

Intelligent Business

Intermediate Mini-Dictionary - Spanish

accountable *adj* responsible for the effects of your actions: *Managers are accountable for the performance of their employees* [responsable] **Synonyms** responsible [+ for] *adj* [responsable de]

achievement *n* [C] something that you succeed in doing by your own efforts: *Designing the first laptop computer was one of his greatest achievements* [logro] – **achieve** *v* [T] [lograr] – **achiever** *n* [C] [triunfador/a]

aid *n* [U] assistance given to a country or organisation in difficulty: *The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations* [ayuda] – **aid** *v* [T] [ayudar]

analysis *n* [C] the work of studying data and information: *Detailed analysis of our results shows that productivity has increased only marginally* [análisis] – **analyse** *v* [T] [analizar] – **analyst** *n* [C] [analista] **Collocations** financial analysis

applicant *n* [C] a person who is applying for a position: *All applicants are asked to provide a letter of reference* [solicitante] – **apply** [+ for] *v* [I] [solicitor] – **application** *n* [C] [solicitud] **Synonyms** candidate *n* [C] [candidato/a]

appraise *v* [T] to assess the value of something *Staff are regularly appraised to see if they have met the objectives that they are given: The department manager will appraise each employee individually* [evaluar] – **appraisal** *n* [C] [evaluación] – **appraisee** *n* [C] [evaluado/a] – **appraiser** *n* [C] [evaluador/a] **Collocations** annual appraisal, performance appraisal

asset *n* [C] something belonging to an individual or business that has value or the power to earn money: *The company has recently sold some of its assets to an Australian investor* [activo] **Collocations** tangible assets, intangible assets, fixed assets, liquid assets

assign *v* [T] give someone a particular task to do: *Employees are assigned duties that correspond to their skills and training* [asignar] – **assignment** *n* [C] [cometido]

authority 1 *n* [U] the power to impose decisions: *The managers in our company have a great deal of authority* [autoridad] – **authorise** *v* [T] [autorizar] – **authorisation** *n* [U] [autorización] – **authoritative** *adj* [autoritario/a] – **authoritarian** *adj* [autoritario/a] **Collocations** lines of authority **2** *n* [C] a public institution which is in charge of enforcing regulations or administering a government service: *The public health authority.*

autonomy *n* [U] the freedom to make your own decisions without having to request authorisation: *I've always believed that it's best to give staff as much autonomy as possible* [autonomía] – **autonomous** *adj* [autónomo/a]

back office *n* [C] the departments of a financial company where routine administrative tasks are done without direct contact with customers: *Efficient management of the back office can reduce costs* [servicio de gestión]

balance sheet *n* [C] a statement showing the wealth of a business or organisation at a particular date. *The balance sheet has two parts showing assets and liabilities: Buildings and machines*



are assets that should be listed on the balance sheet [balance general] Synonyms statement of financial position n [C] AmE [estado de la situación financiera]

bankrupt adj unable to pay your debts: *The company is almost bankrupt and will need to secure a loan to survive* [en bancarrota] – bankrupt v, n [C] [(ir a la) bancarrota] – bankruptcy n [U] [bancarrota] Synonyms insolvent adj AmE [insolvente]

barrier to entry n [C] any factor which prevents new competition from entering a market: *A strong brand can become a barrier to entry in some markets, while a simple product cannot* [barrera de acceso]

benefit n [C] an advantage or an improvement: *One benefit of the new design is that it can be installed easily* [beneficio] – benefit [+ from] v [beneficiarse de] – beneficial adj [beneficioso/a]

bid n [C] an offer to buy something at a stated price: *All bids must be submitted in writing* puja – bid v [I, T] [pujar] – bidder n [C] [postor/a] – bidding n [U] [puja] Synonyms offer n [C] [oferta] Collocations make/accept/reject a bid, takeover bid

board n [C] the group of directors elected by the shareholders to manage a company: *The board has approved the director's salary* [junta] Collocations board of directors, board meeting, boardroom

borderline n [C] the point at which one thing ends and another begins: *Many products fall into the borderline between different product categories* [línea divisoria] – borderline adj [fronterizo/a]

bottom line n [C] the last line on a financial document which shows the final result (total profit once all costs have been deducted): *Falling sales are going to have a negative impact on the bottom line* [resultado neto]

boycott n [C] a protest where people refuse to buy or use a product or service: *The consumer group is calling for the boycott of all tobacco products* [boicot] – boycott v [T] [boicotear]

brand n [C] the identity of a product or service: *Eastman Kodak is a premier brand in traditional and digital imaging* [marca] – brand v [T] [poner una marca] Collocations brand image, brand leader, brand loyalty, brand manager, brand management, brand name, brand-stretching, cross-branding, own brand, premium brand

breakthrough n [C] an important new discovery: *The iMac was a major breakthrough in computer design* [avance] Collocations make a breakthrough

budget n [C] an account of probable future income and expenditure during a fixed period: *We are currently preparing the budget for next year* [presupuesto] – budget v [I] [presupuestar] – budgetary adj [presupuestario/a] Collocations be on / over / under budget, budget deficit, budget surplus, meet a budget

business practices n [plural] the methods used to conduct business: *The company is running a scheme to encourage best business practices* [prácticas comerciales]

business process n [C] any activity that is essential for a firm to conduct its business: *Organisations that have complete control over their business processes are the most productive* [proceso comercial] Collocations business process re-engineering

business to business abbreviation **B2B** adj refers to any business or correspondence between two companies: *The B2B sector will be the biggest growth area in internet traffic* [negocio a negocio (B2B)]

campaign n [C] a planned operation which aims to achieve a particular result: *A new campaign by activists has forced the company to reconsider some of its policies* [campaña] – campaign v [I]



[+ for/against] [hacer campaña en favor de/en contra de] – **campaigner** *n* [C] [defensor/a]
Collocations advertising campaign, marketing campaign, political campaign

charity *n* [C] a non profit-making organisation that collects goods and money in order to provide assistance: *The charity managed to raise £3m for homeless people in the UK* [asociación benéfica]

coach **1** *n* [C] person who is responsible for training a team or an individual: *He's a very successful football coach* [preparador/a] **2** *v* [T] to train people to help them to acquire particular skills: *I'm responsible for coaching two new people in the department* [formar]

company *n* [C] a legally registered business [sociedad] There are many different types of companies: **holding company** (holds the share capital of one or more other companies) [sociedad de cartera] **joint stock company** (registered company or limited company) [sociedad por acciones] **public limited** or **listed company** (company whose shares are traded on the stock exchange) [sociedad anónima o cotizada en bolsa] **subsidiary** (company owned by a parent company) [subsidiaria] **Synonyms** **corporation** *n* [C] *AmE* [corporación] **concern** *n* [C] [empresa] **business** *n* [C] [negocio]

compensation *n* [U] payment, including salary and other incentives like stock options: *The best paid executives received more than \$10 million in compensation last year* [compensación] – **compensate** *v* [T] [compensar] **Collocations** compensation deal, compensation package

competition *n* [U] rivalry between businesses that are operating in the same market: *The competition is getting tougher every year* [competencia] – **compete** *v* [I] [competir] – **competitor** *n* [C] [competidor/a] – **competitive** *adj* [competitivo/a] – **competitiveness** *n* [U] [competitividad] **Collocations** competitive advantage

consortium *n* [C] an association between two or more companies to work together on a specific project (usually a major construction or engineering project): *SK Gas has formed a consortium with automakers to produce gas-powered vehicles* [consorcio]

consumer *n* [C] a person who buys products and/or services: *Nokia is committed to providing consumers with the information they need* [consumidor/a] – **consume** *v* [T] [consumir] – **consumption** *n* [U] [consumo] **Collocations** consumer goods, consumer research, consumer survey

contract *n* [C] a document setting out an agreement between two or more parties: *Under the new contract the company becomes the exclusive distributor for North America* [contrato] – **contractor** *n* [C] [contratista] – **sub-contractor** *n* [C] [subcontratista] **Collocations** agree a contract, be under contract, breach a contract, negotiate a contract, review a contract, sign a contract, terminate a contract

copycat *n* [C] the term for someone who copies the work of another person: *The Australian government has announced that it is cracking down on copycats* [falsificador/a]

copyright *n* [U] the legal right that belongs to the person who has created a new artistic work or piece of software: *All of the graphics and editorial content on this site are protected under US copyright* [derechos de autor]

correspondence *n* [U] writing, receiving and answering letters: *I'm catching up on my correspondence* [correspondencia] – **correspond** *v* [I] [corresponder]

cost 1 *n* [C] the price paid for something: *The total cost for the new equipment will be \$50,000* [precio] **2** the money that is required to produce or sell something: *It looks like production and labour costs will be higher than we expected* [coste] – **cost** *v* [I] [costar] **Synonym** overheads *n* [C] [gastos generales] **Collocations** fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost

cover letter *n* [C] a letter written to an employer in response to a job advertisement: *Candidates should send a cover letter with a copy of their CV* [carta de presentación]

currency *n* [C] the type of money that is used by a particular country or trading bloc: *The euro is the currency of most member states of the European Union* [divisa] **Synonyms** money *n* [U] [moneda] **Collocations** foreign currency, hard currency, currency dealer, currency exchange rate, currency trading

curriculum vitae *abbreviation CV* *n* [C] a document that gives details of a person's experience and qualifications: *Her CV is fairly typical for a business graduate* [currículum vitae] **Synonyms** *resumé* *n* [C] *AmE* [currículum vitae]

damages *n* [plural] an amount of money paid to a person who has suffered an injustice: *The company paid damages to staff who were unfairly dismissed* [daños y perjuicios]

database *n* [C] an organised set of information stored in a computer: *We're currently updating all our customer files in the database* [base de datos]

deadline *n* [C] the date by which something has to be completed: *The deadline for applications has been extended until the 25 May* [fecha límite] **Collocations** fix a deadline, meet a deadline, miss a deadline, set a deadline

dealer *n* [C] a person who specialises in trading a particular type of goods: *The company only uses authorised dealers who are fully trained* [comerciante] – **deal** *n* [C] [transacción] – **deal** *v* [I,T] [comerciar] **Collocations** foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal

debt relief *n* [U] the cancellation or reduction of a debt: *The government is firmly committed to a programme of debt relief* [alivio de la deuda]

defraud *v* [T] to cheat another person by taking something that they own: *He admitted defrauding his employer of more than £2m* [defrauder]

delegate *v* [T] to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions: *Managers need to delegate more routine tasks to junior members of staff* [delegar] – **delegation** *n* [U] [delegación]

demand *n* [C,U] the quantity required to supply orders: *Total petroleum demand has increased by one per cent* [demanda] **Collocations** supply and demand

demonstration *n* [C] a march to publicly protest about something: *The demonstration will take place at G7 summit on 10 June* [manifestación]

design *v* [T] to make a drawing or plan of something that will be made: *At the moment she's designing a new range of furniture to be used in schools* [diseñar] – **design** *n* [C] [diseño] –

designer *n* [C] [diseñador/a] – **designer** *adj* [de diseñador/a] **Collocations** *designer goods, designer label, designer ware*

development 1 *n* [C] the growth and expansion of a business, industry or economy: *The OECD provides advice and assistance on all aspects of development* [desarrollo] **2** research to produce new, improved products: *Our company is actively pursuing the development of new biotechnology solutions* [desarrollo] **3** a change or alteration: *Another recent development has been the arrival of Asian companies on the market* [desarrollo] – **developer** *n* [C] [desarrollador] – **developing** *adj* [en desarrollo] **Collocations** *research and development (R&D), developing countries*

distribution *n* [U] the arrangements and activities required in order to get goods from the manufacturer to the consumer: *Distribution is organised via a product list* [distribución]

downsize *v* [I] to reduce the number of employees in an organisation: *European companies are continuing to downsize their manufacturing operations* [reducir la plantilla] – **downsize** *v* [T] [reducir la plantilla] **Synonyms** *lay off* *v* [T] [despedir]

e-business *n* [U] business to business relationships conducted using internet technology: *IBM is one of the leading suppliers of e-business solutions* [negocio electrónico]

e-commerce *n* [U] selling activities that are conducted using internet technology: *Some consumers still lack confidence in e-commerce* [comercio electrónico]

empower *v* [T] give someone the power or ability to do something: *Staff are empowered to shape their career development* [autorizar] – **empowerment** *n* [U] [autorización]

enforce *v* [T] to make people obey a law or rule: *Enforcing a patent can be a long and expensive process* – **enforcement** *n* [U] [hacer cumplir] – **enforceable** *adj* [ejecutable]

entrepreneur *n* [C] someone who starts a company, arranges business deals and takes risks: *Entrepreneurs have always played a key role in the economy* [empresario/a] – **entrepreneurial** *adj* [empresarial] – **entrepreneurship** *n* [U] [iniciativa empresarial]

expense 1 *n* [C] money spent: *We have significantly reduced our expenses over the last five years* [gasto] – **expenditure** *n* [C] [desembolso] **Synonyms** *spending* *n* [U] [gastos] **2** *n* [C] money spent by an employee that can be claimed back: *I put the restaurant bill on expenses* [gasto] **Collocations** *expense account, expenses claim form, claim expenses*

fair trade *n* [U] a movement which promotes fairer trading conditions for developing countries: *Fair trade gives consumers an opportunity to help change the world* [comercio justo]

fake *n* [C] a copy or imitation of a genuine article: *Experts have identified the components as fakes* [falsificación] – **fake** *v* [T] [falsificar] **Synonyms** *copy* *v* [C] [copier] – **copy** *n* [C] [copia]

feature *n* [C] an important part of something: *The programme has a number of interesting new features* [rasgo] – **feature** *v* [T] [caracterizar] **Synonyms** *characteristic* *n* [C] [característica] **Collocations** *product features, special features*

file-swapping *n* [U] exchanging files between computers on a network: *Record companies tried to close down the illegal file-swapping website* [intercambio de archivos]

financial statement *n* [C] a document showing the state of the finances of an organisation or business: *Financial statements must be completed by the end of August* [estado financiero]



- finished goods** *n* [plural] goods or products that are ready to be sold on to consumers: *We keep close track of the stock levels of our finished goods* [productos terminados]
- forecast** *n* [C] an estimate of a future situation: *According to forecasts, prices will rise more slowly next year* [pronóstico] – **forecast** *v* [T] [pronosticar] **Synonyms** *projection* *n* [C] [proyección]
- freelance** *n* [C] someone who works for different companies and is not employed by one [autónomo/a] Freelancers usually receive fixed payments and not a salary: *We're going to use a freelance designer for the company website* – **freelancer** *n* [C] [autónomo/a] – **freelance** *adj* [autónomo/a]
- freight** *n* [U] the transportation of goods by air, sea, rail or road: *All freight is paid by the customer* [transporte] – **freight** *v* [T] [transporter] **Collocations** *air-freight, freight car (AmE), freight train, freight forward*
- generic** *adj* a product that does not have a trademark: *Generic drugs sell at a much lower price* [genérico/a]
- glitch** *n* [C] a minor fault with a computer program or machine: *A glitch in the computer system has led to the cancellation of several flights* [fallo] **Synonyms** *malfunction* *n* [C] [mal funcionamiento] **bug** *n* [C] [error]
- grant** *n* [C] a sum of money given to a person or organisation to help them to pay for something: *The Central Development Fund has awarded a grant of \$7.5m* [beca] – **grant** *v* [T] [becar]
- grey marketing** *n* [U] selling products without the authorisation of the trademark owner: *Any authorised dealers who resort to grey marketing will be immediately suspended* [mercado gris]
- gross** *v* [T] to calculate revenue before tax and other charges have been deducted: *The film grossed \$8.5m in the first two weeks* [ganar en bruto] – **gross** *adj* [en bruto] **Collocations** *gross profit, gross margins, gross national product, gross domestic product (GDP)*
- growth** *n* [U] an increase in the size or quantity of something: *Research suggests that there will be significant growth in the market for women's products* [crecimiento] – **grow** *v* [I] [crecer] **Collocations** *growth rate*
- haulage** *n* [U] the business of transporting goods by road or railway: *We are a haulage and warehousing company based in Poland* [transporte] **Collocations** *road-haulage*
- hierarchy** *n* [C] system of authority within an organisation: *Many Swedish firms have very flat hierarchies* [jerarquía] – **hierarchical** *adj* [jerárquico/a] **Collocations** *flat hierarchy, steep hierarchy, traditional hierarchy*
- hire** *v* [T] employ someone: *Businesses are hiring as job growth booms* [contratar] – **hire** *n* [C] [contrato] **Synonyms** *recruit* *v* [T] [reclutar] **employ** *v* [T] [emplear] **Collocations** *hiring and firing, hiring manager*
- income** *n* [C,U] money received by a person, family or organisation: *In some parts of the country incomes have fallen by as much as 25 per cent* [ingresos] **Synonyms** *revenue* *n* [C] [renta] **Collocations** *income tax, gross income, net income*
- income statement** *n* [C] *AmE* a financial statement showing revenue, expenditure and profit from operations during a given period: *Enron's income statement did not accurately reflect its losses*

[cuenta de ganancias] **Synonyms** profit and loss account *n* [C] [cuenta de pérdidas y ganancias] BrE **statement of earnings** *n* [C] AmE [estado de ganancias]

industry *n* [C] the production of goods using capital and labour: *The automobile industry is facing increased competition* [industria] – **industrial** *adj* [industrial] – **industrialise** *v* [T] [industrializar] – **industrialisation** *n* [C] [industrialización] **Collocations** manufacturing industry, service industry, industrial relations

information technology *abbreviation* **IT** *n* [C] the technology of processing, storing or transmitting data by electronic means: *Information technology has revolutionised all aspects of management* [tecnología de la información (TI)]

infringement *n* [U] a breach of the law or of another person's rights: *The company is being sued over infringements of copyright technology* [infracción]

intellectual property *n* [U] something that a person or business has invented and which is protected by patent: *All international businesses are having to spend more on protecting their intellectual property* [propiedad intelectual]

inventory *n* [C] a list of the stocks held by a business: *New software has made it possible to control inventory more accurately* [inventario] **Synonyms** stock *n* [C] [existencias]

knowledge work *n* [U] work that involves developing or using knowledge: *The profitability of most business today depends more on knowledge work than on manual work* [trabajo del conocimiento] – **knowledge worker** *n* [C] [trabajador/a del conocimiento]

legal action *n* [C,U] using the law to defend one's rights: *The consumer association said it will consider legal action* [acción procesal] **Synonyms** litigation *n* [U] [litigio] law suit *n* [C] [juicio] **Collocations** take legal action, win a legal action

litigation *n* [U] legal action against an individual or organisation: *Litigation has increased significantly over the years* [litigio] – **litigate** *v* [U] [litigar] – **litigator** *n* [C] [litigante]

loading bay *n* [C] the area in a factory or warehouse where goods are loaded for transport: *When a truck arrives at the loading bay an employee registers the delivery* [muelle de carga]

loan *n* [C] money lent to an individual or organisation: *The World Bank has agreed to a five-year loan of \$125m* [préstamo] – **loan** *v* [T] [prestar] **Collocations** apply for a loan, bank loan, interest on a loan, take out a loan

lobby *v* [T] to try to persuade a government or organisation to change a policy or situation: *Big companies are lobbying the president to open up marine reserves for oil drilling* [presionar] – **lobby** *n* [U] [grupo de presión] lobbyist *n* [U] [representante de un grupo de presión]

logo *n* [C] a sign or symbol used as a trademark to represent a company or a brand: *The Nike 'swoosh' is an instantly recognisable logo* [logotipo]

market research *n* [U] the work of finding out what kind of goods consumers want: *Conducting online surveys is a new and promising approach to market research* [investigación de Mercado]

market share *n* [U] the proportion of the total market that is supplied by a particular company: *Our objective is to increase our European market share by five per cent this year* [cuota de mercado] – **market-sharing** *n* [U] [participación en el mercado] **Collocations** increase / lose / take / win market share



marketing mix *n* [U] the four different components of marketing: [mezcla de marketing] **1 place** *n* [C] the distribution and delivery of goods to market [colocación] **2 price** *n* [C] the amount of money for which something can be sold [precio] – **price** *v* [T] [poner un precio] Collocations *cost price, cut price, fixed price, list price, retail price, purchase price, recommended price, wholesale price, price-list, price-tag, price war* **3 product** *n* [C] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product's features and performance characteristics [producto] **4 promotion** *n* [C] activities that help sell a product [promoción]

mass market *n* [U] the market for standardised consumer products: *Licensing is one way for small businesses to enter the mass market* [mercado general] – [mass-market] *adj* [de mercado general]

mass-production *adj* produced in large quantities: *Many companies have moved their mass-production overseas to cheaper markets* [de producción masiva] – **mass-produce** *v* [T] [producir en masa] – **mass-production** *n* [U] [producción masiva]

merchandising *n* [U] toys, clothes and other products based on a popular film, TV show, etc and sold to make additional profits: *Star Wars merchandising made far more profit than the films* [merchandising]

merger *n* [C] the creation of a new company by joining two separate companies: *The merger will have to be approved by the authorities* [fusion] – **merge** *v* [I, T] [fusionar]

mismanagement *n* [U] poor quality management: *Lack of cashflow is often due to mismanagement* [mala administración] – **mismanage** *v* [T] [administrar mal]

mobile *n* [C] a wireless telephone: *The introduction of colour screens and digital imaging have made mobiles even more essential* [móvil] Synonyms *cell phone* *n* [C] AmE [teléfono móvil]

motivate *v* [T] make someone willing to work harder: *He's very good at motivating his sales team* [motivar] – **motivation** *n* [U] [motivación] – **motivational** *adj* [motivante] – **motivated** *adj* [motivado/a] Synonym *encourage* *v* [T] [animar] Collocations *highly-motivated, motivational skills, motivation techniques*

negotiation *n* [C] the process of negotiating a business deal: *The success of the negotiations will depend on the financial terms of the deal* [negociación] – **negotiate** *v* [I, T] [negociar] – **negotiator** *n* [C] [negociador] Synonyms *talks* *n* [plural] [negociaciones] Collocations *negotiate an agreement / a deal, negotiation skills*

objective *n* [C] a goal that has been fixed for people to achieve: *I have a meeting with my line manager to fix my objectives every six months* [objetivo] Synonyms *goal* *n* [C] [meta] *aim* *n* [C] [propósito] **target** *n* [C] [fin] Collocations *set / fix / establish / achieve / meet objectives*

offshoring *n* [U] transferring work to an outside supplier based in another country: *Offshoring is only suitable for tasks that have been clearly defined and can be managed at a distance* [deslocalización] – **offshore** *adj* [deslocalizado/a] – **offshore** *n* [U] [deslocalizado/a] Synonyms *outsource* *v* [T] [externalizar]

opportunity *n* [C] a situation with future potential: *Japan represents a great opportunity for our new brand* [oportunidad] Collocations *lose / seize / take an opportunity*

outsource *v* [T] transferring work to an outside supplier: *We are planning to outsource all of our IT operations to an Indian supplier* [externalizar] – **outsourcing** *n* [U] [externalización] Synonyms *subcontract* *v* [T] [subcontratar]

overhead *n* [C] a cost that does not vary with output (e.g rent, salaries): *The pressure on corporate management to reduce overheads is increasing* [gasto general] **Synonyms** fixed cost *n* [C] [coste fijo]

overload *n* [C] an excessive quantity of something: *You may be overwhelmed by the overload of information that is available on the net* [sobrecarga] – **overload** *v* [I] [sobrecargar]

patent *n* [C] a special right given to the inventor of a machine or process: *Some governments do not recognise patents on software* [patente] – **patent** *v* [T] [patentar] – **patented** *adj* [patentado/a] **Synonyms** copyright *n* [C,U] [derechos de autor] **Collocations** patent pending, patent office

pay 1 *n* [U] money earned by an employee as a salary or wage: *Some employees are complaining that their pay has not increased in line with inflation* [paga] – **payment** *n* [C] [pago] **Collocations** pay as you earn (PAYE), pay freeze, pay rise, payroll, pay-slip, pay talks **2** to give money to someone in exchange for items or services: *We're paying more than the market rate* [pagar]

payroll *n* [U] **1** a list of the employees in an organisation [nómina] **2** the administration of employee pay: *Salaries are calculated according to the number of days that employees are on the payroll* [nómina] **Collocations** payroll management, cut/reduce the payroll

pension *n* [C] a regular payment made to a person after they have retired from active work: *Some businesses have decided to ask their staff to contribute another one per cent towards their pensions* [pension] **Collocations** pension fund, pension contribution

petition *n* [C] a document signed by many people asking someone in authority to change something: *So far, five thousand people have signed the petition* [petición] – **petition** [+ against/for] *v* [I, T] [presentar una petición en contra de/en favor de]

pilot project *n* [C] a trial project to test performance: *The pilot project will start operating in June* [proyecto preliminary]

pilot *v* [T] to test a new idea or product: *We are piloting new ways to improve our supply chain management* [someter a prueba] **Synonyms** test *v* [T] [analizar] trial *v* [T] [ensayo]

piracy *n* [U] infringement of copyrights: *The association has launched a campaign to fight software piracy* [piratería]

point of sale *abbreviation* **POS** *n* [C] the place where a consumer can buy a product or service: *New electronic systems can approve credit for customers at the point of sale* [punto de venta (PdV)]

premium *n* [C] a price that is higher than the standard price, usually due to higher quality: *Organically grown foods are sold at a premium* [prima] **Collocations** premium rate

pressure group *n* [C] a group that tries to influence the opinions of other people: *The pressure group is coordinating the protests* [grupo de presión]

price setting *n* [U] fixing the prices at which goods and services will be sold: *In price setting, you try to estimate how much customers will be prepared to pay for an item* [fijación de precios]

prioritise *v* [T] to put things in the order of importance so that you can deal with the most important things first: *Prioritising your work will help you to avoid backlogs* [establecer un orden de prioridades]

process *v* [T] to deal with information or documents: *All the data is processed on the server*

[procesar] – process *n* [C] [proceso]

product recall *n* [C] a situation where a defective product is withdrawn from the market and returned to the manufacturer: *Product recalls of children's toys are now very rare* [retirada de productos]

productivity *n* [U] The relationship between the output of goods and the resources needed to produce them: *Productivity has continued to grow strongly* [productividad]

profit and loss account *n* [C] BrE a financial statement showing revenue, expenditure and profit from operations during a given period: *Ahold's profit and loss account did not show all its losses* [cuenta de pérdidas y ganancias] Synonyms **income statement** *n* [C] AmE [cuenta de ganancias] **statement of earnings** *n* [C] AmE [estado de ganancias]

profitability *n* [U] the ability of a business to earn profits: *Increased labour costs have reduced our profitability* [rentabilidad] – **profit** *n* [C] [beneficio] – **profit** *v* [I] [beneficiarse] – **profitable** *adj* [rentable]

promotion *n* [C] a method of communicating and publicising a product: *America Online plans to launch a promotion on Thursday that will let its members download full-feature films* [promoción] – **promote** *v* [T] – [promocionar] **promotional** *adj* [en promoción] Collocations *seasonal promotion, promotional campaign, promotional price*

prosperity *n* [U] a state of being rich, having economic success: *The nation's future prosperity will depend on developing a highly-skilled workforce* [prosperidad] – **prosper** *v* [I] [prosperar] – **prosperous** *adj* [próspero/a]

protectionism *n* [U] protecting a country's trade by taxing foreign goods: *Protectionism usually increases the prices of basic goods to the consumer* [proteccionismo]

prototype *n* [C] the first form that a new design takes: *The prototype has revealed areas where the design can be improved* [prototipo]

qualification *n* [C] an examination passed at school or university: *Candidates must have qualifications in accounting* [titulación] – **qualify** *v* [I] [obtener un título] – **qualified** *adj* [titulado/a]

quota *n* [C] an official limit on the amount of something: *Quotas have been imposed on 25 categories of imported clothing* [cupo]

raw materials *n* [plural] materials such as minerals and hydrocarbons which are used in a production process: *Securing long term supplies of raw materials is critical* [materias primas]

real estate *n* [U] property in the form of land or houses: *Investing in real estate is not as risk free as some people think* [bienes inmuebles] Synonyms **property** *n* [U] [propiedad inmobiliaria] BrE **realty** *n* [U] AmE [bienes raíces] Collocations *estate agent* BrE

regulator *n* [C] a government agency responsible for overseeing a profession or an activity: *Stock market regulators are in charge of protecting investors* [regulador/a] – **regulation** *n* [C] [regulación] Synonyms **controller** *n* [C] [controlador/a]

reserve 1 *n* [C] the amount of something kept for future use: *Shell has revised its estimate of available oil reserves* [reserve] **2** an amount of money set aside from profits: *Ten per cent of earnings have been transferred to reserves* [reserve] – **reserve** *v* [T] [reservar] Synonym **resources** *n* [U] [recursos] Collocations *hold in reserve, use up reserves*

resources *n* [C] this includes the capital, personnel and knowledge that an organisation has at its disposal: *A key element of the new strategy is the more effective use of our resources* [recursos] Collocations *human resources, financial resources*

resumé *n* [C] AmE a document that gives details of a candidate's experience and qualifications: *Preparing a good resumé should be the starting point for all job seekers* [currículum vitae] Synonyms *Curriculum Vitae* BrE [currículum vitae]

revenue *n* [C] money received especially from selling goods and services: *Revenues have increased by six per cent to £183m* [renta]

reward *v* [T] to give a payment for services performed or for excellent work or behaviour: *We like to reward our staff when they reach the objectives* [recompensar] – **reward** *n* [C,U] [recompensa] – **rewarding** *adj* [gratificante]

salary *n* [C,U] an amount of money paid every month to an employee in exchange for their services: *Salaries are always paid in the local currency* [salario] – **salaried** *adj* [asalariado/a] Collocations *be on a salary of, earn a salary, negotiate a salary, salary scale*

sales **1** *n* [plural] the value of the goods and services sold during a period: *The company reported sales of \$42 million during the first quarter* [ventas] **2** the department responsible for the activity of selling goods and services to customers: *I'll put you through to our sales department* [ventas] – **salesman/woman** *n* [C] [vendedor/a] – **salesclerk** *n* [C] AmE [agente de ventas] Collocations *sales agent, sales call, sales conference, sales department, sales drive, sales figures, sales forecast, sales manager, sales outlet, sales pitch, sales promotion, sales representative, sales talk*

saving *n* [C] money and materials saved by economical working: *New construction techniques resulted in a saving of 25 per cent of operation and maintenance costs* [ahorro] – **savings** [plural] [ahorros] Synonym *economy* *n* [U] [economía] Collocations *cost saving, make savings*

screen *v* [T] to examine or test people: *Each candidate is screened for education, experience, expertise and salary* [seleccionar]

Securities Exchange Commission abbreviation **SEC** *n* the US agency responsible for stock market regulation: *The SEC is currently investigating ten cases of fraud* [Comisión del mercado de valores (SEC)]

service provider *n* [C] a company that provides services for users especially in computer networks: *There are several issues to consider when selecting a service provider* [proveedor/a de servicios]

severance deal / pay *n* [C,U] money paid by an employer when an employee's services are terminated: *Severance pay for top executives has increased significantly in recent years* [indemnización por cesantía]

share *n* [C] a unit of the capital of a company Shares in listed companies can be bought and sold on the stock market: *Investors are having to pay a higher price for the company's shares* [acción] – **shareholder** *n* [accionista] [C] **stockholder** *n* [C] US [accionista] – **shareholding** *n* [C] [tenencia de acciones] Synonym *stock* *n* [C] AmE [valores] Collocations *share capital, share certificate, share dealing, share issue, share price*

ship v [T] to move goods from one place to another: *This order is being shipped to Puerto Rico* [enviar por barco] – **shipment** n [U] [envoi] – **shipping** n [U] [envoi] – **ship** n [C] [barco] **Synonyms** deliver v [T] [entregar]

shortage n [C] a lack or scarcity of something: *Silicon Valley is facing a shortage of skilled programmers* [deficit]

staff 1 n [plural] the employees of an organisation: *The new manager will be joining the staff in November* [plantilla] **2** v [I] to provide workers for an organisation: *Each of our centres is staffed by expert personnel* [proveer de personal] **Synonyms** **personnel** n [U] [personal] **employees** n [C] [empleados] **workers** n [C] [trabajadores] **Collocations** staff morale, staff turnover

stock option n [C] an option given to executive employees allowing them to buy shares in the company at a favourable price: *Microsoft has announced that it plans to end stock options for employees* [prima de opción para compra de acciones]

strategy n [C] a plan of action to enable a firm to compete: *As part of our new strategy we are developing closer links with our suppliers* [estrategia] – **strategic** adj [estratégico/a] – **strategically** adv [estratégicamente] **Collocations** develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)

subordinate n [C] a person who works under a more senior member of staff: *I have six subordinates that report to me* [subordinado/a] – **subordinate** v [T] [subordinar]

subsidy n [C] money given by a government to certain producers to help them to produce without losing money: *World Bank economists are urging rich countries to cut subsidies to certain industries* [subvención] – **subsidise** v [T] [subvencionar]

supervise v [T] to control the work of other people in order to make sure that it is properly done: *We need to supervise the trainees very closely* [supervisar] – **supervision** n [U] [supervisión] – **supervisory** adj [de supervisión] **Synonym** **manage** v [T] [gestionar]

supply chain n [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product: *Information technology has changed the dynamics of the supply chain* [cadena de suministro] **Collocations** supply chain management

supply n [U] the amount of goods or services available on a market at a certain time: *Improved production techniques will increase the supply of raw materials* [oferta] – **supply** v [T] [suministrar] – **supplier** n [C] [proveedor/a] – **supplies** n [C] [suministros] **Collocations** order supplies, supply and demand, supply chain management, supply side, oversupply

task n [C] a piece of work that has to be done *Tasks are generally assigned to employees at the start of the week* [tarea] **Synonym** **duty** n [C] [deber] **Collocations** assign / delegate a task, task-based, task-driven, task force

taxpayer n [C] any person or organisation that is liable to pay tax: *Taxpayers will pay more to subsidise the development of alternative energy sources* [contribuyente]

tender n [C] a written offer by a supplier to provide goods or services at a certain price: *Your tender has been accepted at the agreed price* [licitación] – **tender** v [I, T] [presentar una oferta de licitación]

text messaging *n* [U] a system which allows short text messages to be communicated by telephone: *Text messaging is far more popular than voice calls* [mensajería de texto] **Synonyms** SMS (Short Message Service) *n* [C] [SMS (Servicio de Mensajes Cortos)]

threat *n* [C] a potential danger to the interests of a company: *Deregulation of the market is a real threat to established telecom operators* [amenaza] – **threaten** *v* [T] [amenazar] – **threatening** *adj* [amenazador/a] – **threateningly** *adv* [amenazadoram]

trade union *n* [C] an organisation that exists to protect the rights of employees in a company: *The trade union is in pay negotiations with the employer* [sindicato] **Synonym** labor union *n* [C] AmE [sindicato de trabajadores]

trademark *n* [C] a special, registered picture or symbol that is associated with a particular brand or product: *Our trademark is now well-known in most countries in the region* [nombre comercial]

train *v* [T] to teach someone the skills of a particular job or activity: *Staff are trained to watch for situations where they may be required to help* [formar] – **training** *n* [U] [formación] – **trainee** *n* [C] [aprendiz/a] – **trainer** *n* [C] [formador/a]

wealth *n* [U] the amount of money or possessions owned by an individual, organisation or country: *Accumulating wealth is the key to financial independence* [riqueza] – **wealthy** *adj* [rico/a] **Collocations** acquire / accumulate wealth

white-collar *adj* employees who work in offices: *White-collar jobs are moving abroad* [de empleados en oficinas]