

# 1 Living abroad

## 1.1 About business - Working abroad

abroad (adv)	/ə'brɔ:d/	do zahraničí	<i>We try to go <b>abroad</b> at least once a year.</i>
analyse (v) T	/'ænləlaɪz/	analyzovat	<i>The quarterly sales figures <b>will be analysed</b> at our next meeting.</i>
application (n) C/U	/ˌæplɪ'keɪʃ(ə)n/	žádost, přihláška	<i>His <b>application</b> for membership of the club was rejected.</i>
candidate (n) C	/'kændɪdət/	kandidát	<i><b>The candidate</b> must demonstrate good communication skills.</i>
career (n) C	/kə'kɪə(r)/	kariéra	<i>Rosen had decided on an academic <b>career</b>. He felt like having a <b>career change</b> and went into teaching.</i>
chameleon (n) C	/kə'mɪliən/	chameleon	<i>You have to be a cultural <b>chameleon</b> if you work for a multinational company.</i>
competitive (adj)	/kəm'petɪtɪv/	konkurenční	<i>the struggle to survive in a highly <b>competitive</b> marketplace.</i>
cover letter (n) C	/'kʌvə(r) ,letə(r)/	motivační dopis	<i>The first thing your potential employer will read is your <b>cover letter</b>.</i>
culture (n) U	/'kʌltʃə(r)/	kultura	<i>If you're looking for <b>culture</b>, then Paris is the place for you. Britain's literary <b>culture</b>.</i>
CV (n) C British	/'si: 'vi:/	CV, životopis	<i>The Euro <b>CV</b> is the best kind of CV to use when looking for a job.</i>
drought (n) C	/draʊt/	sucho	<i>The country's economy suffered because of a <b>drought</b>.</i>
emergency (n) C/U	/'ɜ:mə:(r)dʒ(ə)nəsi/	stav nouze, pohotovost	<i>We always carry a medical kit for <b>emergencies</b>.</i>
expect (v) T	/'ɪk'spekt/	očekávat	<i>We <b>are expecting</b> good weather at the weekend.</i>
handwrite (v) T	/'hændraɪt/	napsat rukou	<i>Candidates for this job are requested to <b>handwrite</b> their letters of application.</i>
homesick (adj)	/'həʊm,sɪk/	toužící po domově	<i>I was feeling <b>homesick</b>.</i>
manufacture (v)	/'mænɪʃu'fæktʃərə(r)/	vyrábět	<i>The firm <b>manufactures</b> women's clothing.</i>
mirror (v) T	/'mɪrə(r)/	představovat, odrážet	<i>Does art <b>mirror</b> society or shape it?</i>
reference (n) C usu. pl.	/'ref(ə)rəns/	reference, doporučení	<i>Her former employer provided a <b>reference</b> for her.</i>
relevant (adj)	/'reləv(ə)nt/	týkající se	<i>How is that <b>relevant</b> to this discussion?</i>

relocate (v) I/T	/ˈriːləʊˈkeɪt/	přesídlit se, přemístit se	<i>I left my job because the company <b>relocated</b>.</i>
shortlist (v) T	/ʃɔː(r)tlist/	dostat se do užšího výběru	<i>If you get your cover letter wrong, you destroy your chances of getting <b>shortlisted</b> for interview.</i>
straightforward (adj)	/ˈstreɪtˈfɔː(r)wɔː(r)d/	přímočarý, jasný	<i>a <b>straightforward</b> process</i>
withdraw (v) I	/wɪðˈdrɔː/	odstoupit, ustoupit	<i>The injury has forced him <b>to withdraw</b> from the competition.</i>

## 1.2 Vocabulary - living abroad

bulletin board (n) C	/'bʊlətɪn ˌbɔː(r)d/	nástěnka, vývěska, informační tabule (i na internetu)	<i>New job adverts will be posted on the company's <b>bulletin board</b>.</i>
contract (n) C	/'kɒntrækt/	smlouva, kontrakt	<i>After six months she was offered <b>a contract</b> of employment.</i>
deposit (n) C	/dɪˈpɒzɪt/	kauce, deposit	<i>She paid a €400 <b>deposit</b> when she rented the flat.</i>
exception (n) C	/ɪk'seɪp(ə)n/	výjimka	<i>There are some <b>exceptions</b> to every grammatical rule.</i>
insurance (n) U	/m'ʃʊərəns/	pojištění	<i>Do you have <b>insurance</b> for the house yet?</i>
landline (n) C	/'lænd(ɪ)laɪn/	pevná telefonní linka	<i>I'll try to call you later when I get to a <b>landline</b>.</i>
landlord (n) C	/'lænd(ɪ)lɔː(r)d/	majitel nemovitosti, pronajímatel	<i>My <b>landlord</b> has increased the rent price for my flat for the second time this year.</i>
overdraft (n) U	/'əʊvə(r)dɾɑːft/	debet, přečerpaní účtu	<i>You have to pay large fines if you exceed your <b>overdraft</b> limit.</i>
prepaid (adj)	/ˈpriːpeɪd/	předplacený	<i>a <b>prepaid</b> phone card.</i>
register (v) I/T	/'reɪdʒɪstə(r)/	registrovat, zapsat	<i>Births must be <b>registered</b> within 42 days.</i>
top-up (n) C British	/'tɒp ʌp/	dobití telefonní (i jiné) karty nebo kreditu finanční částkou	<i>Is buying <b>top-ups</b> easy?</i>
utility bill (n) C	/'juːtɪlɪti ˌbɪl/	účet za služby (plyn atd.)	<i>If you want to open a bank account in Britain, you may have to show <b>utility bills</b> with your name on them</i>

### 1.3 Grammar - Present simple and prepositions of time

attend (v) I/T	/ə'tend/	účastnit se	<i>Most of his colleagues attended the wedding.</i>
au pair (n) C	/əu'peə(r)/	au pair	<i>I worked as an <b>au pair</b> in England in 2004.</i>
budget (n) C	/'bʌdʒɪt/	rozpočet	<i>Two-thirds of their <b>budget</b> goes on labour costs.</i>
canteen (n) C	/kæn'ti:n/	kantýna, jídelna	<i>I usually eat my lunch in the company <b>canteen</b>.</i>
fireworks (n) Pl.	/'faɪə(r)wɜ:(r)ks/	ohňostroj	<i>On 31 December people set <b>fireworks</b> off at midnight.</i>
grave (n) C	/greɪv/	hrob	<i>He's never even visited his mother's <b>grave</b>.</i>
kite (n) C	/kaɪt/	drak (papírový)	<i>Flying large <b>kites</b> is a popular pastime in Afghanistan.</i>
parade (n) C	/pə'reɪd/	průvod, přehlídka	<i>There are military <b>parades</b> on the Independence Day.</i>
permanent (adj)	/'pɜ:(r)mənənt/	stálý, trvalý	<i>The illness can cause <b>permanent</b> blindness.</i>
repay (v) T	/rɪ'peɪ/	splatit	<i>I need to <b>repay</b> my student loan.</i>
shadow (n) C/U	/'ʃædəʊ/	stín	<i>The dogs are always trying to chase their own <b>shadows</b>.</i>
vacancy (n) C	/'veɪkənsɪ/	volné pozice, volná pracovní místa	<i>We have several <b>vacancies</b> to fill in the Sales Department.</i>
winery (n) C	/'waɪn(ə)rɪ/	výrobná vína	<i>South African <b>wineries</b> are known for their excellent Cabernet Sauvignon wines.</i>

### 1.4 Speaking - Making small talk

conference (n) C	/'kɒnf(ə)rəns/	konference	<i>a <b>conference</b> hall/room/centre.</i>
corporate (adj)	/'kɔ:(r)p(ə)rət/	podnikový, společenský	<i><b>corporate</b> culture.</i>
divorce (n) C/U	/dɪ'vɔ:(r)s/	rozvod	<i>I want <b>a divorce</b>.</i>
extremely (adv)	/ɪk'stri:mli/	velmi, mimořádně	<i>He knows the area <b>extremely</b> well.</i>
icebreaker (n) C	/'aɪs,breɪkə(r)/	seznamovací aktivita k prolomení ledů	<i>We'll start our training with an <b>icebreaker</b> so that we could learn each other's names.</i>
have something in common (phrase)	/hæv 'sʌmθɪŋ ɪn 'kɒmən/	mít (něco) společného	<i>We've got such a lot <b>in common</b>.</i>

networking (n) U	/'netwɜ:(r)kɪŋ/	navazování kontaktů	<i>A lot of <b>networking</b> is essential if you want to survive in this business.</i>
technique (n) C	/tek'ni:k/	technika, technologie	<i>surgical <b>techniques</b>.</i>
unique (adj)	/ju:'ni:k/	unikátní, jedinečný	<i>It is her use of colour that makes her work <b>unique</b>.</i>

## 1.5 Writing - Formal and informal emails

agenda (n) C	/ə'dʒenda/	plán, program	<i>Cutting the number of workers is not on the <b>agenda</b>.</i>
attached (adj)	/ə'tæʃt/	příložený, v příloze	<i>Please see the <b>attached PDF</b> document for details.</i>
colleague (n) C	/'kɒli:ɡ/	spolupracovník, kolega	<i>Friends and <b>colleagues</b> will remember him with affection.</i>
grateful (adj)	/'ɡreɪtɪf(ə)l/	vděčný	<i>I'm very <b>grateful</b> for all your help with the party.</i>
reservation (n) C/U	/ˌrezə(r)'veɪʃ(ə)n/	rezervace	<i>Could you make a <b>reservation</b> for me at a nearby hotel?</i>

## 1.6 Case study - Global Recruit

advisor (alternate spelling: adviser) (n) C	/əd'vaɪzə(r)/	poradce	<i>the Prime Minister's <b>advisers</b>.</i>
boutique (n) C	/'bu:'ti:k/	butik	<i>She buys her clothes in the most expensive New York <b>boutiques</b>.</i>
high-profile (adj)	/'haɪ ˌprəʊfaɪl/	známý, uznávaný, (zpravidla protože se často objevuje v médiích)	<i>a <b>high-profile</b> campaign/ company/politician</i>
leading (adj)	/'li:ɪŋ/	vedoucí, čelný, přední	<i>He became a <b>leading</b> figure in the London art world.</i>
location (n) C	/ləʊ'keɪʃ(ə)n/	místo, poloha	<i>The talks are taking place at a secret <b>location</b>.</i>
opportunity (n) C	/'ɒpə(r)'tju:nəti/	příležitost	<i>The trip sounds like a wonderful <b>opportunity</b>.</i>
process (v) T	/'prəʊses/	zpracovat, zpracovávat	<i>Data is <b>processed</b> as it is received.</i>
qualification (n) C British	/'kwɒlɪfɪ'keɪʃ(ə)n/	kvalifikace	<i>Simon left school with no <b>qualifications</b>.</i>
requirement (n) C	/'rɪ'kwəɪə(r)mənt/	požadavek	<i>a list of safety <b>requirements</b>.</i>

taverna (n) C	/tə'veɪ:(r)nə/	řecká restaurace, taverna	<i>Ms Mitropoulos works in a family <b>taverna</b>.</i>
unemployed (adj)	/ˌʌnɪm'plɔɪd/	nezaměstnaný	<i>Have you been <b>unemployed</b> for a year or more?</i>

## 2 Dealing with customers

### 2.1 About business - The shopping experience

chain (n) C	/tʃeɪn/	řetězec (hotelů, restaurací atd.)	<i>Japan's leading hotel <b>chain</b>.</i>
consultant (n) C	/kən'sʌltənt/	konzultant, poradce	<i>a design <b>consultant</b>.</i>
convenience (n) U	/kən'veɪniəns/	pohodlí	<i>Her hair was cut short for <b>convenience</b> rather than fashion.</i>
department store (n) C	/dɪ'pɑ:(r)tmənt stɔ:(r)/	obchodní dům	<i>Harrods is the most famous <b>department store</b> in the world.</i>
elegant (adj)	/'eɪləɡənt/	elegantní	<i>She always looks so <b>elegant</b>.</i>
exceptional (adj)	/'ɪk'sep(ə)nəl/	výjimečný	<i>Her scores were quite <b>exceptional</b>.</i>
facility (n) C	/fə'sɪləti/	funkee, zařízení, vybavení, možnost(i)	<i>the text messaging <b>facility</b> on your phone.</i>
flagship (n) C	/'flæɡʃɪp/	nejvýznamnější produkt, vlajková loď	<i>The company now consists of a <b>flagship</b> store in Stuttgart and a further thirteen stores across Germany.</i>
luxury (adj)	/'lʌkʃəri/	luxusní	<i>a <b>luxury</b> hotel/item/car</i>
reliable (adj)	/'ri'laɪəb(ə)l/	spolehlivý	<i>a <b>reliable</b> workman/car</i>
standard (n) C	/'stændə(r)d/	standard, kvalita	<i>What can be done to raise <b>standards</b> in schools?</i>

### 2.2 Vocabulary - Telephoning and customer care

blame (v) T	/bleɪm/	obviňovat, obvinít	<i>If it a'll goes wrong, don't <b>blame</b> me.</i>
call centre (n) C	/'kɔ:l 'sentə(r)/	call centrum	<i>When was the last time you telephoned a company <b>call centre</b>?</i>
calm (adj)	/kɑ:m/	klidný	<i>a <b>calm</b> voice</i>
confirm (v) T	/kən'fɜ:(r)m/	potvrdit	<i>You can make an appointment now, and then call nearer the time to <b>confirm</b>.</i>

dissatisfied (adj) /dis'sætɪs'faɪd/ nespokojený a *dissatisfied* customer

### 2.3 Grammar - Countable & uncountable nouns, requests & offers

busy (adj)	/'bɪzi/	zanepřázdňený, zaměstnaný	<i>He is an extremely <b>busy</b> man.</i>
direct number (n) C	/daɪ'rekt 'hʌmbə(r)/	přímé telefonní číslo	<i>Could you give me his <b>direct number</b>, please?</i>
extension (n) C	/ɪk'stɛnʃ(ə)n/	telefonní linka, provolba	<i>I'm on <b>extension</b> 334.</i>
household (n) C	/'haʊs'həʊld/	domácnost	<i>How many people are there in your <b>household</b>?</i>
scale (n) Sg./U	/skeɪl/	škála, závažnost	<i>Is the Government aware of the <b>scale</b> of the problem (=are they aware of how big it is)?</i>
competence (n) U	/'kɒmpɪtəns/	kompetence, schopnosti	<i>I am not questioning your <b>competence</b>.</i>

### 2.4 Speaking - Telephoning: Handling complaints

broken down (adj)	/brəʊkən 'daʊn/	pokazit se, přestat fungovat	<i>The photocopier's <b>broken down</b> again.</i>
distribution centre (n) C	/dɪstrɪbjuːʃ(ə)n 'sentə(r)/	distribuční centrum	<i>The problem occurred at our <b>distribution centre</b> - the wrong label was put on the wrong consignment.</i>
double-book (v) I/T often passive	/ˌdʌb(ə)l 'bʊk/	zarezervovat si (například stejnou místnost) na stejný čas jako někdo jiný	<i>The meeting room <b>has been double-booked</b>.</i>
credit (v) T	/'kredit/	připsat ve prospěch	<i>The money will be <b>credited</b> to your account.</i>
urgent (adj)	/'ɜː(r)dʒ(ə)nt/	urgentní, naléhavý	<i>He had some <b>urgent</b> business to attend to.</i>

### 2.5 Writing - Dealing with an email complaint

component (n) C	/kəm'pəʊnənt/	komponent, součástka	<i>The delivery arrived on time but some of the <b>components</b> are missing.</i>
exhibition (n) C	/ˌeksɪ'biʃ(ə)n/	výstava	<i>an <b>exhibition</b> hall/centre/space</i>

non-refundable (adj)	/nɒn rɪ'fʌndəb(ə)l/	nevratný	<b>non-refundable</b> tickets
sincere (adj)	/sɪn'sɪə(r)/	upřímný	His apology seemed <b>sincere</b> .
submit (v) T	/səb'mɪt/	odevzdat	The plans will be <b>submitted</b> next week.
unacceptable (adj)	/ˌʌnək'septəb(ə)l/	nepřijatelné	This is <b>unacceptable</b> and I expect an immediate refund.

## 2.6 Case study - The Panorama conference

blanket (n) C	/'blæŋkt/	příkrývka	They had to ask for extra <b>blankets</b> to keep warm.
check in (n) C/U	/'tʃek ɪn/	check-in, zaregistrování se, odbavení	There are always long queues for <b>check-in</b> at Heathrow Airport.
thermostat (n) C	/'θɜ:(r)məʊ'stæt/	termostat	There is one central <b>thermostat</b> which controls temperature in the building.

# 3 Operations

## 3.1 About business - Lean manufacturing

defect (n) C	/'di:fekt/	vada, defekt	The aim of lean manufacturing is to eliminate all <b>defects</b> .
domestic (adj)	/də'mestɪk/	domáci, tuzemský	<b>domestic chores</b> ; domestic appliances
efficient (adj)	/'ɪfɪ(ə)nt/	efektivní	The new machine is far more <b>efficient</b> than the old one.
eliminate (v) T	/'ɪlɪmɪneɪt/	omezovat	Many infectious diseases have been virtually <b>eliminated</b> .
enthusiasm (n) U	/'m'θju:zɪ.æzəm/	entuziasmus, nadšení	His <b>enthusiasm</b> for music has stayed strong.
flexible (adj)	/'fleksəb(ə)l/	flexibilní, pružný	A more <b>flexible</b> approach is needed.
implement (v) T	/'ɪmplɪ'ment/	realizovat, implementovat	Attempts to <b>implement</b> change have met with strong opposition.
keen (adj)	/ki:n/	zapálený (např. cyklista)	a <b>keen</b> cyclist/gardener; Luke's <b>keen</b> on swimming.
premises (n) Pl.	/'premɪsɪz/	prostory	The company will move to new <b>premises</b> next month.
rumour (n) C/U	/'ru:mə(r)/	pomluva	A student had been spreading <b>rumours</b> about the teachers.

specific (adj)	/spə'sɪfɪk/	specifický, určitý	<i>You have to enter the information in a <b>specific</b> order.</i>
superior (adj)	/su'piəriə(r)/	nejvyššího standardu	<i>The hotel's service is <b>superior</b>.</i>
systematic (adj)	/sɪstə'mætɪk/	systematický	<i>The TPS is a <b>systematic</b> way to satisfy customer needs.</i>
turnover (adj)	/'tɜ:(r)nəʊvə(r)/	obrat	<i>Just-in-time system means that the costs are cut and <b>turnover</b> is increased.</i>
warehouse (n) C	/'weə(r)hɑ:ʊs/	sklad	<i>I'll speak to the <b>warehouse</b> manager and see if we have the items you requested in stock.</i>
workshop (n) C	/'wɜ:(r)kʃɒp/	workshop, seminář	<i>a creative writing <b>workshop</b>.</i>

### 3.2 Vocabulary - Trends and planning

aviation (n) U	/ˌeɪvɪ'eɪʃ(ə)n/	letectví	<i>the <b>aviation</b> industry.</i>
competitor (n) C	/kəm'petɪtə(r)/	konkurent	<i>All our major <b>competitors</b> are also bidding for that contract.</i>
destination (n) C	/ˌdestɪ'neɪʃ(ə)n/	cíl, destinace	<i>a popular holiday <b>destination</b>.</i>
hire (v) T	/haɪə(r)/	najmout si	<i>I <b>hired</b> someone to paint the house.</i>
leak (v) I/T	/li:k/	protékat, prosakovat	<i>The roof is still <b>leaking</b>.</i>
lifeguard (n) C	/'laɪfgɑ:(r)d/	plavčík	<i>There are no <b>lifeguards</b> or security patrols on the beach.</i>
market leader (n) C	/ˌmɑ:(r)kɪt 'li:də(r)/	přední firma/výrobce na trhu	<i>We would like to become the <b>market leader</b> by the end of next year.</i>
pickpocket (n) C	/'pɪkˌpɒkɪt/	kapsář (zloděj)	<i>The police know that <b>pickpockets</b> are working at the markets and on the beach.</i>
subsidiary (n) C	/səb'sɪdiəri/	dceřiná společnost	<i>a <b>subsidiary</b> of General Motors.</i>

### 3.3 Grammar - Present continuous, adverbs and present simple passive

conventional (adj)	/kən'venʃ(ə)nəl/	běžný, tradiční	<i>a <b>conventional</b> oven / <b>conventional</b> weapons (=not nuclear or chemical weapons)</i>
ingredient (n) C	/ɪn'grɪdiənt/	ingredience, přísady	<i>Mix all <b>the ingredients</b> together carefully.</i>
laboratory (n) C	/lə'bɒrət(ə)rɪ/	laboratoř	<i>our new research <b>laboratory</b>.</i>

organic (adj)	/ɔ:(r)'gænik/	ekologický, organický, bio-	<b>organic</b> apples/meat.
pesticide (n) C	/'pestɪˌsaɪd/	pesticid	Instead of <b>pesticides</b> , some farmers use bats and owls to keep bugs under control.
state (n) C	/steɪt/	stát	the <b>state</b> of Michigan
strict (adj)	/'strikt/	přísný, tvrdý	They operate within <b>strict</b> time limits; Lynn gave us <b>strict</b> instructions to be good.

### 3.4 Speaking - Presentations: signposts and stepping stones

cosmetic (adj)	/kɒz'metɪk/	kosmetický	<b>cosmetic</b> products
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### 3.5 Writing- Instructions and procedures for an exhibition stand

annual (adj)	/'ænjʊəl/	každoroční, výroční	an <b>annual</b> conference/festival/ holiday
attendee (n) C	/ə'ten'di:/	účastník	There were more than 600 <b>attendees</b> at the conference last month.
convention (n) C	/kən'venʃ(ə)n/	shromáždění, konference	Chicago was chosen as the site for an international crime <b>convention</b> .
costume (n) C/U	/'kɒstjʊ:m/	kostým	There is a <b>fantastic costume</b> contest in the evening.
expand (v) I/T	/ɪk'spænd/	rozšiřovat	We <b>are expanding</b> the programme to provide more student places.
freebie (n) C	/'fri:bi/	věc zdarma (zpravidla reklamní dárek)	What kind of <b>freebies</b> should we provide for our stand at the trade fair in Barcelona?
location (n) C	/ləʊ'keɪʃ(ə)n/	místo	The talks are taking place at a secret <b>location</b> .
logistics (n) Pl.	/lə'dʒɪstɪks/	logistika	We haven't thought about the <b>logistics</b> of delivery.
seminar (n) C	/'semlnə:(r)/	seminář	a <b>seminar</b> on marketing.
showcase (n) C	/'ʃəʊ.keɪs/	ukázka toho nejlepšího	The exhibition is a <b>showcase</b> for British exports.

### 3.6 Case study - ScotAir

budget airline (n) C	/ˌbʌdʒɪt 'eə(r)laɪn/	nízkonákladová letecká společnost	Don't count on free in-flight food if you're flying with a <b>budget airline</b> .
carbon footprint (n) C	/ˌkɑː(r)bən 'fʊtprɪnt/	uhlíková stopa (vypočtená množství CO <sub>2</sub> a skleníkových plynů, které člověk vytváří svou činností)	There are websites which allow you to calculate <b>carbon footprint</b> of a flight.
crew (n) C	/kruː/	personál, posádka	All the passengers and <b>crew</b> on board the jet were killed.
discomfort (n) C	/dɪs'kʌmfə(r)t/	nepohodlí	the <b>discomforts</b> of life in the desert.
emission (n) C	/ɪ'mɪʃ(ə)n/	emise	New laws are aimed at reducing vehicle <b>emissions</b> .
route (n) C	/ruːt/	trasa, cesta	The tunnel is <b>the route</b> taken by most drivers.
second hand (adj)	/ˌsekənd 'hænd/	použitý, ze second-handu	<b>second-hand</b> books/clothing.
short-haul (adj)	/'ʃɔː(r)t 'hɔːl/	na krátkou vzdálenost	Most airlines do no longer serve meals on <b>short-haul</b> flights.
uniform (n) C	/'juːnɪfɔː(r)m/	uniforma	He was still wearing his school <b>uniform</b> .

## 4 Success stories

### 4.1 Speaking - Making small talk

ambition (n) U	/æm'biʃ(ə)n/	ambice	His <b>ambition</b> was to become a successful writer.
contact (n) C/U	/'kɒntækt/	kontakt	Do you and Jo still keep in <b>contact</b> ?
dedication (n) U	/ˌdedɪ'keɪʃ(ə)n/	obětavost, oddanost	his <b>dedication</b> to the fight against AIDS.
financial (adj)	/faɪ'nænz(ə)l/	finanční	<b>banks</b> and other <b>financial</b> institutions
icon (n) C	/'aɪkɒn/	ikona	one of the best-known pop <b>icons</b> of the 1980s.
immigrant (n) C	/'ɪmɪgrənt/	imigrant	There has been a rise in the number of <b>immigrants</b> coming from Eastern Europe.
lipstick (n) C/U	/'lɪpstɪk/	rtěnka	She was wearing the most expensive <b>lipstick</b> .
luck (n) U	/lʌk/	štěstí	We'd all like to wish you <b>luck</b> in your new job.
motto (n) C	/'mɒtəʊ/	motto	The company's <b>motto</b> is 'Bringing the best to everyone we touch'.
original (adj)	/ə'rɪdʒ(ə)n(ə)l/	originální	a highly <b>original design</b> , a very <b>original</b> songwriter

secrecy (n) U	/'si:kri:si/	tajnost, utajení	Discussions took place in total <b>secrecy</b> .
sophisticated (adj)	/sə'fɪstɪ,ketɪd/	důmyslný, rafinovaný	Consumers are getting more <b>sophisticated</b> .
tip (n) C	/tɪp/	tip, rada	The booklet gives some good <b>tips</b> on getting the most out of your software.
waft (v) I	/wɒft/	nést se vzduchem, zavanout	The scent <b>wafted</b> through the crowd of shoppers.

## 4.2 Vocabulary - Describing yourself and being successful

cope (v) I	/kəʊp/	zvládat, vyrovnat se	Considering how bad her injuries are, she <b>is coping</b> very well. The safety system is designed to <b>cope</b> with engine failure.
file (n) C	/faɪl/	záznamy, evidence	<b>medical files</b> .
habit (n) C/U	/'hæbɪt/	návyk, zvyk	<b>healthy eating habits</b> .
risk (n) C/U	/rɪsk/	riziko, hrozba	The <b>risks</b> to consumers are being analysed
role model (n) C	/rəʊl 'mɒd(ə)l/	vzor, příklad	Highly successful business owners are great <b>role models</b> .
stand out from the crowd (phrase)	/,stænd aʊt frəm ðə 'kraʊd/	vyčínat z davu	He's the kind of man who <b>stands out from the crowd</b> .
well-informed (adj)	/wel ɪnfɔ:(r)md/	dobře informovaný	The press doesn't seem to be very <b>well-informed</b> .

## 4.3 Grammar - Past simple, past continuous and used to

basket (n) C	/'bɑ:skɪt/	koš	a <b>laundry basket</b> .
collateral (n) U	/kə'læt(ə)rəl/	zástiava, záruka	The will definitely ask for some security or <b>collateral</b> when considering your application for a loan.
entrepreneur (n) C	/,ɒntrəprə'neɪ(r)/	podnikatel, provozovatel	The newspaper <b>was founded</b> in 1909.
found (v) T	/faʊnd/	založit (firmu apod.)	The company will <b>launch</b> a new version of the software in July.
launch (v) T	/lɔ:ntʃ/	spustit, uvést na trh	

poverty (n) U	/'pɒvə(r)ti/	chudoba, bída	<i>Half the world's population is living in <b>poverty</b>.</i>
reality show (n) C	/ri'æləti_ʃəʊ/	reality show	<i>Big Brother™ is a well-known <b>reality show</b>.</i>
rural (adj)	/'ruərəl/	venkovský	<i><b>rural</b> areas/roads/schools</i>
vicious circle (n) Sg.	/ˌviʃəs 'sɜ:(r)k(ə)l/	začarovaný kruh	<i>He lent the villagers money so that they could escape the <b>vicious circle</b> of poverty.</i>

#### 4.4 Speaking - Appraisals

element (n) C	/'elɪmənt/	součást, prvek	<i>Fieldwork is a key <b>element</b> of this course. Advertising is not the only <b>element</b> in the marketing process.</i>
flexitime (n) U British Business	/'fleksɪˌtaɪm/	flexibilní pracovní doba	<i>Let's introduce <b>flexitime</b> so that everybody can decide when they come to and leave the office.</i>
intern (n) C	/'ɪntɜ:(r)n/	praktikant, stážista	<i>I don't have a contract of employment yet - I'm still an <b>intern</b> in this company.</i>
pressure (n) C/U	/'preʃə(r)/	tlak, nátlak	<i><b>Pressure</b> for political change increased in the 1990s.</i>
self-assessment (n) U	/ˌself ə'sesmənt/	sebehodnocení	<i>Let's look at the <b>self-assessment</b> part of your appraisal.</i>

#### 4.5 Writing - Profiles of business leaders

charity (n) C/U	/'tʃærəti/	charitativní organizace	<i>I donated €1,000 to a local <b>charity</b>.</i>
campaign (n) C	/kæm'peɪn/	kampaň	<i>an election / advertising <b>campaign</b>.</i>
float (v) T	/fləʊt/	začít obchodovat své akcie (o firmě)	<i>The company <b>was floated</b> in 1983.</i>
limited edition (n) C	/ˌlɪmɪtɪd ɪ'dɪʃ(ə)n/	limitovaná edice	<i>The Steiff Company has produced a number of <b>limited edition</b> teddy bears.</i>
merchandise (n) U formal	/'mɜ:(r)ʃ(ə)nˌdɑ:zɪ/	zboží	<i>She contracted <b>polio</b> when she was a small child.</i>
polio (n) U	/'pəʊliəʊ/	dětská obrna	<i>Refugees are facing serious food and fuel <b>shortages</b>.</i>
shortage (n) C/U	/'ʃɔ:(r)tɪdʒ/	nedostatek	<i>This name is a registered <b>trademark</b> and you cannot use it on your products.</i>
trademark (n) C	/'treɪdˌmɑ:(r)k/	obchodní/ochranná známka	<i>As a result of an accident, she had to spend the rest of her life in a <b>wheelchair</b>.</i>
wheelchair (n) C	/'wi:lʃeə(r)/	invalidní vozík	

## 4.6 Case study - The English Academy

campus (n) C/U	/'kæmpəs/	univerzitní kampus	<i>We have rooms for 2,000 students on <b>campus</b>.</i>
hydroelectricity (n) U	/ˌhaɪdrəʊlɪk'trɪsɪti/	elektrina z vodní energie	<i><b>Hydroelectricity</b> accounts for more than half of Switzerland's electricity production.</i>
industrial estate (n) C/British	/ɪnˌdʌstriəl ɪ'steɪt/	průmyslová zóna	<i>They opened a new language school on an <b>industrial estate</b>.</i>
magnate (n) C	/'mæɡnɪt/	magnát	<i>an <b>oil magnate</b>.</i>
orphanage (n) C	/ɔ:(r)f(ə)mɪdʒ/	sirotčinec	<i>When she was six, her mother died, so she grew up in an <b>orphanage</b>.</i>
outskirts (n) Pl.	/'aʊtˌskɜ:(r)ts/	okraj, periferie	<i>a park on the <b>outskirts</b> of Edinburgh.</i>
patent (n) C	/'peɪt(ə)nt/	patent	<i>In 1878 Edison received a <b>patent</b> for his phonograph.</i>
prestigious (adj)	/pre'stɪdʒəs/	prestižní	<i>The school is in a very <b>prestigious</b> location.</i>
quality (n) C/U	/'kwɒləti/	kvalita, jakost	<i>This cut in funding will affect the <b>quality</b> of education in our schools. The food is of the highest <b>quality</b>.</i>
refugee (n) C	/'refjuːdʒi:/	uprchlík	<i>His family moved as <b>refugees</b> to Greece in the early 1920s.</i>
steel (n) U	/sti:l/	ocel	<i>The works produced a million tons of <b>steel</b> a year.</i>
tanker (n) C	/'tæŋkə(r)/	tanker	<i>The western coast suffered from oil pollution when two <b>tankers</b> collided yesterday.</i>
tailor (n) C	/teɪlə(r)/	krejčí	<i>He learnt everything about making clothes in his mother's small <b>tailor</b> shop.</i>
untimely (adj)	/ʌn'taɪmli/	předčasný	<i>his <b>untimely</b> death.</i>
whaler (n) C	/'weɪlə(r)/	velrybářská loď	

## 5 Selling

## 5.1 About business - Advertising

billboard (n) C	/'bɪl,bɔː(r)d/	billboard	The company's advertisements could be seen on <b>billboards</b> all around the country.
branded (adj)	/'brændɪd/	značkový	Athletes have always earned a lot of money by wearing <b>branded</b> sports clothes.
desire (n) C/U	/dɪ'zʌə(r)/	přání, touha	his <b>desire</b> to join the army.
differentiate (v) I/T	/ˌdɪfə'renʃieɪt/	rozdlišit, rozlišovat	Neil is colour-blind and cannot <b>differentiate</b> between red and green.
forehead (n) C	/fɔː(r)'hed/	čelo	She had a long face with a high <b>forehead</b> .
hype (n) U %infml	/haɪp/	intenzivní propagace a reklama	I hate all the <b>hype</b> about portable music players.
lease (v) T	/liːs/	pronajmout	The offices are currently <b>leased</b> to a design company.
logo (n) C	/'lɒgəʊ/	logo	The company has changed its <b>logo</b> for the third time in the past ten years.
potential (adj)	/pə'tenʃ(ə)l/	potenciální	The disease is a <b>potential</b> killer.
run (v) I	/rʌn/	rozpouštět se	When athletes begin to sweat, the tattoo starts <b>to run</b> .
tasteful (adj)	/'teɪstf(ə)l/	vkusný	Some consumers may not find this type of advertising very <b>tasteful</b> .
taboo (n) C	/tə'buː/	tabu	In some parts of the world showing too much skin in public is <b>a taboo</b> .
unique selling proposition (n) C	/ˌjuːnɪk'selɪŋ'prɒpə'zɪʃ(ə)n/	výjimečná vlastnost výrobku, která jej odlišuje od ostatních výrobků stejného druhu	Many advertising campaigns fail because the product's <b>USP</b> is too weak.
word of mouth (n) U %infml	/'wɜː(r)d əv 'mʌʊθ/	ústní doporučení od někoho	Most of our customers hear about us by <b>word of mouth</b> .

## 5.2 Vocabulary - Buying and selling

characteristics (n) PL	/'kærɪktɪ'rɪstɪks/	vlastnosti, charakteristické rysy	main <b>characteristics</b> of 20th-century culture
complicated (adj)	/'kɒmplɪkətɪd/	komplikovaný	It looks very <b>complicated</b> to use.
potential (adj)	/pə'tenʃ(ə)l/	potencionální	<b>a potential</b> disaster.
pricey (adj) %infml	/'praɪsi/	drahý, nákladný	It was a bit <b>pricey</b> but definitely value for money.

rival (n) C

/ˈraɪv(ə)l/

rival, protivník

She scored twice as many points as her **rival**.

### 5.3 Grammar - Comparatives, superlatives and asking questions

assure (v) T formal	/əˈʃʊ:(r)/	ubezpečit	There's no mistake, I can <b>assure</b> you.
breakdown (n) C	/'breɪk daʊn/	porucha, havárie	You won't have a <b>breakdown</b> with this car.
detection (n) U	/dɪ'tekʃ(ə)n/	odhalení, vypátrání	aircraft capable of avoiding <b>detection</b> .
downloadable (adj)	/daʊn'laʊdəb(ə)l/	ke stažení z internetu	The NewTech GPS Mapping System features celebrity voices as a <b>downloadable</b> option.
exotic (adj)	/ɪg'zɒtɪk/	exotický, cizokrajný	There isn't a good selection of <b>exotic</b> fruit.
helmet (n) C	/'helmt/	helma	a motorcycle <b>helmet</b> .
integrate (v) I/T	/'ɪntɪgreɪt/	integrovat, začlenit	How would such culturally different people be <b>integrated</b> into our society?
portable (adj)	/'pɔ:(r)təb(ə)l/	přenosný	a <b>portable</b> television/heater
satellite (n) C	/'sætələɪt/	satelit	a spy/communications/weather <b>satellite</b>
state-of-the-art (adj)	/'steɪt əv ðɪ 'ɑ:(r)ɪt/	nejmodernější (po technické stránce)	<b>state-of-the-art</b> voice recognition technology.
steering wheel (n) C	/'stiəriŋ wi:l/	volant	A hands-free handset allows you to talk on the phone without taking your hands off <b>the steering wheel</b> .
trolley (n) C British	/'trɒli/	vozik (např. v obchodě)	Please leave your <b>trolley</b> here when you're leaving the supermarket.
waterproof (adj)	/'wɔ:tə(r),pru:f/	voděodolný, nepromokavý	a <b>waterproof</b> jacket.

### 5.4 Speaking - Negotiating

agenda (n) C	/ə'dʒendə/	plán, program	Cutting the number of workers is not on the <b>agenda</b> .
ballet (n) U	/'bæleɪ/	balet	<i>classical/modern ballet.</i>
compromise (n) C/U	/'kɒmprəmaɪz/	kompromis	Neither of them is willing to make <b>compromises</b> .
subsidize (v) T	/'sʌbsɪ,dəɪz/	podporovat, dotovat	The company canteen should no longer be <b>subsidized</b> .

sum up (v) T	/sʌm 'ʌp/	shrnutí,	<i>It's a good idea to <b>sum up</b> agreements regularly.</i>
trekking (n) U	/'trekiŋ/	treking	<i>He <b>had trekked</b> across South Africa. She's going <b>trekking</b> in New Zealand.</i>

## 5.5 Writing - Negotiating by email

etiquette (n) U	/'etɪkət/	etiketa, společenská pravidla	<i>professional/business/diplomatic <b>etiquette</b>.</i>
inclusive (adj)	/m'klɪ:sv/	včetně,	<i>These goods are <b>inclusive</b> of VAT.</i>
prompt (adj)	/prɒmpt/	okamžitý	<i><b>Prompt</b> action is required.</i>

## 5.6 Speaking - Making small talk

brochure (n) C	/'brəʊʃə(r)/	brožura	<i>holiday <b>brochure</b>.</i>
disposable income (n) U	/dɪ'spəʊzəb(ə)l 'ɪnkʌɪm/	čistý příjem po srážce daně	<i>This social group has a very high <b>disposable income</b>.</i>
innovative (adj)	/'ɪnəvətɪv/	inovační, pokrokový	<i><b>innovative</b> products.</i>
pamper (v) T	/'pæmpə(r)/	rozmazlovat	<i>You can relax and <b>pamper</b> yourself in one of our five-star hotels.</i>
relatively (adv)	/'relatɪvli/	relativně, poměrně	<i>a <b>relatively</b> small flat</i>
status symbol (n) C	/'steɪtəs ˌsɪmb(ə)l/	znak společenského postavení	<i>For some, a personal bodyguard has become something of a <b>status symbol</b>.</i>
track down (phr.v.) T	/'træk 'daʊn/	vystopovat, najít někoho	<i>I finally managed to <b>track him down</b> in Manchester.</i>
trendspotter (n) C	/'trendˌspɒtə(r)/	člověk, který sleduje trendy	<i>A team of brilliant young <b>trendspotters</b> track down new products before they become too popular and everyone has them.</i>

# 6 The organization

## 6.1 About business - Entrepreneurs

debt (n) C	/det/	dluh	<i>By this time we had <b>debts</b> of over £15,000.</i>
expand (v) I/T	/ɪk'spænd/	expandovat, šířit se	<i>The population is <b>expanding</b> rapidly.</i>
festivities (n) Pl.	/fɛ'stɪvətɪz/	slavnosti, oslavy	<i><b>Festivities</b> include a parade and an open-air concert.</i>
headquarters (n) Pl.	/ˈhed'kwɔ:(r)tə(r)z/	sídlo společnosti, centrála, ústředí	<i>She has never been to her company's <b>headquarters</b> in Birmingham.</i>
liability (n) U	/ˌlɪə'bɪlɪtɪ/	závazek, odpovědnost	<i>The owner's <b>liability</b> is only limited to the amount they invested.</i>
paperwork (n) U	/ˈpeɪpə(r)wɜ:(r)k/	papírování, kancelářská práce	<i>You don't have to do the <b>paperwork</b> yourself.</i>

## 6.2 Vocabulary - Types of companies

bankrupt (adj)	/'bæŋkɹʌpt/	zkrachovalý	<i>If you're a sole trader and you go <b>bankrupt</b>, you may have to sell your possessions to pay your debts.</i>
diversify (v) I/T	/daɪ'vɜ:(r)sɪˌfaɪ/	zvyšovat různorodost produktů, vkládat kapitál do různých podniků (s cílem snížit riziko)	<i>You have to <b>diversify</b> your activities to be successful in business.</i>
global warming (n) U	/ˌɡləʊb(ə)l 'wɔ:(r)mɪŋ/	globální oteplování	<i>Big companies don't invest their big profits to stop <b>global warming</b>.</i>
monopoly (n) C/U	/mə'nɒpəlɪ/	monopol	<i>No company should have a <b>monopoly</b> on rail transport.</i>
pollute (v) T	/pə'lju:t/	znečistit, znečišťovat	<i>The oil spillage <b>has polluted</b> the harbour.</i>

## 6.3 Grammar - Reported speech

cognac (n) U	/'kɒŋjæk/	koňak	<i>A good choice of present is an expensive <b>cognac</b>.</i>
face to face (adj)	/'feɪs tə 'feɪs/	tváří v tvář, osobně	<i>a <b>face to face</b> meeting</i>
interrupt (v) I/T	/ˌɪntə'rʌpt/	přerušit, rušit	<i>Please don't <b>interrupt</b> her while she's working.</i>

## 6.4 Speaking - Interrupting in meetings

absenteeism (n) U	/ˌæbsənˈtiːz(ə)m/	absence	<i>If people keep injuring themselves, we'll have more <b>absenteeism</b>.</i>
clarification (n) U formal	/ˌklærəfɪˈkeɪʃ(ə)n/	vysvětlení, objasnění	<i>If I don't understand what someone means, I ask for <b>clarification</b>.</i>
counterproductive (adj)	/ˌkauntə(r)prəˈdʌktɪv/	kontraproduktivní, s opačným účinkem	<i>Research shows that sending young offenders to prison can be <b>counterproductive</b>.</i>
frown (v) I	/fraʊn/	mračit se	<i>I never <b>frown</b> when I am talking.</i>
lose the thread (phrase)	/ˌluːz ðə ˈθreɪd/	ztratit nit/souvislost	<i>More than once she <b>lost the thread</b> and had to ask them to speak more slowly.</i>

## 6.5 Writing - Agendas and action minutes

atmosphere (n) Sg.	/ˈætmosˌfɪə(r)/	atmosféra	<i>There is an <b>atmosphere</b> of tension in the city today.</i>
demotivated (adj)	/diːˈmɔʊtɪvɪtɪd/	demotivovaný	<i>Staff are <b>demotivated</b> by the lack of promotion opportunities.</i>
hot desking (n) U	/hɒt ˈdeskɪŋ/	sdílení pracoviště – u jednoho stolu se střídá více zaměstnanců	<i>Staff are not happy about <b>hot desking</b>.</i>
newsletter (n) C	/ˈnjuːzˌleɪtə(r)/	newsletter, informační bulletin	<i>We'd like to ask staff to contribute materials to our company <b>newsletter</b>.</i>
quarterly (adj) (adv)	/ˈkwɔː(r)tə(r)li/	kvartální, čtvrtletní	<i>a <b>quarterly</b> report.</i>
quotation (n) C	/kwəʊˈteɪʃ(ə)n/	cenová nabídka, předkalkulace	<i>Can you give me a <b>quotation</b> for replacing all the windows?</i>
structure (n) C/U	/ˈstrʌktʃə(r)/	struktura	<i>the <b>structure</b> of DNA; the changing <b>structure</b> of agriculture in this country</i>
summary (n) C	/ˈsʌməri/	shrnutí, stručný obsah	<i>The text provides <b>summaries</b> of the plots of Shakespeare's plays.</i>
temporary (adj)	/ˈtemp(ə)rəri/	dočasný, prozatímní	<i>These measures are only <b>temporary</b>.</i>

## 6.6 Case study - Soup kitchen vs Gourmet to go

be located (phrase)	/bi ˌləʊˈkeɪtɪd/	být umístěn	<i>The centre is conveniently <b>located</b> close to many historical sites.</i>
biodegradable (adj)	/ˌbaɪəʊdɪˈɡreɪdəb(ə)l/	biologicky odbouratelný	<i>We use <b>biodegradable</b> components to manufacture our packages.</i>
cater (v) I/T	/ˈkeɪtə(r)/	postarat se, starat se	<i>Our sales objective for next year is to <b>cater</b> for an average of 50 business</i>

functions a week.  
**healthy** food: a **healthy** diet/ lifestyle.  
**organic** apples/meat, **organic** farming.  
 a set of **pots** and pans.  
 cooking **utensils**.  
 We only serve **wholesome** soups.

healthy (adj)	/'helθi/	zdravý
organic (adj)	/ɔ:(r)'gænik/	organický
pot (n) C	/pɒt/	hrnec
utensil (n) C	/ju:'tens(ə)l/	náčiní, nádobí
wholesome (adj)	/'həʊls(ə)m/	zdravý, prospěšný zdraví

## 7 The stock market

### 7.1 About business - Keep it in the family

buyback (n) C	/'baɪbæk/	odkoupení, zpětný nákup	a share <b>buyback</b>
consolidated (adj)	/kən'sɒlɪdeɪtɪd/	konsolidovaný, souborný	a <b>consolidated</b> financial report.
dividend (n) C	/'dɪvɪdend/	dividenda	The next <b>dividend</b> will be paid out on 31 January 2008.
secure (v) T formal	/sɪ'kjʊə(r)/	zabezpečit	The team <b>secured</b> their second victory of the season.
stock exchange (n) C	/'stɒk ɪks'tʃeɪndʒ/	burza cenných papírů	He invested everything on the <b>stock exchange</b> .

### 7.2 Vocabulary - Dealing with figures

annually (adv)	/'ænjuəl/	každý rok	The directory is published <b>annually</b> .
lifespan (n) C	/'laɪf'spæn/	délka života	The average <b>lifespan</b> of a car in the UK has been estimated as between 13-17 years.
phishing (n) U	/'fɪʃɪŋ/	phishing (online podvod požadující sdělení osobních informací vydávající se za důveryhodnou instituci)	The online bank was once again target of a <b>phishing</b> attack.
productivity (n) U	/prɒdʌk'tɪvətɪ/	produktivita	<b>Productivity</b> grew by 7% in the third quarter.
surplus (n) C/U	/'sɜ:(r)plʌs/	nadbytek	a <b>surplus</b> of oil

unemployment (n) U	/ˌʌnɪm'plɔɪmənt/	nezaměstnanost	<b>Unemployment</b> rose last month to its highest level in five years.
vehicle (n) C	/'viːk(ə)l/	prostředek (pro uskutečnění něčeho)	He launched the newspaper as a <b>vehicle</b> for his campaign.
virus (n) C Computing	/'vaɪrəs/	virus	Most <b>viruses</b> are spread over the Internet.
overtake (v) T	/'əʊvə(r)'teɪk/	předstihnout, předhonit	The women students seem to be <b>overtaking</b> the men.

### 7.3 Grammar - *will* and *won't*, *be going to*, *first conditional*

curry (n) C/U	/'kʌrɪ/	kari (koření)	Italians don't seem to like <b>curry</b> flavour pizzas.
dozen (det)	/'dɒz(ə)n/	tucet	a <b>dozen</b> red roses
nuclear (adj)	/'njuːklɪə(r)/	nukleární, jaderný	<b>nuclear</b> power/energy
pensioner (n) C	/'penʃ(ə)nə(r)/	důchodce	By 2075 there will be one worker for three <b>pensioners</b> .
power plant (n) C	/'paʊə(r) plænt/	elektrárna	The Government has announced that 12 out of 23 <b>nuclear power plants</b> will be closed by 2030.
risky (adj)	/'rɪski/	rizikový, nebezpečný	The decision is <b>politically risky</b> .
solar panel (n) C	/'səʊlə(r) pænl(ə)l/	solární panel	I'm going to install <b>solar panels</b> to save on electricity bills.
terrorist (n) C	/'terərɪst/	terorista	a suspected/convicted <b>terrorist</b> .
villa (n) C	/'vɪlə/	vila	We have a luxury <b>villa</b> in the Bahamas.

### 7.4 Speaking - Negotiations: making offers and agreeing deadlines

catalogue (n) C	/'kætəˌlɒɡ/	katalog	a mail order <b>catalogue</b> .
guarantee (v) T	/'gærən'ti:/	garantovat, zaručit	The government provides help for small businesses, but it cannot <b>guarantee</b> their success.
maintenance (n) U	/'meɪntənəns/	údržba	aircraft <b>maintenance</b> .
turnover (n) C/U	/'tɜː(r)nˌəʊvə(r)/	obrat	Just-in-time system means that the costs are cut and <b>turnover</b> is increased.

## 7.5 Writing - Describing figures

resignation (n) C/U	/ˈreɪzɪɡˈneɪʃ(ə)n/	resignace	Rebel groups have demanded the <b>resignation</b> of the government.
run out (phr.v) I	/rʌn ˈaʊt/	vyčerpat zásobu něčeho	Many hospitals are <b>running out</b> of money.
short-lived (adj)	/ˌʃɔː(r)t ˈlɪvd/	přechodný, krátkodobý	The rise in share price was <b>short-lived</b> .
speculation (n) C/U	/ˌspekjuˈleɪʃ(ə)n/	spekulace	Share <b>speculation</b> was responsible for the collapse of the stock market.
takeover (n) C	ˈteɪkˌoʊvə(r)/	převzetí (společnosti)	There was a talk of a <b>takeover bid</b> .
turbulent (adj)	ˈtɜː(r)bjʊlənt/	neklidný, bouřlivý	the country's <b>turbulent</b> history.

## 7.6 Case study - Trading stocks

barrel (n) C	ˈbærəl/	barel	A <b>barrel</b> of oil was up USD 0.9 yesterday.
chip (n) C	/tʃɪp/	čip	a computer <b>chip</b> manufacturer.
fabricate (v) T Business	ˈfæbrɪkeɪt/	vyřábět	Cyberchip Plc has two <b>fabrication</b> plants.
field (n) C	ˈfi:ld/	naleziště, pole	The company intends to increase production from its larger gas <b>fields</b> .
frost (n) U	/frɒst/	jinovačka	bushes covered with <b>frost</b> .
genetically-modified (adj)	/dʒenetɪkli ˈmɒdɪfaɪd/	geneticky modifikované	Genezap Inc. is a company which produces <b>genetically-modified</b> seed.
pipeline (n) C	ˈpaɪpˌlaɪn/	potrubí, ropovod	a 500-kilometre oil <b>pipeline</b> .
plant (n) C	/plænt/	továrna	a nuclear/ chemical <b>plant</b> .
processed (adj)	ˈprəʊsest/	zpracovaný	<b>processed</b> meat/cheese
profitability (n) U	/ˌprɒfɪtəˈbɪləti/	ziskovost, rentabilita	We have consistently increased turnover and <b>profitability</b> .
refinery (n) C	/rɪˈfɪnəri/	rafinerie	oil <b>refinery</b> .
triple (adj)	ˈtrɪp(ə)l/	trojitý	a <b>triple</b> killing.

## 8 Going global

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## 8.1 About business - Franchising

corporate identity (n) C	/ˌkɔː(r)pəreɪt aɪ'dentɪti/	image firmy	We need to think of a new <b>corporate identity</b> for the Asian market.
establish (v) T	/ɪ'stæblɪʃ/	založit (firmu)	The company <b>was established</b> in 1860.
fulfil (v) T	/fʊl'fɪl/	spĺňovat	Do you <b>fulfil</b> the entry requirements for the course?
global player (n) C	/'glɔːb(ə)l ˌpleɪə(r)/	globální hráč (na trhu)	If you would like to be a <b>global player</b> , perhaps you should think about setting up a franchise business.
globe (n) C mainly literary	/glɔːb/	zeměkoule	on the other side of <b>the globe</b> .
legislation (n) U	/'ledʒɪ'sleɪʃ(ə)n/	legislativa	a complex piece of <b>legislation</b> .
outlet (n) C	/'aʊtˌlet/	prodejna, obchod	Subway has more <b>outlets</b> in the USA and Canada than McDonald's.
overseas (adj)	/'əʊvə(r)'siːz/	zámořský	<b>overseas</b> visitors/students/markets
relocate (v) I/T	/'riːləʊ'keɪt/	přesídlit se, přemístit se	I left my job because the company <b>relocated</b> .
reputation (n) U	/'replʊ'teɪʃ(ə)n/	reputace, pověst	The town has a bad <b>reputation</b> .
tried and tested (adj)	/'traɪd ən 'testɪd/	vyzkoušený	We only buy <b>tried-and-tested</b> products.

## 8.2 Vocabulary - Setting up a franchise

appeal (v) I	/ə'piːl/	působit, být přitažlivý	I think we should offer something that will <b>appeal</b> to kids.
contact (v) T	/'kɒntækt/	kontaktovat někoho	Please <b>contact</b> us if you have any information.
market research (n) U	/'mɑː(r)kɪt rɪ'ssɜː(r)ʃ/	průzkum trhu	Companies always do thorough <b>market research</b> before launching a new product.
persuade (v) T	/'pə'sweɪd/	přesvědčit, přemluvit	He did finally come with us, although it took a long time to <b>persuade</b> him.
prestigious (adj)	/'pre'stɪdʒəs/	prestižní	The school is in a very <b>prestigious</b> location.
realistic (adj)	/'riːəlɪstɪk/	realistický	Changing your job is the only <b>realistic</b> solution. I don't think it's very <b>realistic</b> to expect her to help us.

sceptical (adj)	/'skeptɪk(ə)l/	skeptický	<i>I'm very sceptical about the results of the survey.</i>
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### 8.3 Grammar - Past simple and past perfect

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appliance (n) C	/ə'plaiəns/	spotřebič, přístroj	<i>appliances such as washing machines and refrigerators.</i>
asset (n) C	/'æset/	aktivum, majtková hodnota	<i>The company has <b>assets</b> of over USD 1.7 trillion.</i>
diamond (n) C/U	/'daɪəmənd/	diamant, diamantový	<i>a <b>diamond</b> ring/necklace/bracelet.</i>
household (n) C	/'haʊs,hoʊld/	domácnost	<i><b>household</b> appliances.</i>
joint venture (n) C	/dʒɔɪnt'ventʃə(r)/	společný podnik	<i>The two companies have set up a <b>joint venture</b> to bid for the government contract.</i>
light bulb (n) C	/'laɪt bʌlb/	žárovka	<i>The <b>light bulb</b> was invented by Thomas Edison.</i>
misunderstanding n (U)	/ˌmɪsʌndə(r)'stændɪŋ/	nedorozumění	<i>There's been a <b>misunderstanding</b>: Mr Jones isn't expecting you until tomorrow.</i>
radical (adj)	/'rædɪk(ə)l/	radikální,	<i>a <b>radical</b> solution to the problem of juvenile crime</i>
restructure (v) T	/'ri:stɹʌktʃə(r)/	rekonstruovat	<i>There has been some radical <b>restructuring</b> in the last few years.</i>
silicon (n) U	/'sɪlɪkən/	křemík	<i>Siemens developed a method to produce ultra-pure <b>silicon</b>.</i>

  

### 8.4 Speaking - Presentations: handling questions

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control tower (n) C	/kən'trəʊl ˌtaʊə(r)/	kontrolní věž, věž letové kontroly	<i>The <b>control tower</b> is located near the arrivals terminal.</i>
domestic (adj)	/də'mestɪk/	domáci, tuzemský	<i><b>domestic</b> politics</i>
expand (v) I/T	/ɪk'spænd/	expandovat, šířit (se)	<i>The population is <b>expanding</b> rapidly; There are plans to <b>expand</b> the national park.</i>
fog (n) U	/fɒɡ/	mlha	<i>Heavy <b>fog</b> forced drivers to slow down.</i>
groundwater (n) U Science	/'graʊnd,wɔ:tə(r)/	podzemní voda	<i>The <b>groundwater</b> in this area will have to be lowered.</i>
impact (n) C	/'ɪmpækt/	dopad, vliv	<i>Internet shopping has begun to have a serious <b>impact</b> on traditional bookshops.</i>
runway (n) C	/'rʌnweɪ/	vzletová a přistávací dráha, ranvej	<i>The longest <b>runway</b> in the world is at Qamdo Bangda Airport, China.</i>

statistics (n) Pl.	/stə'tɪstɪks/	statistika	<i>There are three types of lies: lies, damned lies and statistics.</i>
terminal (n) C	/'tɜ:(r)mɪn(ə)l/	terminál	<i>A second <b>terminal</b> was opened in 2001.</i>
transit (n) U	/'trænst/	tranzit, přeprava	<i>Our suitcases were damaged in <b>transit</b>.</i>

## 8.5 Writing - Reports of recommendation

availability (n) U	/ə'veɪlə'bɪləti/	dostupnost	<i>Parents are concerned about the <b>availability</b> of drugs in the school.</i>
component (n) C	/kəm'pəʊnənt/	součástka, komponent	<i>XYZ Inc. is our main supplier of electronic <b>components</b>.</i>
criteria (n) Pl.	/kraɪ'tɪəriə/	měřítka, kritéria	<i>Everyone whose qualifications meet our <b>criteria</b> will be considered.</i>
dependent (adj)	/dɪ'pendənt/	závislý	<i>Your pay is <b>dependent</b> on your work experience.</i>
disruption (n) C/U	/dɪs'rʌpʃ(ə)n/	přerušení, porucha	<i>There was a major <b>disruption</b> at our factory yesterday.</i>
drawback (n) C	/'drɔː,bæk/	nevýhoda, stinná stránka	<i>The main <b>drawback</b> of the plan is its expense.</i>
flood (n) C/U	/flʌd/	povodeň	<i>The southwest of England has been badly hit by <b>floods</b>.</i>
forecast (v) T	/'fɔ:(r)kɑ:st/	předpovídat	<i>We <b>forecast</b> that costs are likely to increase quickly.</i>
humidity (n) U	/hju:'mɪdətɪ/	vlhkost	<i>The problem here is the high <b>humidity</b>.</i>
infrastructure (n) C	/'ɪnfɪə'strʌktʃə(r)/	infrastruktura	<i>Germany has a very good transport <b>infrastructure</b>.</i>
monsoon (n) C	/mɒn'su:n/	monzun	<i>the <b>monsoon</b> period.</i>
rust (n) U	/rʌst/	rez, korozie	<i>Materials and parts will have to be kept in special buildings to stop them from <b>rusting</b>.</i>

## 8.6 Case study - Choosing a franchise

bonus (n) C	/'bəʊnəs/	bonus, prezent (w pracy), dodatkowe świadczenie od pracodawcy	<i>a Christmas <b>bonus</b>.</i>
cotton (n) U	/'kɒt(ə)n/	bavlna	<i>a <b>cotton</b> dress.</i>

disabled (adj)	/dɪs'ɛɪb(ə)ld/	postižený, invalidní	<i>We provide care to help older and <b>disabled</b> people.</i>
overtime (n) U	/'əʊvə(r)taɪm/	práce přesčas	<i>I've done a lot of <b>overtime</b> since the beginning of this month.</i>
retire (v) I	/rɪ'taɪə(r)/	odejít do výslužby/do důchodu	<i>He <b>retired</b> from the army last month.</i>
sustainable (adj)	/sə'steɪnəb(ə)l/	trvale udržitelný	<i>You can also help to make this world <b>greener, cleaner and more sustainable</b>.</i>