

**Unit 1 BRANDS**

<b>Market Leader</b>	<b>Business Brief</b>
<p>value for money durable upmarket sophisticated</p> <p><b>brand loyalty</b> (the tendency to always buy a particular brand)</p> <p><b>brand image</b> (the ideas and beliefs people have about a brand)</p> <p><b>brand stretching</b> (using an existing name on another type of product)</p> <p><b>brand awareness</b> (how familiar people are with a brand or its logo and slogan)</p> <p><b>brand name</b> (the title given to a product by the company that makes it)</p> <p><b>product launch</b> (the introduction of a product to the market)</p> <p><b>product lifecycle</b> (the length of time people continue to buy a product)</p> <p><b>product range</b> (the set of products made by a company)</p> <p><b>product placement</b> (when products are used in films or TV programs)</p> <p><b>product endorsement</b> (the use of a well-known person to advertise products)</p> <p><b>market leader</b> (the best-selling product or brand in a market)</p> <p><b>market research</b> (information about what consumers want or need)</p> <p><b>market share</b> (the percentage of sales a company has)</p> <p><b>market challenger</b> (the second best-selling product or brand in a market)</p> <p><b>market segment</b> (customers of a similar age, income level or social group)</p>	<p>a distinctive skill</p> <p>to create, maintain, protect and enhance brands</p> <p>a set of associations in the mind of consumers</p> <p>to tend to form emotional attachments</p> <p>to gain mind share</p> <p>to compete with the established brands</p> <p>to tend to think of brands in relation to consumer marketing and packaged goods</p> <p>business-to-business marketing</p> <p>to substitute “buyer” for “consumer”</p> <p>a similar issue of brand equity</p>

to give a product an identity  
a target consumer  
appealing and persuasive ideas  
high profit margins  
building customer loyalty through ready-to-wear

values of a historic label  
demands of shareholders  
need to exclusivity  
need for expansion  
look for newness  
look for what happens next  
develop market  
perfect supply chain  
to go global  
to be a prime territory for smth.  
to double in years  
to anticipate needs of customers  
to invest in market

to grow rapidly  
to generate revenue  
trustworthy  
valuable assets  
driving business growth  
to generate superior returns  
to protect business from risk  
to grow steadily

top-of-the-range  
to boost sales  
to enter the market  
a branch office  
warehouse facility  
to perceive a brand  
labor costs  
to promote a product  
high-volume strategy  
to endorse a product  
a fashion-conscious buyer

## Unit 2 TRAVEL

### Market Leader

not enough leg room  
lost or delayed  
long queues at check-in  
poor quality food and drink  
no baggage trolleys available  
overbooking of seats  
flight delays or cancellations  
tiredness and jet lag  
delays for security checks  
oversized and luggage in the cabin

carries  
routes  
reckon

new aircraft and equipment  
well-trained staff  
airline lounges  
a special counter for individuals  
a boarding pass  
to get an extra-special treatment  
the annoying attitude of crew  
ground staff  
to cope with customers  
the lack of openness

### peak travel

happens at times when the largest number of people are travelling

### check in

when you go to desk at a hotel/airport to say you have arrived

### frequent-flyer points

are awarded by airlines to reward customer loyalty

### upgrade

a change to a better seat or level of service

### lounge

a room in a hotel/airport where people can sit and relax

### boarding pass

a card you must show in order to get on a plane

### ground staff

all the people who work at an airport, but not the pilots or cabin crew

to retain a key client  
to produce top-value fares and the best itineraries  
overseas partners

### Business Brief

to shake up the market  
low-cost airlines  
spartan in-flight service  
to sell tickets direct over the Internet  
national flag carriers = government-owned airlines  
to go bust  
deregulation and liberalization  
to bail  
an established player  
a long-haul route  
full-service airlines  
high fixed costs  
yield  
the relative fragility of individual airlines  
global alliances  
to opt for a full merger  
to feed passengers into each others' hubs  
onward journeys  
to suffer during economic downturns  
bankruptcy protection  
the wild swings in prices  
hotel chains

face-to-face meeting between customer and supplier

internal company communication

## British – American Words

subway = underground  
city center = downtown  
carry-on baggage = hand luggage  
one way = single  
return = round trip  
freeway = motorway  
restroom = public toilet  
elevator = lift  
coach class = economy class  
timetable = schedule  
car park = parking lot  
queue = line  
check = bill  
reservation = booking  
ground floor = first floor

## Unit 4 ORGANISATIONS

Market Leader	Business Brief
<p style="text-align: center;"><b>subsidiary</b> a company which is at least half-owned by another company</p> <p style="text-align: center;"><b>factory/plant</b> a large building or group of buildings where goods are made (using machinery)</p> <p style="text-align: center;"><b>call center</b> an office where people answer questions and make sales over the phone</p> <p style="text-align: center;"><b>service center</b> a place where faulty products are mended</p> <p style="text-align: center;"><b>headquarters</b> the main office or building of a company</p> <p style="text-align: center;"><b>distribution center</b> a building from which goods or supplies are sent to factories, shops or customers</p> <p style="text-align: center;"><b>warehouse</b> a building for storing goods in large quantities</p> <p style="text-align: center;"><b>outlet</b> a place through which products are sold</p> <p style="text-align: center;">R&amp;D (Research and Development) Customer Services Human Resources Sales and Marketing Production Finance Administration Legal Logistics Public Relations IT</p> <p style="text-align: center;">to deal with complaints to draw up contracts to carry out research to train staff to run advertising campaigns to issue press release to operate assembly lines to prepare budgets/ accounts to keep records to transport goods to install and maintain systems equipment</p> <p style="text-align: center;">bureaucratic decentralized impersonal</p>	<p style="text-align: center;">to come in many guises a self-employed person a sole trader the small to medium-sized enterprise (SME) a multinational company to be a self-starter to follow rules and apply procedures the centralized culture</p> <p style="text-align: center;"><b>flat structure</b> the structure with only a few levels of hierarchy</p> <p style="text-align: center;">flexibility flexitime/flextime hot-desking homeworking/teleworking/telecommuting fast broadband Internet connection/mobile Internet a core staff and outsources a contract out a portfolio worker</p>

caring  
democratic  
market-driven  
centralized  
conservative  
hierarchical

a side effect  
perks  
to interact in informal settings  
to encourage teamwork  
to reward accomplishments  
the great emphasis  
an intellectual challenge is the biggest appeal  
the culture of autonomy and empowerment

**accomplishments**  
success in doing something

**initiatives**  
important new plans to achieve an aim

**autonomy**  
independence/freedom to make your own decisions

**empowerment**  
giving people the power to do something

**faculty**  
teaching staff

to relocate the head office  
local inhabitants

## Unit 5 ADVERTISING

Market Leader	Business Brief
<p>advertorials endorse point-of-sale sponsor banner ads exhibitions pop-ups sponsorship billboards (AmE)/ hoardings (BrE) free samples posters target leaflets/flyers product placement viral advertising commercials outdoor advertising</p> <p>eye-catching controversial to tackle a problem to break the boundaries to be backed up</p> <p><b>press coverage</b> to generate the intangible buzz of word-of-mouth</p> <p><b>publicity stunt</b> something done to get people's attention</p> <p><b>design features</b> an important, interesting or typical part of something</p> <p><b>slogan</b> a short phrase that is easy to remember</p> <p><b>poster campaign</b> a series of actions intended to get a particular result</p> <p><b>press coverage</b> newspapers and magazines</p> <p>the extraordinary take-up a lucky break</p>	<p>the greatest art form advertising catchphrases to become ironic about advertising heyday proliferation of channels saturation of the markets hoardings = billboards an integral part Internet advertising expenditure pop-up advertisements a major source of irritation to fall from favor seductive combinations to quantify the effect of advertising a backlash direct marketing/ direct mail mailshots to be ludicrously imprecise an advertising campaign a big loss of self-esteem target audience the company's overall marketing strategy word of mouth reliable sources of information</p>

## Unit 6 MONEY

Market Leader	Business Brief
<p>receipts            give money to beggars            give money to charities            give away used items            to stay in credit and save regularly            to go into the red            to use an overdraft facility            to pay interest</p> <p><b>equity stake</b>            equal parts into which the capital or ownership of a company is divided</p> <p><b>recession</b>            a period of time when business activity decreases because the economy is doing badly</p> <p><b>shares</b>            money risked when a business owns part of another company</p> <p><b>debt</b>            money owed by one person or organization to another person or organization</p> <p><b>stock market</b>            a place where company shares are bought and sold</p> <p><b>forecast</b>            a description of what is likely to happen in the future</p> <p><b>profit margin</b>            the difference between the price of a product or service and the cost of producing it</p> <p><b>investment</b>            money which people or organizations put into a business to make a profit</p> <p><b>bankruptcy</b>            when a person or organization is unable to pay their debts</p> <p><b>dividend</b>            a part of a company's profits paid to the owners of shares</p> <p><b>pre-tax profits</b>            the money a business makes before payment to the government</p> <p><b>annual turnover</b>            the amount of money which a business obtains (in a year) from customers by selling goods or services</p>	<p>to earn the greatest return on investment            to put money on deposit            to get interest            money is lent out to people            bonds            to be repaid            to increase in value            a capital gain            to run into trouble and go bankrupt            the trade-off between risk and return            mutual funds/unit trust            pension funds            the money and currency market            the stock market for shares (equities)            the commodities market            property</p> <p><b>future</b>            a fixed-price contract to buy a certain amount of something for delivery at a fixed future date</p> <p><b>option</b>            the right to buy or sell a certain amount of things at a certain price on a particular date in the future</p> <p>the form of betting            to be resold or securitized            sub-prime borrowers            traumatic experience/ dire consequences</p>
	Business Vocabulary in Use
	<p>high-street bank            debit card            joint account            be in the black            go into red            overdraft            interest rate            deposit account            to pay off what you spend            mortgage            bank statement            bank charges</p> <p>building society            demutualize            windfall            once-only payment            state pension            fixed income securities            early cycle equities</p>

asset cash fixed-interest securities index-linked securities equities investments not linked to equity returns alternative investments government/company capital the rate of inflation commercial properties commodities hedge funds frenetic trading desk row talent demanding and competitive bear market a trader a financial analyst derivatives volatility research analysis a credit crunch blue-chip to make a pitch a persuasive sales presentation a tycoon a large stake	
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