**Glossary of business terms**

**Adjective (adj)** Headwords for adjectives followed by information in square brackets [only before a noun] and [not before a noun] show any restrictions on where they can be used.

**Noun (n)** The codes [C] and [U] show whether a noun, or a particular sense of a noun, is countable (an agenda, two agendas) or uncountable (absenteeism, advertising).

**Verbs (v)** The forms of irregular verbs are given after the headword. The codes [I] (intransitive) and [T] (transitive) show whether a verb, or a particular sense of a verb, has or does not have an object. **Phrasal verbs (phr v)** are shown after the verb they are related to.

Some entries show information on words that are related to the headword. **Adverbs (adv)** are often shown in this way after adjectives.

**Region labels** The codes AmE and BrE show whether a word or sense of a word is used only in American English or British English.

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| **absenteeism** | n | U | The problem of employees not being at work when they should be |
| **accessory** | n | C | A small thing that you add to a house, clothes etc to make them look more attractive |
| **account** | n | 1 | C | An arrangement between a customer and a bank that allows the customer to pay in and take out money |
| **accountant** | n | C | A professional whose job is to keep the financial records of an organization, or to advise clients on financial and tax matters |
| **ad** | n | C | An informal word for advertisement |
| **administration** | n | U | The activity of managing and organizing the work of a company or organization |
| **advert** | n | C | BrE | An informal word for advertisement |
| **advertise** | v | [I,T] | 1 | To tell people publicly about a product or service in order to persuade them to buy it |
| **advertisement** | n | C | A picture, piece of writing, or film that tells people about a product or service in order to persuade them to buy it |
| **advertiser** | n | C | A person or organization that advertises their products or services |
| **advertising** | n | U | 1 | Telling people about a product or service in order to persuade them to buy it |
| **advertising campaign** | n | C | An organization’s programme of advertising activities over a particular period with specific aims, for example to increase sales of a product |
| **agenda** | n | C | 1 | A list of the subjects to be discussed at a meeting |
| **aggressive** | adj | An aggressive plan or action is intended to achieve its result by using direct and forceful methods |
| **application** | n | C | 1 | A formal, usually written, request for something, especially a job, a place at university, or permission to do something |
| **apply** | v | [I] | To make a formal, usually written request for something, especially a job, a place at university, or permission to do something |
| **approximate** | adj | An approximate amount, number etc is a little more or a little less than the exact amount, number etc – approximately adv |
| **assertive** | adj | Behaving in a confident way in order to get what you want |
| **asset** | n | 1 | C | Something of value belonging to a person or company that has value or the power to earn money |
| **attend** | v | [I,T] | To go to an event such as a meeting |
| **award** | n | C | A prize for good performance in a particular activity |
| **background** | n | 1 | C | Someone’s past, for example their education, qualifications, and the jobs they have had |
| **bankrupt** | adj | Not having enough money to pay your debts – bankruptcy n [C,U] |
| **bargain** | n | C | 1 | Something you buy cheaply or for less than its usual price |
| **bargain** | v | [I] | To discuss the conditions of a sale, agreement etc in order to get the greatest advantage for yourself – bargaining n [U] |
| **benchmark** | n | C | 1 | Something that can be used as a comparison to judge or measure other things |
| **benchmarking** | n | U | 2 | A good performance in a particular activity by one company that can be used as a standard to judge the same activity in other companies – benchmark v [T] |
| **bill** | n | C | The total cost of something, or the document that shows this |
| **board** | also board of directors n | C | Usually singular | The group of people who have been elected by shareholders to manage a company |
| **bond** | n | C | A financial certificate showing an amount borrowed by an organization or government at a particular
rate of interest for a particular period

**bonus** *n* [C] an extra amount of money added to an employee's wages, usually as a reward for doing difficult work or for doing their work well

**boom** *n* [C,U] 1 a time when business activity increases rapidly, so that the demand for goods and services increases, prices and wages go up, and unemployment falls 2 a time when activity on the stock market reaches a high level and share prices are very high

**boom** *v* [I] if business, trade, or the economy is booming, it is very successful and growing

**branch** *n* [C] an individual bank, office, shop etc that is part of a larger organization

**brand** *n* [C] a name given to a product or group of products by a company for easy recognition

**brand** *v* [T] to give a name to a product or group of products for easy recognition – **branding** *n* [U]

**bribery** *n* [U] dishonestly giving money to someone to persuade them to do something to help you – **bribe** *n* [C]

**budget** *n* [C] an amount of money that an organization has available to spend on something in a particular period

**budget** *v* [I,T] to plan the amounts of money to be spent on different things in a particular period

**bureaucracy** *n* [C] a system of government that involves a large number of departments and officials 2 [U] dispaproving all the complicated rules and processes of an official system, especially when they are confusing or responsible for causing a delay

**campaign** *n* [C] a series of activities designed to achieve a particular result

**capacity** *n* [I,C,U] the amount of space that a container, room etc has 2 [singular, U] the amount of something that a company, factory etc can deal with or produce

**capital** *n* [U] money invested in something in order to make a profit

**career** *n* [C] 1 a profession or job that you train for 2 the series of jobs that you do during your working life

**career ladder** *n* [singular] all the increasingly important jobs that someone has, or would like to have, as they get older

**cash** *n* [U] money, especially money that is immediately available in banknotes, coins, bank accounts etc

**cash flow** also **cashflow** *n* [I,U] the amounts of money coming into and going out of a company, and the timing of these 2 [C,U] profit made during a particular period, measured in different ways by different businesses

**catalogue** *BrE* **catalogue** *AmE* *n* [C] a book with all of a company's products or services listed and described

**chain** *n* [C] a number of shops, hotels, or cinemas belonging to the same organization

**chair** *n* [singular] 1 the position of being the chairperson of a company or organization or the person who is chairperson 2 the position of being in charge of a meeting, or the person who is in charge of it – **chair** *v* [T]

**chairman** *plural -men, chairwoman plural -women* *n* [C] the most important person on the board of directors of a company, especially in the UK. In the US, this person is usually called the president of the company

**chamber of commerce** *n* [C] an organization made up of businesspeople in a particular place, that helps businesses with advice, support etc

**charge** *n* [I,C,U] the amount of money you have to pay for goods or services 2 **be in charge of sth** to be the person who controls or manages an activity or a group of people

**charge** *v* [I,T] to ask someone to pay a particular amount of money for something

**Chief Executive Officer** *CEO* *n* [C usually singular] the title of the manager with the most authority in the day-to-day management of a company

**Chief Executive Officer** *CEO* *n* [C usually singular] the title of the manager with the most authority in the day-to-day management of a company, used especially in the US. The job of CEO is sometimes combined with that of president

**client** *n* [C] someone who pays for professional services

**colleague** *n* [C] someone you work with, used especially by professional people and managers

**commercial** *adj* 1 relating to business 2 a commercial product or service is sold in order to make a profit

**commercial** *n* [C] an advertisement on television or radio

**commission** *n* [C,U] an amount of money paid to someone according to the value of goods, services, investments etc they have sold

**compensation** *n* [U] 1 an amount paid to someone because they have been hurt or harmed 2 the total amount of pay and benefits that an employee receives, especially a high-level manager

**compete** *v* [I] if a company, country etc competes with others, it tries to persuade people to buy its products or services rather than those of the others

**competition** *n* [I,U] a situation where businesses or countries are competing with each other 2 [C] an event where people have to answer questions etc in order to win prizes

**competitive** *adj* 1 used to describe situations where companies, countries etc are competing 2 a competitive price is similar to or less than other companies' prices

**competitive advantage** *n* [C] something that helps you to be better or more successful than others

**competitor** *n* [C] a person, product, company, country etc that is competing with another

**component** *n* [C] a part of a product, activity etc

**concept** *n* [C] an idea for a product, business etc

**conglomerate** *n* [C] a large business organization consisting of different companies, often involved in different activities

**consume** *v* [T] to use raw materials, finished products etc

**consumer** *n* [C] a person who buys products or services for their own use, rather than to use in business or to resell

**consumer behaviour** *BrE* **consumer behavior** *AmE* *n* [U] how, why, where, and when consumers buy things, and the study of this

**contract** *n* [C] a formal agreement between two or more people or organizations to do something, for example to buy something

**corporate** *adj* [only before a noun] relating to companies, usually large ones

**counselling** *BrE* **counselling** *AmE* *n* [U] when people are given advice to help them in a difficult situation

**counsellor** *BrE* **counsellor** *AmE* *n* [C] someone whose job is to give counselling

**counterpart** *n* [C] your counterpart is someone with the same job as you in another organization

**crash** *n* [C] 1 a time when many investments lose their value very quickly 2 an occasion when a computer or computer software suddenly and unexpectedly stops working or fails to work properly

**crash** *v* [I,T] if stock markets, shares etc crash, they suddenly lose a lot of value 2 [I,T] if a computer crashes, or if you crash a computer, it suddenly and unexpectedly stops working

**create** *v* [T] to make something that did not exist before
creative adj producing or using new ideas – creativity n [U]
credit n [U] 1 borrowed money that is available to spend
2 an arrangement with a shop, supplier etc to buy something now and pay later
CRM abbreviation for customer relationship management
cultural adj 1 relating to artistic activities such as theatre, classical music etc
2 relating to the ideas, beliefs, and customs that are shared and accepted by people in a society, company etc
culture n [C,U] the ideas, beliefs, and customs that are shared and accepted by people in a society, company etc
currency n [C,U] the money used in a particular country
customer n [C] a person or organization that buys products
customer loyalty n [U] when customers continue to buy a particular company's product, and do not change to other companies' products

customer orientation n [U] when a company finds out about its customers' needs, and offers products and services that satisfy these needs
customer relationship management (CRM) n [U] a company's activities to keep its customers satisfied, find out more about their needs etc
cyberspace n [U] all the sites, services etc on the Internet
debt n [C] an amount of money that is owed
1 [U] the state of owing money
2 [U] money borrowed by a company in the form of loans and bonds, rather than shares

decline v [I] 1 if an industry or country declines, it becomes less profitable, productive etc
2 if sales, output, production etc decline, they become less – decline n [C,U]
decrease v [I] 1 if an amount, level etc decreases, it goes down
2 [T] if you decrease an amount, level etc, you reduce it – decrease n [C,U]
delegate v [I,T] to give part of your power or work to someone who is at a lower level in the organization – delegation n [U]
delay v [I,T] 1 to take goods to a place
2 to produce results – delivery n [C,U]
demand n [U] 1 spending on goods and services by companies and people
2 the total amount of a type of goods or services that people or companies buy in a particular period
3 the total amount of a type of goods or services that people or companies would buy if they were available

deploy n [C] someone in an organization who is immediately below someone else, and who does their work when they are not there – deploy adj [only before a noun]
devaluation n [C,U] when the value of a country's currency goes down or is reduced by the government, in relation to other currencies
distribute v [T] to supply goods to shops, customers etc – distribution n [U]
distributor n [C] a business that makes goods available either to shops or directly to buyers

drive v [I,T] 1 to control a train, car etc
2 [usually passive] if an activity is driven by something, it is influenced by it and depends on it

durable adj if something is durable, it lasts a long time – durability n [U]
earnings n [plural] 1 the money that a person or particular group of people earn in a particular period
2 the profit made by a company in a particular period, or by companies in general

economic adj [only before a noun] relating to the economy, business etc
2 if an activity is economic, it is profitable
economical adj using time, money, goods etc carefully and without wasting any

economically adv 1 in a way that relates to the economy, business etc
2 in a way that makes a profit
3 in ways that uses time, money, goods etc carefully and without wasting any

economy n [C] the system by which a country's goods and services are produced and used, and the people and organizations involved in it
employ v [T] to pay someone to work for you in a particular job

employee n [C] someone who works for a company, especially in a job below the rank of manager

employee loyalty n [U] when employees like working for a particular company, work hard, and do not want to leave

employer n [C] a person or organization that employs people

employment n [U] 1 work that you do to earn money
2 the number of people in an area, industry etc that have jobs, the type of jobs they have etc

e-tailer n [C] a person or organization that sells goods to the public on the Internet

executive n [C] someone with an important job as a manager in an organization

expand v [I,T] to become larger in size, amount, or number, or to make something larger in size, amount, or number
2 [I] if a company expands, it increases its sales, areas of activity etc – expansion n [U]

expense n [C,U] one of the costs of a particular activity
2 expenses [plural] money that an employee spends while they do their job, for example on travel and food, and which their employer then pays back

exploit v [T] 1 to treat someone unfairly in order to make money, get an advantage for yourself etc
2 to gain advantage from a situation, opportunity etc

exploitation n [U] when you treat someone unfairly in order to make money, get an advantage for yourself etc

export n [C] usually plural a product that is sold to another country
2 [U] the sale of products to other countries

export v [I,T] to sell products to other countries

facility n [C] a place or large building which is used to make or provide a particular product or service

2 facilities [plural] special buildings or equipment that have been provided for a particular use, such as sports activities, shopping, or travelling

failure n [C,U] 1 when someone or something does not achieve the results that were expected
2 when a machine stops working

fall v past tense fell past participle fallen [I] to go down to a lower price, level, amount etc

fall n [C] 1 a reduction in the amount, level, price etc of something
2 when a person or organization loses their position of power or becomes unsuccessful

feature n [C] one of the characteristics of a product or service that is useful, attractive etc

feature v [T] if a product features a particular characteristic, it possesses it

finance n [U] money that is provided or lent for a particular purpose
2 [U] the department in a company that deals with money

3 finances [plural] the situation of a country, company etc in relation to the amount of money it has, owes etc –
financial adj
finance v [T] to give or lend money for a particular project, activity etc
firm n [C] a company
fleet n [C] a fleet of cars, trucks etc is all the cars etc that a company owns
flexible adj 1 a person, plan etc that is flexible can change or be changed easily to suit any new situation
2 if arrangements for work are flexible, employers can ask workers to do different jobs, work part-time rather than full-time, give them contracts for short periods etc. Flexible working also includes job-sharing and working from home – flexibility n [U]
flexitime BrE flexitime AmE n [U] a system in which people who work in a company do a fixed number of hours each week, but can choose what time they start or finish work within certain limits
focus group n [C] a group of people brought together to discuss their feelings and opinions about a particular subject. In market research, focus groups discuss their opinions of products, advertisements, companies etc
forecast n [C] a description of what is likely to happen in the future, based on information available now
forecast v past tense and past participle forecast or forecasted [T] to state what is likely to happen in the future, based on information available now
formal adj 1 formal behaviour is very polite
2 [only before noun] formal qualifications are those you gain at school, university etc, rather than experience you get in your job
found v [T] to start a new activity, organization etc – founder n [C]
global adj 1 affecting or involving the whole world
2 including and considering all the parts of a situation together, rather than the individual parts separately – globally adv
globalization also -isation BrE n [U] the tendency for the world economy to work as one unit, led by large international companies doing business all over the world
globalize also -ise BrE v [I,T] if a company, an industry, or an economy globalizes or is globalized, it no longer depends on conditions in one country, but on conditions in the world as whole

goods n [plural] things that are produced in order to be used or sold
gross domestic product (GDP) n [singular] the total value of goods and services produced in a country’s economy, not including income from abroad
grow v past tense grew past participle grown 1 [I] to increase in amount, size, or degree
2 [T] if you grow a business activity, you make it bigger
growth n [U] an increase in size, amount, or degree
guarantee n [C] a formal written promise to repair or replace a product if there is a fault within a particular period
headquarters n [plural] the head office or main building of an organization – headquartered adj
healthcare n [U] medical care, doctors, hospitals etc considered as an industry
high-tech also hi-tech adj high-tech companies, activities etc use advanced equipment and techniques
hire v [T] 1 if a company hires new employees, it recruits them
2 if you hire a car, boat etc you pay to use it for a particular period
human resources n [plural] 1 an organization’s employees, with their abilities and skills
2 (HR) the administration of a company’s employees, including recruitment, salary systems etc
human rights n [plural] the basic rights that people have to be treated fairly and equally, especially by their government
image n 1 [C] a picture, photograph etc
2 [C,U] all the ideas that people have about a product, person etc, considered together
import n [C] a product that is bought from another country
import v [I,T] to buy products from other countries
incentive n [C] something which is used to encourage people, especially to make them work harder, produce more or spend more money
income n [C,U] 1 the amount that a person earns in a particular period
2 the profit made by a company within a particular period
industrial adj 1 involving industry, or of a type used in industry
2 industrial areas, countries etc have many different companies and industries
industrialist n [C] a powerful businessman or businesswoman
industry n 1 [U] the production of basic materials or finished goods
2 [U] all the people and organizations that work in industry
3 [C] a particular type of industry or service
inflation n [U] a continuing increase in the price of goods and services, or the rate of this increase
infrastructure n [C,U] 1 the basic systems and structures that a country needs to make economic activity possible, for example transport, communications, and power supplies
2 the basic systems and equipment needed for an industry or business to operate successfully or for an activity to happen
innovate v [I] to design and develop new and better products – innovator n [C]
innovation n 1 [C] a new idea, method, or invention
2 [U] the introduction of new ideas or methods
innovative adj 1 an innovative product, method, process etc is new, different, and better than those that existed before
2 using clever new ideas and methods – innovatively adv
insurance n [U] an arrangement where a company collects money from a person or organization and, in return, promises to pay them money if they are ill, have an accident, cause harm to others etc
interest n 1 [U] an amount paid by a borrower to a lender, for example to a bank by someone borrowing money for a loan, or by a bank to someone keeping money in an account there
2 [U] the interest rate at which a particular sum of money is borrowed and lent
3 [C] the part of a company that someone owns
4 [C] the possession of rights, especially to land, property etc
interest rate n [C] the cost of borrowing money, expressed as a percentage over a particular period such as a month or year
interpreter n [C] someone who translates what someone says from one language into another, especially as their job
inventory n [U] the American word for stocks of goods
invest v [I,T] 1 to put money into a business activity, hoping to make a profit
2 to buy shares, bonds etc, hoping to make a profit – investment n [C,U]
invoice n [C] a document sent by a supplier to a customer showing how much they owe for particular goods or services
issue n [C] 1 something that must be discussed, decided etc
2 a magazine or newspaper appearing on a particular date
join v [I,T] if you join a company, you start working for it
joint venture n [C] a business activity in which two or more companies have invested together
labor union n [C] AmE an organization representing people working in a particular industry or profession, especially in meetings with their employers. Labor unions are called trade unions in British English
labour BrE, labor AmE n [U] 1 the work performed by the
people in a company, country etc
2 the people doing this work considered as a group

labour force BrE, labor force AmE n [C] another name for workforce

launch v [I,T] 1 to show or make a new product available for sale for the first time
2 to start a new company
3 to start a new activity, usually after planning it carefully

launch n [C] 1 an occasion at which a new product is shown or made available for sale or use for the first time
2 the start of a new activity or plan

level n [C] 1 the measured amount of something that exists at a particular time or in a particular place
2 all the people or jobs within an organization, industry etc that have similar importance and responsibility

level v levelled, levelling BrE, leveled, leveling AmE level off/out phr v [I] to stop climbing or growing and become steady or continue at a fixed level

liability n 1 [singular] an amount of money owed by a business to a supplier, lender, or other creditor
2 liabilities [plural] the amounts of money owed by a business considered together, as shown in its balance sheet
3 [U] a person’s or an organization’s responsibility for loss, damage, or injury caused to others or their property, or for payment of debts

licensing agreement n [C] an arrangement where one company gives permission to another to make products based on its ideas, usually in exchange for payment

lifetime lifecycle also life-cycle n [C] the different stages in the existence of a product, from its design and launch, through to the time when it is discontinued (= no longer sold)

lifestyle n [C,U] the way someone lives, including their job, how they spend their money etc

limited company also limited liability company n [C] a company where individual shareholders lose only the cost of their shares if the company goes bankrupt, and not other property they own

liquidation n [U] if a company goes into liquidation, it stops operating and all its remaining assets are sold

loan n [C] an amount of money that is lent, usually in return for interest until the money is repaid

logo n [C] a design or way of writing its name that a company or organization uses as its official sign on its products, advertising etc

lose v past tense and past participle lost present participle losing [I,T] 1 to stop having something any more, or to have less of it
2 to have less money than you had before or to spend more money than you are receiving
3 lose something (to sb/sth) to have something such as a contract or customers taken away by someone or something

loss n 1 [C,U] the fact of no longer having something that you used to have
2 [C] when a business or part of a business spends more money in costs than it gets in sales in a particular period, or loses money on a particular deal, problem etc

maintenance n [U] the work, repairs etc required to keep something in good condition

manage v [T] to direct or control an organization or part of one

management n [U] 1 the activity or skill of directing or controlling the work of an organization, or part of one
2 the managers of an organization considered together
3 the managers in charge of a particular activity, and the skills and knowledge that they need

manager n [C] someone whose job is to manage all or part of an organization

managing director (MD) n [C] usually singular] in the UK, the manager with the most authority in the day-to-day management of a company. The job of MD is sometimes combined with that of chairperson

manufacturer v [T] to make goods – manufacturer n [C] – manufacturing n [U]

market n [C] all the people and organizations involved in the activity of buying and selling particular goods or services

market v [T] 1 to sell something or make it available for sale
2 to sell something by considering what customers want, how much they are willing to pay, where they want to buy it etc

marketing n [U] activities to design and sell a product or service by considering what customers want, how much they are willing to pay, where they want to buy it etc

marketing mix n [C] usually singular] the combination of marketing actions often referred to as product, price, place, and promotion: selling the right product, through appropriate distribution channels, and at the right price in relation to other products so that the company makes a profit, with the correct support in terms of advertising etc

market share n [C,U] the sales of a particular company in a market, expressed as a percentage of the total sales

mentor n [C] an experienced person who gives advice to less experienced people to help them in their work

merchandise n [U] goods that are produced in order to be sold, especially goods that are sold in a shop

merge v [I,T] if two or more companies, organizations etc merge, or if they are merged, they join together

merger n [C] an occasion when two or more companies, organizations etc join together to form a larger company etc

model n [C] 1 a particular type or design of a vehicle or machine
2 a simple description or structure that is used to help people understand similar systems or structures

morale n [U] the level of confidence and positive feelings among a group of people who work together

motivate v [T] 1 to encourage someone and make them want to achieve something and be willing to work hard in order to do it
2 to provide the reason why someone does something – motivated adj

motivation n [U] eagerness and willingness to do something without needing to be told or forced to do it
2 [C] the reason why you want to do something

multinational n [C] a large company that has offices, factories and business activities in many different countries

net n [U] a net amount of money is the amount that remains after costs, taxes etc have been taken away

net also Net n [singular] the Internet

network n [C] a group of people, organizations, offices etc that work together

niche also niche market n [C] a market for a product or service, perhaps an expensive or unusual one that does not have many buyers but that may be profitable for companies who sell it

numeracy n [U] when people are good at arithmetic and can deal with numbers without difficulty – numerate adj

online also on-line adj, adv involving the use of the Internet to obtain and exchange information, buy goods etc

outlet n [C] a shop or other organization through which products are sold

overdraft n [C] especially BrE an arrangement between a bank and a customer allowing them to take out more money from their account than they had in it

overtime n [U] 1 time that you spend working in your job in addition to your normal working hours
2 time that a factory, office etc is operating in addition to its normal hours

3 the money that you are paid for working more hours than
usual
overwork n [U] when someone works too much or too hard – overworked adj
parent company n [C] a company that owns more than half the shares in another. The other company is its subsidiary
partner n [C] 1 a company that works with another company in a particular activity, or invests in the same activity 2 someone who starts a new business with someone else by investing in it 3 a member of certain types of business or professional groups, for example partnerships of lawyers, architects etc
payback period n [C] the length of time that it takes to get back the investment put into a particular project, and to start making a profit
payment n [C,U] the act of paying money to someone, or the amount involved
payment system n [C] the arrangements for paying employees in a particular company including bonuses, overtime etc
pharmaceuticals n [plural] medicines, and the industry that produces them – pharmaceutical adj
phase n [C] a particular stage or period in doing something phase v [T] if you phase something over a period, you do it gradually during that period
pie chart n [C] a drawing of a circle divided into several sections, where the size of each section represents an amount as a percentage of the whole
plc abbreviation for public limited company
president n [C] in the US, the most important person on the board of directors of a company
private sector n [singular] all the companies in a country that are not owned by the government, considered as a whole
privatize also –ise BrE v [T] if a government privatizes a company that it owns, it sells it to investors – privatization n [C,U]
promote v [I,T] 1 to help something develop and grow 2 to give someone a more important job or rank in an organization 3 to sell a product using advertising, free gifts etc
promotion n [C,U] 1 a move to a more important job or rank in a company or organization 2 also sales promotion advertisements, free gifts and other activities intended to sell a product or service
public limited company n [C] in the UK, a form of limited company whose shares are freely sold and traded. Public limited companies have the letters PLC after their name
public sector n [singular] all the companies and business activities owned and controlled by the government of a particular country, considered as a group
purchase n [C] the act of buying something, or the thing that you buy – purchase v [T] – purchasing n [U]
qualification n [C usually plural] an examination that you have passed at school, university, or in your profession 2 [C] a skill, personal quality, or type of experience that makes you suitable for a particular job
R and D n [U] research and development; the part of a business concerned with studying new ideas and developing new products
range n [C] a set of similar products made by a particular company or sold in a particular shop
rate n [C] 1 the speed at which something happens 2 the number of examples of something, often expressed as a percentage 3 another name for interest rate
raw material n [C usually plural] one of the basic materials used to make something. For example, steel is one of the raw materials in cars
record n 1 [C] the past performance of a person, organization etc 2 records [plural] the history of a particular activity, organization etc record adj [only before a noun] involving the best level, performance etc in a particular activity recruit v [I,T] to find new people to work for an organization, do a job etc recruit n [C] someone who has recently joined a company or organization recruitment n 1 [U] the process or the business of recruiting new people 2 [C] an occasion when someone is recruited redundant adj especially BrE [C,U] when someone loses their job in a company because the job is no longer needed redundant adj especially BrE if you are redundant or made redundant, your employer no longer has a job for you refund n [C] a sum of money that is given back to you if, for example, you are not satisfied with something you have bought – refund v [T]
relationship n [C] the behaviour and feelings of two or more people, companies etc that work together reliable adj someone or something that is reliable can be trusted or depended on – reliability n [U]
relocate v [I,T] if a company or workers relocate or are relocated, they move to a different place – relocation n [C,U]
rep n [C] an informal name for sales representatives representative n [C] 1 someone chosen to speak or make decisions for another person or group of people 2 a sales representative resign v [I,T] to officially leave a job, position etc usually through your own choice, rather than being told to leave – resignation n [C]
resource n 1 [C usually plural] also natural resource something such as oil, land, or natural energy that exists in a country and can be used to increase its wealth 2 resources [plural] all the money, property, skill, labour etc that a company, country etc has available restructuring v [I,T] if someone restructures a company, they change the way it is organized, usually in order to make it more profitable – restructuring n [U]
results n [plural] 1 things that happen because of someone’s efforts, work etc 2 the profit or loss made by a company in a particular period retail v [I,T] to sell goods to the general public in shops etc – retailing n [U]
retailer n [C] 1 a business that sells goods to members of the public 2 a person or company that owns or runs a shop or chain of shops selling goods to the public retail outlet n [C] a shop through which products are sold to the public retain v [T] if a company retains its customers or employees, they continue to buy from or work for the company, and do not go elsewhere – retention n [U]
revenue n [U] also revenues [plural] the amount a company receives from sales in a particular period rights n [plural] 1 the freedom and advantages that everyone should be allowed to have – see also human rights 2 if a person or company has the rights to something, they are legally allowed to use it to make money rise v past tense rose past participle risen [I] to increase in number, amount, or value rise n 1 [C] an increase in number, amount, or value 2 [C] also pay rise BrE an increase in salary or wages. A rise is called a raise or pay raise in American English 3 [singular] the process of becoming more important, successful, or powerful
sack $ give sb the sack/get the sack $ to tell someone to leave their job, or to be told to leave your job

sale n [C] the act of selling something
  2 for sale available to be bought
  3 sales [plural] goods sold in a particular period, or the amount of money received from this

sales representative also sales rep n [C] someone whose job is to sell their company’s products or services, for example by visiting customers

schedule n [C] a plan or timetable for doing something

scheduled flight n [C] a normal flight on an airline available for anyone to use

sector n [C] a particular industry or activity or group of industries etc

secure adj involving actions to keep someone or something safe from being damaged, stolen etc – security n [U]

segment n [C] 1 a part of the economy of a country or a company’s work
  2 also market segment a group of customers that share similar characteristics, such as age, income, interests, social class etc

3 also market segment the products in a particular part of the market

share n [C] 1 one of the parts into which ownership of a company is divided
  2 also market share the sales of a particular company in a market, expressed as a percentage of the total sales

shareholder n [C] a person or organization that owns shares in a company

shareholder value n [U] the idea that companies should produce the best possible profit for their shareholders, and that one of the main jobs of management is to ensure this

ship $ [T] to transport and deliver goods

skill n [C,U] an ability to do something well, especially because you have learned and practised it – skilled adj

slogan n [C] an easily remembered phrase used to express a particular idea, for example in an advertisement

smart adj 1 intelligent
  2 attractive
  3 well-dressed
  4 relating to technology that does things in an efficient way

sponsorship n [U] financial support given to an arts or sports event in order to get public attention

spreadsheet n [C] a computer program that shows rows and columns of figures, and allows calculations to be done on them. Spreadsheets are used to analyze what would happen in different situations, for example to sales and profits

stable adj firm, steady, or unchanging

start-up n [C] a new company, especially a hi-tech one

status n [U] 1 your social or professional rank or position
  2 high social position that makes people respect you

stereotype n [C] a fixed idea about something, that may or may not be true

stock n [C,U] 1 especially AmE one of the shares into which ownership of a company is divided, or these shares considered together
  2 also stocks [plural] a supply of a commodity (= oil, metal, farm product etc) that has been produced and is kept to be used when needed
  3 especially BrE a supply of raw materials or parts before they are used in production, or a supply of finished goods. Stocks of raw materials or parts are usually called inventories in American English
  4 a supply of goods, kept for sale by a shop or other retailer. Stocks of goods are usually called inventories in American English

stock market also stockmarket n [C] a place or computer system where bonds, shares etc are bought and sold

strategy n 1 [C] a plan or series of plans for achieving an aim, especially relating to the best way for an organization to develop
  2 [U] the process of skilful planning in general

strength n [C,U] a particular quality or ability that gives someone an advantage in relation to others

stress n [U] continuous feelings of worry about your work or personal life, that prevent you from relaxing – stressful adj

stressed also stressed out adj if someone is stressed or stressed out, they are so worried and tired that they cannot relax

subsidiary also subsidiary company n [C] a company that is at least half-owned by another company, its parent company

subsidize also -ise BrE $T$ if a government or organization subsidizes a company, activity etc, it pays part of the cost – subsidized adj

subsidy n [C] money that is paid by a government or organization to make something cheaper to buy, use, or produce

supply $r$ [T] to sell and provide goods or services – supplier n [C]

survey n [C] 1 a set of questions given to a group of people to find out their opinions
  2 the information obtained by analyzing the answers to these questions

tactic n [C usually plural] a method that you use to achieve something

takeover n [C] an occasion when a person or company obtains control of another company by buying more than half of its shares

talent n [C,U] a natural skill or ability

target$^t$ n [C] an organization, industry, country etc that is deliberately chosen to have something done to it

2 a result such as a total, an amount, or a time which you aim to achieve

target$^t$ $r$ [T] 1 to make something have an effect on a particular limited group or area

2 to choose someone or something as your target – targeted adj

tend $r$ [I] if something tends to happen, it happens frequently, but not always

tendency n [C] 1 if you have a tendency to do something, you do it frequently

2 the general way in which a particular situation is changing or developing

trade$^t$ n [U] buying and selling goods and services, especially between countries – see also balance of trade

2 [C] a particular business activity

trade$^t$ $r$ [I,T] 1 to buy and sell goods and services, especially between countries

2 to buy and sell shares etc on a financial market

trademark also trade-mark n [C] a name, sign, or design on a product to show that it is made by a particular company

trade union n [C] BrE an organization representing people working in a particular industry or profession, especially in meetings with their employers. Trade unions are called labor unions in American English

trading group n [C] a group of countries that agree to have low or no taxes on goods they export to each other

transaction n [C] 1 a business deal, especially one involving the exchange of money

2 the act of paying or receiving money

transfer $r$ [I,T usually passive] if you transfer to another job or workplace, or if you are transferred, you move there

trend n [C] the general way in which a particular situation is changing or developing

turnover n [singular] 1 BrE the amount of business done in a
particular period, measured by the amount of money obtained from customers for goods or services that have been sold
1 the rate at which workers leave an organization and are replaced by others
2 the rate at which goods are sold and stock is replaced

unemployed adj without a job
unemployment n [U] 1 when you do not have a job
2 also unemployment rate the number of people in a particular area, country etc who do not have a job
union n [C] 1 a group of people, countries etc who work together for a particular aim
2 a trade union or labor union
unskilled adj without training in the skills needed in particular jobs
update n [C] information that tells you what has happened recently in a particular activity, situation etc
vacancy n [C] a job that is available
virtual adj involving something that gives you the experience of its real equivalent
visual also visual aid n [C] a diagram, map etc that people can look at, for example in a presentation, and that helps them understand and remember it
voice mail also voicemail n [U] a system for leaving messages for people by telephone, or the messages themselves
volunteer v [I] to ask to do something that you do not have to do – volunteer n [C]
warehouse n [C] a building where goods are stored
weakness n [C,U] lack of a particular characteristic that would give you the ability to succeed, perform better etc
website n [C] information about a particular company, subject etc available on the Internet. Each website has an address that begins ‘http’
wholesaler n [C] a person or company that sells goods in large quantities to other wholesalers, or to retailers who may then sell them to the general public
workaholic n [C] someone who cannot stop work and is unwilling to do anything else
workforce n [C] all the people who work in a particular country, area, industry, company, or place of work
workload n [C] the work that a person or group of people have to do in a particular period