and I sounded like Darth Vader out of <i>Star Wars</i> !
go quiet	<i>/iːɡəʊ ˈkwaɪət/</i>	I hate that moment just before you start speaking when the audience goes quiet .
go wrong	<i>/iːɡəʊ ˈrɒŋ/</i>	The technology went wrong and ruined the whole presentation.
hands-on (adj)	<i>/ˈhændzɒn/</i>	'Intrapreneurs' are hands-on managers who make things happen.
highlight (v)	<i>/ˈhaɪlaɪt/</i>	Our findings are highlighted in the chart below.
incur (v) incur costs	<i>/ɪnˈkɜː/</i> <i>/ɪnˌkɜː ˈkɒsts/</i>	Selling the product online would incur extra costs initially.
innovation (n)	<i>/ˌɪnəˈveɪʃən/</i>	Innovation is essential to any good business.
itemise (v)	<i>/aɪtəmaɪz/</i>	Costs of manufacturing, packaging and advertising are all itemised .

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major player (n)	/ˌmeɪdʒə 'pleɪə/	Microsoft is a major player in the computer software industry.
marketing opportunity (n)	/ˌmɑːkətɪŋ ɒpə'tjuːnəti/	122 million overweight people in the USA is a disgraceful statistic but it represents a wonderful marketing opportunity for us!
presentation (n)	/ˌprezən'teɪʃən/	Different countries are characterised by their different presentation styles .
presentation style (n)	/ˌprezən'teɪʃən 'stɑɪl/	
price (v)	/praɪs/	The Micro-GYM would probably be priced at around \$35.
be priced at \$100/ €650/£2,500 etc	/bɪ praɪst ət.../	
product (n)	/ˈprɒdʌkt/	Product testing is still being carried out.
product effort/ features/testing (n)	/ˈprɒdʌkt ˌefət/ˌfi:tʃəz/ˌtestɪŋ/	
project budget (n)	/ˈprɒdʒekt ˌbʌdʒət/	40% of our project budget went into constructing the prototype.
prototype (n)	/ˈprəʊtətaɪp/	A prototype is a model of something, made before it is produced in large quantities.
provider (n)	/prə'vaɪdə/	As one of the world's leading providers of fitness training equipment, we pride ourselves on quality and reliability.
a leading provider of ...	/ə ˌliːdɪŋ prə'vaɪdə əv/	
quote (v)	/kwəʊt/	You need to quote some statistics to make your presentation interesting but don't overdo it.
quote figures/statistics	/ˌkwəʊt 'fɪgəz/stə'tɪstɪks/	
run out of (phr v)	/rʌn 'aʊt əv/	If you have too much material to present, you may find yourself running out of time .
run out of time/ money etc	/rʌn ˌaʊt əv 'taɪm/'mʌni/	
run over (phr v)	/rʌn 'əʊvə/	Audiences hate it when speakers run over schedule .
run over schedule	/rʌn ˌəʊvə 'skedʒuːl/	

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selling point (n)	/ˈselɪŋ ˌpɔɪnt/	During the development phase of a product it's important to think about its main selling points .
sideline (n)	/ˈsaɪdlaɪn/	The new range of products have been an enormously successful sideline to our main business.
a sideline to ...	/ə ˈsaɪdlaɪn ˌtuː/	
structure (v)	/ˈstrʌktʃə/	Writing the main points of your presentation on cards will help you to structure your talk .
structure a talk/ presentation	/ˌstrʌktʃə ə 'tɔːk/ˌprezən'teɪʃən/	
switch off (phr v)	/ˌswɪtʃ ˈɒf/	Your audience may switch off altogether if you don't make them laugh within the first five minutes.
techno (adj)	/ˈteknəʊ/	Be too techno and your audience may think you're showing off.
untapped (adj)	/ˌʌn'tæpt/	There's obviously a largely untapped market for this type of workout system.
an untapped market	/ən ˌʌntæpt 'mɑːkət/	
wrap up (phr v)	/ˌræp ˈʌp/	OK, to wrap things up , I'd just like to add that the Micro-GYM has been fully costed and a breakdown is included in the report.
to wrap things up ...	/tə ˌræp θɪŋz ˈʌp/	