

Word	Phonetics	Translation	Definition	Example sentence	Comments
Unit 1 0800 hours (24-hour clock)	/ˈə eɪt ˈhʌndrəd ˈaʊə(r)z/	8 horas da manhã	8 o'clock in the morning		
abroad (adverb) ***	/ə ˈbrɔːd/	no exterior	in or to a foreign country	After one or two years working abroad, 90% of our clients find a permanent job in less than one month.	
am (abbreviation) analogue/analog (adjective) *	/eɪ em/ /ˈænə,lɒg/	analógico(a)	used after a time for showing that it is between midnight and noon an analogue watch or clock shows the time using hands (= long parts that move round) that point to numbers instead of numbers that change every second	We have a coffee break at 11am. I couldn't tell the time on an analogue clock until I was ten years old!	
at night	/æt naɪt/	à noite	during the part of each 24-hour period when it is dark	In addition, numerous guests complained about loud music and shouting late at night.	
colleague (noun) *** date of birth (noun) * digital (adjective) ** encourage (verb) ***	/ˈkɒliːg/ /deɪt ɒv bɜː(r)θ/ /ˈdɪdʒɪt(ə)l/ /ɪn ˈkʌrɪdʒ/	colega data de nascimento digital estimular	someone who works in the same organization or department as you the day, month, and year when you were born a digital clock or instrument shows information as a row of numbers to give someone confidence or hope	Do British colleagues shake hands every morning? Write your date of birth next to your name. My sister gave me a digital watch for my birthday. Now I work in an international team in Paris, and I encourage everyone to do things together.	
foreign (adjective) ***	/ˈfɒrɪn/	estrangeiro(a)	from another country, or in another country	Foreign suppliers offer lower prices, but local workers could lose jobs.	
half past	/hɑːf pɑːst/	meia (hora, após uma determinada hora)	thirty minutes after an hour	I usually wake up about half past seven.	
in the afternoon	/ɪn ðɪ ˌɑːftə(r) ˈnuːn/	à tarde	during the period of time between the middle of the day and the beginning of the evening	First of all, Tween 'n' Dream only opens in the afternoons.	
in the morning interview (noun) ***	/ɪn ðə ˈmɔː(r)nɪŋ/ /ɪntə(r)vjuː/	de manhã entrevista	during the period of time between midnight and midday a formal meeting in which someone asks you questions to find out if you are suitable for a job, course of study, etc.	What time do you wake up in the morning? When I came back to London, I had three interviews.	
o'clock (adverb) ** passport number (noun)	/əʊ klɒk/ /ˈpɑːspɔː(r)t nʌmbə(r)/	em ponto número do passaporte	used for saying what time it is when a clock shows the exact hour the unique number on an official document containing your photograph and showing which country you are a citizen of	On Saturdays, I wake up after ten o'clock. I just need your dates of birth and passport numbers, please.	
pm (abbreviation) (a) quarter past (a) quarter to reference number (noun)	/piː em/ /(ə) ˈkwɔː(r)tə(r) pɑːst/ /(ə) ˈkwɔː(r)tə(r) tə/ /ref(ə)rəns nʌmbə(r)/	(e) quinze (minutos) quinze (minutos) para código de referência	used after a time for showing that it is between noon and midnight fifteen minutes after an hour fifteen minutes before an hour a set of numbers or letters on a document such as a business letter, used so that people know what it relates to	My return flight is on Tuesday 4 December at 10pm. They arrived at a quarter past three. I'll pick you up at a quarter to seven, okay? Your course reference numbers are on your badges.	
register (verb) ***	/ˈredʒɪstə(r)/	cadastrar-se	to put your name and other information on an official list in order to be allowed to vote, study, stay in a hotel, etc.	Where do we go to register?	
sharp (adverb) * spell (verb) ** stereotype (noun) *	/ʃɑː(r)p/ /spel/ /ˈsteriə,taɪp/	pontualmente soletrar estereótipo	at a particular time exactly to say or write the letters of a word in the correct order a very firm and simple idea about what a particular type of person or thing is like	I don't want to be late, so let's meet at six o'clock sharp. Can you spell that, please? Do you believe in cultural stereotypes?	
team spirit (noun)	/tiːm ˈspɪrɪt/	espírito de equipe	an enthusiastic attitude towards working or playing together with other people as a team	In China, team spirit is very important.	
Unit 2 apologize (verb) **	/ə ˈpɒlədʒaɪz/	desculpar-se	to tell someone that you are sorry for doing something wrong or for causing a problem	Please ask the tour manager to write to Alice Chang to apologize.	
call back (verb)	/kɔːl bæk/	retornar a ligação	to telephone someone again, or to telephone someone who telephoned you earlier	You should offer to call back later, or invite the customer to return your call.	
connect (verb) ***	/ka ˈnekt/	conectar	to make it possible for someone to communicate using a telephone or computer network	Be friendly to the person who can connect you. They could be your next customer!	
contact the helpline (expression) customer referral (noun)	/ˈkɒntækt ðə ˈhelp laɪn/ /ˈkʌstəmə(r) rɪˈfɜːrəl/	contatar o departamento de atendimento ao cliente informações sobre um cliente	to call a telephone service provided by an organization to give information and support the act of giving a business the details of a customer they might be able to sell goods or services to	If you contact the helpline, they can provide technical support. I've got a great customer referral for you if you're interested?	
customer satisfaction (noun)	/ˈkʌstəmə(r) ˌsætɪs ˈfækʃ(ə)n/	satisfação do cliente	a measure of how happy customers feel when they do business with a company	In business, it's important to keep a high level of customer satisfaction.	
deal with complaints (expression) delivery date (noun)	/diːl wɪð kəmˈpleɪnts/ /diˈlɪv(ə)ri deɪt/	lidar com reclamações data de entrega	to respond to and take action when people say that they are not satisfied with something the date on which goods that have been bought will arrive at a place	If there are delivery problems, the company must deal with complaints politely and efficiently. It is important to agree on a delivery date that fits the customer's schedule.	
dial a number (expression)	/ˈdaɪəl ə nʌmbə(r)/	disque um número	to press the buttons, or to turn the dial, on a telephone in order to call someone	Think about what you want to say before you dial a number.	
exchange a product (expression)	/ɪks ˈtʃeɪndʒ ə ˈprɒdʌkt/	trocar um produto	to change something that you have bought for another thing of a similar type or value, for example because it is damaged	Will they let you exchange a product if you're not happy with it?	

get back to (someone) (verb)	/get bæk tə ('sʌmwʌn)/	entrar em contato novamente (com alguém)	to phone, write or speak to someone at a later time because you were busy or could not answer their question earlier	If you don't have the information your customer needs, promise to get back to them, and give a specific time.
get through to (someone) (verb)	/get θru: tə ('sʌmwʌn)/	conseguir ligar (para alguém)	to succeed in talking to someone on the phone	If they put you on hold, keep smiling while you wait so that you are ready when you get through to the customer.
give a refund (expression)	/gɪv ə 'ri:fʌnd/	reembolsar	to give someone their money again, especially because they have paid too much for something or have decided they do not want it	If I don't like it, can you give a refund?
greet (verb) **	/gri:t/	saudar	to behave in a polite or friendly way towards someone when you meet them or start speaking to them	Greet the customer warmly.
hang up (verb)	/hæŋ 'ʌp/	desligar	to stop using a telephone at the end of a conversation	Before you say goodbye and hang up, tell them the next step.
installation problems (noun)	/,ɪnstə'leɪʃ(ə)n 'prɒbləmz/	problemas de instalação	difficulties related to the process of putting new equipment in place and making it ready for use	I've just received my new Internet box, but I'm having installation problems.
money-back guarantee (noun)	/'mʌni bæk ,gærən'ti:/	garantia de devolução do dinheiro	a promise by a shop or company to give you back your money if you are not satisfied with something that you bought	I ordered a new TV from a website that has a money-back guarantee.
provide technical support (expression)	/prə'vaɪd 'teknɪk(ə)l sə'pɔ:(r)t/	oferecer suporte técnico	to give advice, usually over the phone, to help customers who are having problems using a computer or other products	Make sure you have a helpline to provide technical support if customers have any problems.
repeat business (noun)	/'ri:pi:t 'bɪznəs/		customers who buy products or services from a particular business more than once	It is more expensive to find new customers than to get repeat business.
return a faulty product (expression)	/'ri:tʌ:(r)n ə 'fɔ:ltɪ 'prɒdʌkt/	devolver um produto com defeito	to send something back to a company because it is not working correctly or was not made correctly	If you return the faulty product, we'll give you a full refund.
returning customer (noun)	/'ri:tʌ:(r)nɪŋ 'kʌstəmər(r)/	cliente fiel	a person or company that buys goods or services from a particular business more than once	She's a returning customer, so be extra polite!
schedule (noun) **	/'ʃedju:l/	programação	a plan of activities or events and when they will happen	What is on Einstein's schedule next week?
ship a product (verb)	/'ʃɪp ə 'prɒdʌkt/	enviar um produto	to send a customer something they have bought, usually by air or land	How long does it take to ship a product from the UK to Hong Kong?
Unit 3				
assemble (verb) **	/ə'semb(ə)l/	montar	to build something, for example furniture, by putting all its parts together	The toy parts are assembled and packaged in Lasseter's factory.
assembly (noun) ***	/ə'sembli/	montagem	the process of building something by putting all its parts together	After painting, the parts go to assembly, on your right, opposite the warehouse.
buyer (noun) ***	/'baɪə(r)/	comprador(a)	someone whose job is to choose and buy goods for a large store, factory or shop to sell	The factory's buyers purchase the raw materials from specialist suppliers.
check (verb) ***	/tʃek/	verificar	to examine something in order to find out whether it is how it should be	The materials are delivered and checked for quality.
customer (noun) ***	/'kʌstəmər(r)/	cliente	a person or company that buys goods or services	The 'right' product is exactly the product that the customer needs or wants and can't buy from another manufacturer.
design (noun) ***	/di'zain/	projeto	the process of deciding how something will be made, including how it will work and what it will look like	Our USP is our original designs.
distribution (noun) **	/,dɪstrɪ'bjʊ:(ə)n/	distribuição	the process of supplying goods from one central place to shops	How are the goods delivered to the distribution centre?
extraction (noun)	/'kstrækʃ(ə)n/	extração	the process of obtaining or taking out a substance or resource by using a special method	The cycle begins when raw materials like iron ore, trees or oil are extracted from the ground or from the sea. This is called extraction.
forwarder (noun)	/'fɔ:(r)wə(r)də/	transportador	a company that arranges for goods to be transported, especially to another country	The goods are stocked in the forwarder's warehouse, not on the factory site.
labour (noun) ***	/'leɪbə(r)/	mão de obra	the workers in a particular country, industry or company considered as a group	Labour is expensive, so there are more machines than workers.
manufacture (verb) **	/'mænʃʊ'fæktʃə(r)/	fabricar	to make goods in large quantities in a factory	In-one Ltd manufactures golf balls in South Wales.
package (verb) **	/'pækɪdʒ/	empacotar	to put things into boxes or wrap them so that they can be sold	After they are inspected, the finished goods are packaged.
process (noun) ***	/'prəʊses/	processo	a series of actions that have a particular result	Using automated systems, all the key business processes are integrated into a single system.
process (verb) **	/'prəʊses/	processar	to treat a substance with chemicals or machines in order to make something	Raw materials are processed to make materials like steel, wood or plastic.
purchase (verb) **	/'pɜ:(r)tʃʌs/	comprar	to buy something	Would you like to purchase something today, madam?
purchasing (noun)	/'pɜ:(r)tʃʌsɪŋ/	compra	the activity of buying supplies for a company	It's Jake's job to coordinate purchasing, production, packaging, shipping and cashflow.
raw materials (noun) *	/'rɔ: mə'tɪəriəlz/	matérias-primas	substances such as coal or iron that are in their natural state before being changed by chemical processes	Lasseter has no raw materials, too many customers and too much cash.
recycling (noun) *	/'ri:saiklɪŋ/	reciclagem	the process of changing waste materials such as newspapers and bottles so that they can be used again	Finally, in the recycling stage, the product is recycled at the end of its useful life.
repair (noun) **	/'ri:peə(r)/	consertar	work that is done to fix something that is broken or damaged	Are there any repairs to do?
retailer (noun) *	/'ri:teɪlə(r)/	varejista	a person or company that sells goods directly to the public for their own use	Every year, In-one ships several million golf balls to retailers.
run out of (verb)	/'rʌn aʊt əv/	ficar sem	to use all of something and not have any left	Stock is managed carefully so that the factory can never run out of materials.
ship (verb) **	/'ʃɪp/	enviar	to send goods to customers usually by air or land	After the toy parts are assembled, Smalltruck Ltd (another logistics company) ships them to toy shops.

shipment (noun) *	/ˈʃɪpmənt/	envio	the process of taking goods from one place to another	Finally, your order is shipped and an email is sent to confirm the shipment date.
stock (noun) ***	/stɒk/	estoque	an amount of something that you keep so that you can use it when you need it	Lasseter has no stock, no cash and no customers.
store (verb) **	/stɔː(r)/	armazenar	to keep something in a particular place	Materials are stored near the production area.
supplier (noun) **	/ˈsʌ plaɪə(r)/	fornecedor(a)	a company, organization or country that supplies or sells a product or a service	Sharing information helps suppliers, but it can give competitors an advantage.
testing (noun) *	/ˈtestɪŋ/	teste	the activity of giving someone or something an examination, or of checking something to find out if it works	The testing department is over there in the opposite corner, next to the painting.
use (noun) ***	/juːs/	uso	the act of using something	Their unnecessary use of force has endangered peace efforts.
warehouse (noun) **	/ˈwea(r)haʊs/	depósito	a big building where large amounts of goods are stored	The store is on the right, between the entrance and the warehouse.
Unit 4				
ambitious (adjective) **	/æmˈbɪʃəs/	ambicioso(a)	determined to be successful, rich, famous, etc.	Are you an ambitious person?
attend an interview (expression)	/əˈtend ən ˈɪntə(r)vjuː/	participar de uma entrevista	to be present at a formal meeting in which someone asks you questions to find out if you are suitable for a job, course of study, etc.	Annie asked me to attend an interview in Dublin, so I was confident that my name was on the shortlist.
career path (noun)	/kaˈrɪə(r)pəθ/	trajeto profissional	the way that you progress in your work, either in one job or in a series of jobs	Entry-level jobs allow you to take the first step on your career path to promotion and management positions.
CV (noun) *	/siːˈviː/	CV	curriculum vitae: a document giving details of your qualifications and the jobs you have had in the past that you send to someone when you are applying for a job. The American word is résumé	I think I made a good impressions because Julie asked for my CV.
degree (noun) ***	/diˈɡriː/	formação	a course of study at a university, or the qualification that you get after completing the course	My degree was in geography, I graduated two years ago.
demanding (adjective) **	/diˈmɑːndɪŋ/	exigente	a demanding person needs a lot of attention and is not easily pleased or satisfied	Young children can be very demanding.
dress smartly (expression)	/dres smaː(r)tli/	vestir-se adequadamente	to put on clothes which are clean and neat in appearance , especially in a slightly formal way	Always dress smartly when you attend an interview.
earn (verb) ***	/ɜː(r)n/	ganhar	to receive money for work that you do	I worked abroad for a year to earn money and improve my résumé.
entry-level job (noun)	/ˈentriːˈlev(ə)ldʒɒb/	iniciante	an entry-level job is at the lowest level in a company or organization	Almost any entry-level job will allow you to gain experience and be promoted to a better position.
flexible (adjective) **	/ˈfleksəb(ə)/	flexível	able to make changes or deal with a situation that is changing	Are your schedules flexible?
gain experience (expression)	/ɡeɪn ɪkˈspɪəriəns/	adquirir experiência	to get more knowledge and skill by spending time doing a job or activity	At the beginning of your career, the most important thing is to find a job, any job where you can gain experience and develop your skills.
get to know (expression)	/ɡet tə nəʊ/	começar a conhecer	to start to be familiar with someone or something	An interview is the opportunity for the company to get to know you, and for you to make a good impression.
graduate (verb) *	/ˈɡrædʒueɪt/	terminar o ensino superior	to complete your studies at a university or college, usually by getting a degree	When I graduated, I wanted a job with an international hotel chain.
grow up (verb)	/ɡrəʊ ʌp/	crescer	to change from being a baby or young child to being an older child or adult	When I grow up, I want to be a doctor.
hard-working (adjective) *	/hɑː(r)d ˈwɜː(r)kɪŋ/	esforçado(a)	a hard-working person puts a lot of effort into their work	OK. So are you hard-working?
high school (noun)	/haɪ skuːl/	Ensino Médio	in the US, a school for children between the ages of 14 and 18	I went to primary school in the country and high school in London.
intern (noun)	/ɪnˈtɜː(r)n/	estagiário(a)	a student, or someone who has recently obtained a degree, who works in a job in order to get experience	I did a work placement in my third year. I was an intern at EDF.
internship (noun)	/ɪntɜː(r)nʃɪp/	estágio	a job that a student or someone who has recently obtained a degree takes in order to get experience	Why do you want to apply for an internship?
job ad (noun)	/dʒɒb æd/	anúncio de emprego	an announcement in a newspaper, on the Internet, etc. inviting people to apply for a job that is available	Read the job ads in newspapers, magazines and online.
job fair	/dʒɒb feə(r)/	feira de empregos	an event at which people looking for a job can meet possible employers	I was working in an insurance company in Brussels when I read about a virtual job fair.
lazy (adjective) **	/ˈleɪzi/	preguiçoso(a)	not willing to work or do any activity that needs effort	When revenues are down, sales blame marketing for not understanding their customers; marketing say sales are incompetent or lazy.
look to hire (expression)	/lʊk tə ˈhaɪə(r)/	procurar contratar	to try to employ someone to do a particular job	Visit job fairs to see what sort of jobs employers are offering and what kind of people they are looking to hire.
loyal (adjective) **	/ˈlɔɪəl/	leal	willing to support, work for, or be a friend to someone, even in difficult times	I'm ambitious, but I'm also very loyal and very hard-working.
make a good impression (expression)	/meɪk ə ɡʊd ɪmˈpreʃ(ə)n/	causar uma boa impressão	to give people a positive opinion about you because of the way that you look, speak or behave	Did she make a good impression in her interview?
management trainee (noun)	/ˈmænɪdʒmənt ˌtreɪˈniː/	gerente trainee	someone who is training for a job in which they will organize and control the work of a business or organization	I'm a management trainee with an engineering company.
optimistic (adjective) **	/ˌɒptɪˈmɪstɪk/	otimista	someone who is optimistic is hopeful about the future and tends to expect that good things will happen	I'm optimistic about the future.
organized (adjective) *	/ˈɔː(r)ɡanaɪzd/	organizado(a)	an organized person arranges and plans activities carefully and effectively	I handled the team's budget, organized matches and ran events.

pessimistic (adjective) *	/ˌpɛsəˈmɪstɪk/	pessimista	thinking that the worst thing will happen in every situation	I'm rarely pessimistic – except at exam time!
primary school (noun) *	/ˈpraɪməri sku:l/	escola primária	a school for children between the ages of four or five and eleven. In the UK, primary schools are sometimes divided into an infant school for the youngest children and a junior school	My son did not enjoy his first year of primary school.
qualification (noun) ***	/ˌkwɒlɪfɪˈkeɪʃ(ə)n/	qualificação	something such as a degree or a diploma that you get when you successfully finish a course of study	Interviewers are only interested in skills and qualifications, not in how you look.
résumé (noun)	/ˈrɪzjuːmeɪ/	currículo	a CV	My address, email and telephone numbers are all in my CV, um, in my résumé.
strengths (noun)	/ˈstreŋθs/	pontos fortes	the things that someone does very well	Please describe your strengths and weaknesses.
time management (noun)	/ˈtaɪm ˈmænɪdʒmənt/	administração do tempo	the practice of using your time effectively, and the study of this	I'm terribly disorganized. You have no idea! But I'm working on my time management skills!
tolerant (adjective)	/ˈtɒlərənt/	tolerante	willing to accept someone else's beliefs, way of life, etc. without criticizing them, even if you disagree with them	I'm a very flexible and tolerant person.
weaknesses (noun)	/ˈwiːknesəs/	pontos fracos	the things that someone does not do very well	Almost every interviewer will ask you about your strengths and weaknesses.
work abroad (expression)	/wɜː(r)k əˈbrɔːd/	trabalhar fora	to have a job in a foreign country	Are you prepared to work abroad?
work placement (noun)	/wɜː(r)k ˈpleɪsmənt/	trabalho temporário	a temporary job that you do as part of a course of study in order to get practical training and experience	I enjoyed my work placement; it was a really good experience.
Unit 5				
advertising campaign (noun)	/ˈædvə(r)ˌtaɪzɪŋ kæmˈpeɪn/	campanha publicitária	a series of things such as television advertisements or posters that try to persuade people to buy a product	We used advertising campaigns to build brand image.
AIDA (Awareness, Interest, Desire, Action)	/eɪ aɪ diː eɪ (əˈweə(r)nəs, ˈɪntrəst, dɪˈzaɪə(r), ˈækʃ(ə)n)/		attention, interest, desire, action: a process used to sell a product or service, which involves getting a customer's attention, making them interested in it, making them want it, and then making them buy it	Many campaigns follow the AIDA formula, it's really effective!
analyze the company's needs (expression)	/ˈænləɪz ðə ˈkʌmp(ə)nɪz niːdz/	analisar as necessidades da empresa	to study or examine what is necessary in order for a company to be successful	I always analyse the company's needs first.
billboard (noun)	/ˈbɪlˌbɔː(r)d/	outdoor	a large board for advertisements in an outside public place	Our company buys space on billboards so that our customers can see our message.
buy space (expression)	/baɪ speɪs/	comprar espaço	to pay money to use space in a newspaper or magazine, or on television, etc. in order to publish information or advertise a product	We usually buy space in press ads and on TV.
a comfortable car (expression)	/ə ˈkʌmfətəb(ə)l kɑː(r)/	carro confortável	a car which is pleasant to drive and travel in	You have such a comfortable car!
commission (noun) ***	/kəˈmɪʃ(ə)n/	comissão	an extra amount of money that you earn in your job every time you sell a product or get a new customer	If you sell a car for more than £5,000 you get 10% commission!
deal with any objections (expression)	/diːl wɪð ˈeni əbˈdʒekʃ(ə)nz/	lidar com quaisquer objeções	to take action when people say that they disapprove of something or disagree with it	An important part of the selling process is dealing any objections the customer has and answering their questions.
distribution (noun) **	/ˌdɪstrɪˈbjʊːʃ(ə)n/	distribuição	the process of supplying goods from one central place to shops	The final stage of our process is distribution, our bread is taken to a wholesale distribution centre and then it is delivered to shops.
enter a new market (expression)	/ˈentə(r) əŋ ˈmɑː(r)kɪt/	entrar em um mercado novo	to start to sell products in a particular place or to a particular group of people	Advertising is extremely expensive, so companies only run a campaign when they enter a new market or launch a new product.
features and benefits	/ˈfiːtʃə(r)z ən ˈbenɪfɪts/	características e vantagens	the things that make a product, machine, or system different, and usually better, than others of a similar type	Our product has features and benefits that no similar product has.
financing (noun)	/ˈfaɪnænsɪŋ/	financiamento	paying for or providing funding for something such as a large project	We need to arrange the financing through our bank.
free software (expression)	/friː ˈsɒf(t)ˌweə(r)/	software livre	programs used by computers for doing particular jobs which do not cost anything	We save money by using free software.
friendly customers (expression)	/ˈfren(d)li ˈkʌstəmə(r)z/	clientes simpáticos(as)	people who buy goods and services and are pleasant and helpful	It's always helpful to have friendly customers!
give a product demonstration (expression)	/gɪv ə ˈprɒdʌkt ˌdɛməˈstreɪʃ(ə)n/	demonstrar um produto	to show people how a product works or how to use it	When selling to new customers, I usually give a product demonstration first.
good value for money (expression)	/ɡʊd ˈvæljuː fə(r) ˈmʌni/	vale o quanto custa	something that is good value for money is worth a large amount compared to the money that it costs	We don't usually need to offer discounts, because our product is good value for money.
a great product (expression)	/ə greɪt ˈprɒdʌkt/	um produto excepcional	something that is produced and sold and is very good or successful	We've got a great product with a really good USP.
increase market share (expression)	/ɪnˈkriːs ˈmɑː(r)kɪt ʃeə(r)/	aumentar a participação de mercado	to make larger the percentage of the total amount of sales of a particular product that a company has	Some companies use advertising to increase market share and reach new customers.
launch a new product (expression)	/lɔːntʃ əŋ ˈnjuː ˈprɒdʌkt/	lançar um novo produto	to start selling a new product to the public	Our company is creating a new advertising campaign to launch our new product.
marketing information management (noun)	/ˈmɑː(r)kɪtɪŋ ˌɪnfə(r)ˈmeɪʃ(ə)n ˈmænɪdʒmənt/	gestão das informações de mercado	the process of collecting, organizing, storing and providing information related to marketing within a company or organization	Jenna is in charge of market information for our firm.
obtain personal recommendations (expression)	/əbˈteɪn ˈpɜː(r)ʃ(ə)nəl ˌrekəˈmenˈdeɪʃ(ə)nz/	conseguir testemunhos pessoais favoráveis	to persuade people to say publicly that a particular product or service is good and to suggest that others use it	More and more advertisers are developing strategies to obtain personal recommendations via social media.

pricing (noun)	/ˈpraɪsɪŋ/	precificação	decisions that a company makes about the prices it charges for goods or services	We have a very efficient pricing strategy.
a private office	/əˈpraɪvətˈoʊfɪs/	escritório particular	an office that is used only by a particular person or group, or available only to them	One of the main benefits of my job is my private office.
product management (noun)	/ˈprɒdʌktˈmænɪdʒmənt/	gerência de produto	the process of planning and control of the marketing of a particular product or service, or of a company's products or services in general	I'm in charge of product management.
promotion (noun)	/prəˈməʊʃ(ə)n/	promoção	the process of attracting people's attention to a product or event, for example by advertising	We need information from both sales and marketing to make promotion more effective.
raise awareness (expression)	/reɪz əˈweɪ(r)nəs/	aumentar a percepção	to increase people's knowledge or understanding of a subject, issue or situation	When we start an advertising campaign, the first thing we do is raise awareness in order to make sure more consumers are aware of our product and what it does.
run a campaign (expression)	/rʌn ə kæmˈpeɪn/	lançar uma campanha	to control and organize a series of things such as television advertisements or posters that try to persuade people to buy a product	Our company is entering a new market next year so we will have to run a campaign before then.
selling (noun)	/ˈselɪŋ/	venda	the job or skill of persuading people to buy things	The team responsible for selling are all great communicators.
send a quotation (expression)	/send ə kwəʊˈteɪʃ(ə)n/	fazer uma cotação	to give someone the price that you will charge them for doing a particular piece of work	When will the seller send a quotation?
USP (noun)	/ju: es pi:/	diferencial de venda	unique selling proposition, or unique selling point: the thing that makes a product or service special or different from others	What is the USP?
word of mouth (expression)	/wɔ: (r) d əv məʊθ/	boca a boca	communication that consists of comments that people make to each other in an informal way, not formal communication such as news reports and advertisements	Everyone agrees the best form of advertising is word of mouth.
write a proposal (expression)	/raɪt ə prəˈpɔ:z(ə)l/	redigir uma proposta	to create a plan or suggestion, especially a formal one that a group has to consider	I'm going to write a proposal to present to management tomorrow.
Unit 6				
acquisition (noun) **	/ˌækwiˈzɪʃ(ə)n/	aquisição	a company that is bought by another company	I'm going to be in charge of managing our company's new acquisition.
board (noun) ***	/bɔ: (r) d/	conselho	a group of people who have the responsibility of managing important business or government activities	The board wants Aileen to present a new advertisement this month.
buyout (noun)	/ˈbaɪaʊt/		a situation in which the managers or people employed in a company take control of it by buying all of its shares	Recently, we have had many buyouts in our area.
CEO (noun)	/si: i: əʊ/	diretor(a) executivo(a)	Chief Executive Officer: the most senior manager in a company who has more authority than anyone else and is responsible for its success	I was just made CEO of our company!
chairman (noun) ***	/ˈtʃeə(r)mən/	presidente	the person in charge of a large organization or company	The chairman is retiring next month.
co-worker (noun)	/kəʊˈwɜ: (r) kə(r)/	colega de trabalho	someone who works with you, especially someone with a similar position or status in an organization	What sort of relationships do employees have with managers and with co-workers in China?
debt (noun) ***	/det/	dívida	an amount of money that you owe	I set up the business and bought the equipment with my own money, so we have no debt.
director (noun) ***	/daɪˈrektə(r)/	diretor(a)	someone whose job is to manage all or part of a company, organization or institution	I usually have to visit the directors office on a daily basis for meetings.
employee (noun) ***	/ɪmˈplɔɪi:/	empregado(a)	someone who is paid regularly to work for a person or an organization	Employees are given training in business ethics.
founder (noun) *	/ˈfaʊndə(r)/	fundador(a)	someone who starts a school, organization, business or community	What are the names of the founders of Google?
franchise (noun) *	/ˈfræntʃaɪz/	franquia	a formal agreement for someone to sell a company's products or services in a particular place, in exchange for a payment or part of the profits; also a business that operates under a franchise system	Our management training franchise recently opened ten new offices in Brazil.
franchisee (noun)	/ˌfræntʃaɪˈzi:/	franqueado(a)	a person or company that has the franchise to sell a particular type of goods or services	A US franchise was surprised that a local law allowed Moscow franchisees to ignore its prices.
franchiser (noun)	/ˈfræntʃaɪzə(r)/	franqueador(a)	a business that sells franchises	The franchiser receives a percentage of the outlet's sales revenue.
joint venture (noun)	/dʒɔɪntˈventʃə(r)/	joint venture	an agreement between two companies to work together on a particular job, usually in order to share any risk involved	Our company is in a joint venture with one of our previous rivals.
manager (noun) ***	/ˈmænɪdʒə(r)/	gerente	someone whose job is to organize and control the work of a business or organization or a part of it	My manager is impressed because the working environment is friendly and productive.
merger (noun) *	/ˈmɜ: (r) dʒə(r)/	fusão	the process of combining two companies or organizations to form a bigger one	The industry's wave of mergers and acquisitions continues.
MD (managing director) (noun) *	/em di: (ˈmænɪdʒɪŋ daɪˈrektə(r)/	diretor(a) geral	the person with the most senior position in a company and with the responsibility for managing all of it	The managing director is moving to a different company.
NPO (non-profit organization) (noun)	/en pi: əʊ (nonˈprɒfɪt ɔ: (r) ɡənəɪˈzeɪʃ(ə)n)/	organização sem fins lucrativos	a non-profit organization works to help people in some way rather than to make a profit	The YMCA is an NPO – a non-profit organization – that focuses on youth development.
owner (noun) ***	/ˈəʊnə(r)/	proprietário(a)	someone who owns something	We are the owners of an e-business that sells photographic equipment to customers all over the world.

partner (noun) ***	/ˈpɑː(r)tnə(r)/	sócio(a)	one of two or more people who own a company and share its profits and losses. A business owned in this way is called a partnership, and is usually one that provides professional services such as giving legal and financial advice	Our firm has 5 partners.
partnership (noun) ***	/ˈpɑː(r)tnə(r)ʃɪp/	sociedade	a company owned by two or more partners	My doctor works in a partnership. There are two other doctors and a physiotherapist.
president (noun) ***	/ˈprezɪdnt/	presidente	the person in charge of a business or university	I was President of the Salsa Society. We organized dances and competitions.
private limited company (noun)		empresa de capital fechado	a type of company whose shares are not traded on a stock market and may only be sold if other shareholders agree	I often eat at a local Indian restaurant. It's a private limited company, owned and run by one family.
public limited company (plc) (noun)			in the UK, a company in which people can invest their money. It has plc at the end of its name	My father invested some money in Marks & Spencer. It's a well-known public limited company.
responsible (adjective) ***	/rɪˌspɒnsəˈbɪləti/	responsável	someone who is responsible for someone or something is in charge of them and must make sure that what they do or what happens to them is right or satisfactory	Megan Smith, who is responsible for sales, wants to be paid commission instead of a salary.
risky (adjective) *	/ˈrɪski/	arriscado	involving the possibility of danger, harm, or failure	I'm not going to start my own business – it's too risky.
shareholder (noun) **	/ˈʃeə(r), hæʊldə(r)/	acionista	someone who owns shares in a company	Our employees are looking for a way they can satisfy more customers and create more value for shareholders.
sole trader (noun)	/səʊl ˈtreɪdər/	empresário(a) individual	a person who owns and operates a business alone	My hairdresser has her own business. She's a sole trader.
staff (noun) ***	/stɑːf/	quadro de funcionários	the people who work for a particular company, organization or institution: can be followed by a singular or plural verb	A lot of staff have childcare problems.
start-up (noun)	/ˈstɑː(r)t ʌp/	start-up	the process of starting a business or other activity	Do you need someone to invest in your start-up?
takeover (noun) **	/ˈteɪk.əʊvə(r)/	compra do controle acionário de uma empresa por outra	a situation in which one company takes control of another company by buying a majority of its shares	There were a number of takeovers this year.
Unit 7				
30 days' credit (expression)	/θɜː(r)ti deɪz ˈkredɪt/	prazo de pagamento de 30 dias	an arrangement to receive goods from a shop and pay for it 30 days later	Sorry, we can't give a bigger discount for 1,000 pieces. But we could help you with the terms of payment –perhaps another 30 days' credit?
account (noun) ***	/əˈkaʊnt/	conta	a record showing how much you owe a shop or other business for goods or services that you have received	I'll settle my account with them soon.
breakeven point (noun)	/ˈbreɪk.iːv(ə)n pɔɪnt/	ponto de equilíbrio	the point at which a business starts to make as much money as it has spent on a particular product, activity, etc.	Sales of 500 pieces are just enough to reach breakeven point.
cash (noun) ***	/kæʃ/	dinheiro	money in the form of notes and coins	Lasseter has no stock, no cash and no customers.
cash on delivery (expression)	/kæʃ ɒn dɪˈlɪv(ə)rɪ/	pagamento contra entrega	a method of doing business in which a company will transport goods to a customer and take payment for the goods at the time they are given to the customer	We have adapted a policy of cash on delivery.
cheque (noun)	/tʃek/	cheque	a piece of printed paper that you can use instead of money to pay for things. The American word is check	I'm sorry, we don't accept cheques.
cost of goods sold (COGS)	/kɒst əv ɡɒdz səʊld (sɪː əv dʒɪː es)/	custo de produção	the costs directly related to producing goods, rather than overheads (= regular costs, such as rent and heating)	Eric's variable costs, or cost of goods sold (COGS), are €12 per piece.
credit card (noun) **	/ˈkredɪt kɑː(r)d/	cartão de crédito	a small plastic card that you use to buy things now and pay for them later. A similar card that you use to pay for things directly from your bank account is called a debit card	Do you want to pay in cash or by credit card?
deposit (noun) **	/dɪˈpɒzɪt/	depósito	a first payment that you make when you agree to buy something expensive such as a car or house. The rest of the money that you pay later is called the balance	We will cancel your order if we do not receive your deposit within two weeks.
early payment discount (noun)	/ˈɜː(r)li ˈpeɪmənt ˈdɪs.kɑʊnt/	desconto por pagamento antecipado	a reduction in the price of something given to a person or company for paying quickly	An early payment discount is part of our payment terms.
electronic transfer (noun)	/ˌelekˈtrɒnɪk trænsˈfɜː(r)/	transferência eletrônica	a payment made directly from one bank account to another	The money was received through electronic transfer.
fixed costs (noun)	/fɪkst kɒsts/	custos fixos	costs such as rent that a company has to pay that does not depend on how much it produces	Fixed costs are increasing.
gross margin (noun)	/grɒs ˈmɑː(r)dʒɪn/	margem bruta	gross profit expressed as a percentage	The gross margin on each flash drive is 50%.
interest (noun) ***	/ˈɪntrəst/	juro	money that a person or institution such as a bank charges you for lending you money	He will probably accept a 30% cash payment, with the balance payable over five years, plus interest of about 5%.
invoice (noun)	/ˈɪnvɔɪs/	fatura	a document giving details of goods or services that someone has bought and must pay for	If you look on the back of your invoice, Mr Jones, everything is explained in black and white.
loss (noun) ***	/lɒs/	prejuízo	money that a person, company, organization, etc. loses when it spends more than it earns	We made a net loss, but that was only because of depreciation on the machines.
net income (noun)	/net ˈɪnkʌm/	faturamento líquido	the total income of a company after all tax and other costs have been paid	He paid €25,000 in taxes (25%), which left net income of €75,000.
operating expenses (noun)	/ˈɒpəreɪtɪŋ ɪkˈspensɪz/	despesas operacionais	the usual costs involved in running a business but not including the costs of producing the goods to be sold	We have had very little operating expenses these past months.
operating profit (noun)	/ˈɒpəreɪtɪŋ ˈprɒfɪt/	lucro operacional	the profit that a company makes from its normal activities of selling goods or services	Doug declared an operating profit of €100,000.

outstanding balance (noun)	/aʊtˈstændɪŋ ˈbæləns/	saldo devedor	the amount of money that you owe after paying part of the cost of something	The outstanding balance is very minimal.
overdue (adjective)	/ˌoʊvə(r)ˈdjuː/	vencido(a)	if something is overdue, it should have been done before now	As discussed by telephone, our invoice number 56/4872 for \$7,089 is overdue.
overheads (noun) *	/ˌoʊvə(r)ˈhedz/	custo fixo	money that you pay regularly as the costs of operating a business or organization	Will overheads increase next year?
owe (verb) ***	/əʊ/	dever	if you owe someone money, you have to give them a particular amount of money because you have bought something from them or have borrowed money from them. Money that you owe is called a debt	How much money do you owe?
payment in advance PayPal (noun)	/ˈpeɪmənt ɪn ədˈvɑːns/ /ˈpeɪpæl/	pagamento antecipado <i>Pay Pal</i>	the act of paying for goods or services before you receive them a system that allows payments to be made using the Internet	We received your payment in advance yesterday. I you are going to buy that online, make sure you use PayPal!
profit (noun) ***	/ˈprɒfɪt/	lucro	money that you make by selling something or from your business, especially the difference between how much money you get when you sell something and how much it costs you to buy or make it.	I'm sure I could make more profit by selling other products.
profit margin (noun)	/ˈprɒfɪt ˈmɑː(r)dʒɪn/	margem de lucro		I'm presenting an overview of our current profit margins tomorrow.
revenue (noun) **	/ˈrevənjuː/	faturamento	income from business activities or taxes	When revenues are down, sales blame marketing for not understanding their customers.
settle (the balance) (verb) ***	/ˈset(ə)l (ðə ˈbæləns)/	liquidar (a dívida)	to pay all the money that you owe to a particular person or company	Can you please settle this account immediately?
standing order (noun)	/ˈstændɪŋ ˈɔː(r)də(r)/	pagamento programado	an instruction that you give a bank to take a particular amount of money out of your account on a particular day, usually each month, to pay a person or organization for you. A direct debit is a similar arrangement, except that the amount can change and is decided by the person who you are paying	Our company has a standing order with your bank.
terms and conditions (noun)	/tɜː(r)mz ənd kənˈdɪʃ(ə)nz/	termos e condições	arrangements, requirements and rules that you accept when you buy or sell something	You need to make sure you go over all the terms and conditions prior to sales!
turnover (noun) **	/ˈtɜː(r)n.əʊvə(r)/	giro	the value of the goods and services that a company sells in a particular period of time	Eric sells 500 flash drives per year, so his turnover is €12,000.
variable costs (noun)	/ˈveəriəb(ə)l kɒsts/	custos variáveis	costs that change according to how much of a product is made	Families and companies can usually reduce variable costs easily.
Unit 8				
ahead of schedule (expression)	/əˈhed əv ˈjedjuːl/	antes do prazo	at an earlier time than was planned or arranged	Project A is ahead of schedule but over budget.
behind schedule (expression)	/bɪˈhaɪnd ˈjedjuːl/	depois do prazo	at a later time than was planned or arranged	Which project is under budget but behind schedule?
brand name (noun) *	/brænd neɪm/	marca	the name that a company chooses for its particular brand of product	This payment covers the right to use the brand name and the business model for a specified number of years.
business model (noun)	/ˈbɪznəs ˈmɒd(ə)l/	modelo de negócio	a description of the different parts of a business or organization showing how they will work together successfully to make money	The business model is perfect for markets where local entrepreneurs have limited skills and experience.
buy a franchise (expression)	/baɪ ə ˈfræntʃaɪz/	adquirir uma franquia	to pay money as part of a formal agreement to sell a company's products or services in a particular place	I would like to buy a franchise in my local area.
do training (expression)	/duː ˈtreɪnɪŋ/	dar treinamento	to teach or learn how to do a particular job or activity	Have they new employees done training yet?
exceed a budget (expression)	/ɪkˈsiːd ə ˈbʌdʒɪt/	estourar o orçamento	to spend more money than you have, or more than you planned to spend	We need to increase productivity but we cannot exceed the budget.
find premises (expression)	/faɪnd ˈpremɪsɪz/	encontrar local	to look for and find buildings and land that a business or organization can use	Have they found premises yet?
follow a manual (expression)	/ˈfɒləʊ ə ˈmænɪjəʊl/	seguir o manual	to do what is suggested by a book that contains instructions	If we don't follow a manual, we won't be as organised as we need to be!
franchise fee (noun)	/ˈfræntʃaɪz fiː/	taxa de franquia	an amount of money that you pay to a company as part of an agreement to sell a their products or services	Our franchise fee is just \$20,000 and includes two weeks' training in South Africa.
hire staff (expression)	/ˈhaɪə(r) stɑːf/	contratar pessoal	to pay people to work for you	In this company, we hire staff internationally.
make investments (expression)	/meɪk ɪnˈves(t)mənts/	fazer investimentos	to use your money with the aim of making a profit from it, for example by buying property or buying shares in a company	I'm going to make investments in several start ups this month.
management fee (noun)	/ˈmænɪdʒmənt fiː/	taxa de administração	an amount of money that you pay to a person or company that manages a business, property or money for another person or organization	After the business is open, there is a monthly management fee to pay.
meet a deadline (expression)	/miːt ə ˈded.laɪn/	cumprir o prazo	to finish work at the time or by a date that has been previously agreed	Some people just don't seem to be able to meet a deadline, ridiculous!
miss a deadline (expression)	/mɪs ə ˈded.laɪn/	perder o prazo	to finish work after the time or date that was previously agreed	We will fall behind schedule if you miss a deadline.
obtain a loan (expression)	/əbˈteɪn ə ləʊn/	obter um empréstimo	to borrow an amount of money, especially from the bank	In order to start my own business I will need to obtain a loan.
on budget (expression)	/ɒn ˈbʌdʒɪt/	dentro do orçamento	spending only as much money as you have, or as much as you planned to spend	Project D is ahead of schedule and on budget.
on schedule (expression)	/ɒn ˈjedjuːl/	dentro do prazo	at the right time, not early or late	Project H is on schedule and under budget.

open an outlet (expression)	/ˈəʊpən ən ˈaʊt,let/	outlet	to open a shop where a particular product is sold	My brother plans to open an outlet, but he needs a loan.
order stock (expression)	/ˈɔ:(r)də(r) stɒk/	encomendar produtos	to order products so that they will be delivered to you and you can sell them	It is your job to order stock this weekend.
raise capital (expression)	/reɪz ˈkæpɪt(ə)/	levantar capital	to collect money for a particular purpose	A local entrepreneur who wants to open an international franchise needs to raise capital in order to register a company and pay the franchise fee.
register a company (expression)	/ˈredʒɪstə(r) ə ˈkʌmp(ə)ni/	registrar uma empresa	to put the name of a company on an official list or record	You need to register the company before you can begin sales.
sign an agreement (expression)	/saɪn ən ə ˈɡri:mənt/	assinar um contrato	to write your full name on a document that contains details of arrangement or decision in order to show that you agree with what is written in it	I am signing an agreement with the director today.
source suppliers (expression)	/sɔ:(r)s sə ˈplaiə(r)z/	buscar fornecedores	to find a company, organization or country that supplies or sells a product or a service	Franchisees can source suppliers themselves.
stay within budget (expression)	/steɪ wɪð ɪn ˈbʌdʒɪt/	ficar dentro do orçamento	to spend only as much money as you have, or as much as you planned to spend	If we want to make a profit we need to stay within budget.
train staff (expression)	/treɪn stɑ:f/	treinar os funcionários	to teach the people who work for a particular company to do a particular job or activity	We will be closed this weekend because we need to train staff.
under budget (expression)	/ˈʌndə(r) ˈbʌdʒɪt/	abaixo do orçamento	spending less money than you have, or less than you planned to spend	Which project is under budget and ahead of schedule?