

1 Corporate culture

1.1 About business - Work culture and placements

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| assignment (n) C/U | /ə'saɪnmənt/ | úkol, pověření | His first assignment as a reporter was to cover the local election. |
| autonomy (n) U | /ɔ:'tɒnəmi/ | autonomie, samostatnost | New regulations have severely restricted the autonomy of doctors. |
| be the done thing (phr) | /bi: ðə ˌdʌn 'θɪŋ/ | být (společensky) přijatelné | It wasn't the done thing to go home until eleven or midnight. |
| beating (n) C | /'bi:tiŋ/ | výprask, bití | The man had been given a severe beating . |
| burst into tears (phr) | /'bɜ:st ɪntə 'tiəz/ | propuknout v pláč | She burst into tears , which was unprofessional. |
| dress code (n) C | /'dres ˌkəʊd/ | standardy oblečení ve firmě | The dress code in our office is very formal - everybody wears a suit. |
| etiquette (n) U | /'etɪket/ | etiketa, zásady | Office etiquette demands that people don't read other people's messages. |
| get in (to the office) (phr.v) I | /'get ɪntə ði 'ɒfɪs/ | dorazit (někam) | Mark never gets in before 9.30. |
| initiative (n) U | /'ɪnɪʃətɪv/ | iniciativa | She would have to take the initiative in order to improve their relationships. |
| intern (n) C | /'ɪntə:n/ | stážista | Most employees prefer interns who already have some work experience. |
| pick up (phr.v) T | /'pɪk 'ʌp/ | pochytit | New recruits pick up the unwritten rules very quickly. |
| skive off (phr.v) I/T BRE INEML | /'skaɪv 'ɒf/ | ulívat se | They thought I was just some lazy student skiving off work! |
| stressed out (adj) | /'strest 'aʊt/ | vystresovaný | I was pretty stressed out and I made it very clear that this was unacceptable. |
| turn out (phr.v) I | /'tɜ:n 'aʊt/ | ukázat se, vyjít najevo | It turns out that I was right all along. |

1.2 Vocabulary - Work organization and responsibility

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| as such (phr) | /əz 'sʌʃ/ | jako takový | Right now, we don't have an HR department as such . |
| dog eat dog (phr) | /'dɒg ɪt 'dɒg/ | člověk člověku vlkem | It's dog eat dog in IT. |
| on a day-to-day basis (phr) | /'ɒn ə ˌdeɪ tə ˌdeɪ 'beɪsɪz/ | každodenní | Safety equipment was checked on a day-to-day basis . |
| organigram (n) C | /'ɔ:ˌgæniˌgræm/ | organizační schéma | Let's look at the company's organigram . |
| overview (n) C | /'əʊvəˌvju:/ | přehled | The book gives an overview of management techniques. |

predecessor (n) C
take over (phr.v) T

předchůdce
převzít, přebrat

Alexander seems to have learned nothing from the faults of his **predecessors**.
IBM is **taking over** a much smaller company.

1.3 Grammar - Past tenses and advice structures

blame (v) T

/'bleɪm/

vinit, obviňovat

If it all goes wrong, don't **blame** me.

dive (v) I

/'daɪv/

potopit se

He **dived** into the pool and swam off.

neglect (v) T

/nɪ'ɡlekt/

zanedbat, opominout

She **had neglected** to inform me that the company was having financial problems.

nickel (n) C

/'nɪkl/

nikl (doslovně), halíř (přeneseně)

I had spent everything except my last **nickel**.

polish (v) T

/'pɒlɪʃ/

leštit

I started to **polish** the apple.

successor (n) C

/'sʌksə'seɪ/

nástupce

They haven't yet named a **successor** to the outgoing CEO.

tactful (adj)

/'tæktfʊl/

taktní

Be **tactful** if you want the boss to accept your criticism.

1.4 Speaking - Meetings - one-to-one

authoritative (adj)

/'ɔːθɒrɪtətɪv/

autoritativní

He behaves in an **authoritative** manner.

clear the air (phr)

/'kliə ðɪ 'eɪə/

ujasnit situaci, vysvětlit

Why don't you ask Maureen to have a coffee with you, and just **clear the air**?

commitment (n) Sg./ U

/kə'mɪtmənt/

závazek, odpovědnost

The government has failed to **show its commitment** to the railways.

deadline (n) C

/'dedlaɪn/

termín, ve kterém má být dokončena práce

If we can't **meet the deadline**, they won't give us another contract.

dogmatic (adj)

/'dɒɡ'mætɪk/

dogmatický

He is so **dogmatic** about investment strategies.

threatening (adj)

/'θreɪtnɪŋ/

hrozivý, výhrůžný

She gave me a **threatening** look

1.5 Writing - A placement report

appendix (n) C

/'æpɛndɪks/

dodatek

Technical specifications are included in the **appendix** to Chapter 9.

conveyor belt (n) C

/'kɒn'veɪə 'beɪlt/

běžící pás

Please collect your luggage from the **conveyor belt**.

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|----------------------------------|-------------------|---|--|
| fancy (v) T INFML | /ˈfænsi/ | chtít, mít chuť | What do you fancy for your lunch? |
| gearbox (n) C | /ˈɡɪəˌbɒks/ | převodovka | Some drives do not like automatic gearbox in their cars. |
| it's a good job (that) (phr) BRE | /ɪts ə ɡʊd ˈdʒɒb/ | je dobře, že | It's a good job we did international trade last semester. |
| mailshot (n) C | /ˈmeɪlʃɒt/ | reklamní dopis | Mailshots are an effective way of finding new customers. |
| mess up (phr.v) I/T | /ˌmes ˈʌp/ | zkazit, zpackat | Did you mess up a lot? |
| rapport (n) Sg./U | /ˈræˈpɔː/ | vztah | It is important for a manager to have good rapport with the staff. |
| take the mickey (phr) BRE INFML | /ˌteɪk ðə ˈmɪki/ | vodit někoho za nos, dělat si z někoho šprťouchlata | OK, OK... Now, if you've finished taking the mickey , I've got an essay to write. |
| waste (n) C/U | /weɪst/ | odpad | A bill was introduced to clean up toxic waste from local factories. |

1.6 Case study - Counselling

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|-----------------------|----------------------|----------------------------------|---|
| body language (n) U | /ˈbɒdi ˌlæŋɡwɪdʒ/ | řeč těla | Their body language betrayed the tension between them. |
| bounce back (phr.v) I | /ˌbaʊns ˈbæk/ | dát se dohromady, vzpamatovat se | I'm sure you'll bounce back . |
| echo (v) T | /ˈekəʊ/ | opakovat | Blake echoed the views of many employees. |
| headache (n) C | /ˈhedɪk/ | bolest hlavy | I've got a splitting headache . |
| open question (n) C | /ˌəʊpən ˈkwɛstʃ(ə)n/ | otevřené otázky | Good interviewers ask a lot of open questions . |
| outlook (n) Sg. | /ˈaʊtlʊk/ | názor, pohled | They shared the same kind of outlook on life. |
| paraphrase (v) T | /ˈpærəˌfreɪz/ | parafrázovat, převyprávět | It is particularly important when paraphrasing to be sure that you do not distort the meaning of the original statement. |
| pass out (phr.v) T | /ˌpæs ˈaʊt/ | rozdat | The hall was silent as the examination papers were passed out . |
| perspective (n) C/U | /pəˈspektɪv/ | perspektiva, kontext | It's important to keep things in perspective and not dwell on one incident. |
| reassess (v) T | /ˌriːəˈses/ | přehodnotit | We tried to reassess his suitability for the job |

2 Customer support

2.1 About business - Call centres

| | | | |
|-------------------------|--------------------------|----------------------------------|---|
| betray (v) T | /bɪ'treɪ/ | zradit | They felt their assistant had betrayed their trust in publishing his diaries. |
| browser (n) C | /'braʊzə/ | prohlížeč | Which Internet browser do you use? |
| bully (v) T | /'bʊli/ | zastařováním donutit, zastařovat | We will not be bullied into accepting an agreement that we do not like |
| cause (an) uproar (v) T | /'kɔːz (ə)n 'ʌprɔː/ | vyvolat rozruch | The CEO caused uproar when he said he would rather use call centre workers in India than those in Britain. |
| cheery (adj) | /'tʃɪəri/ | veselý | The telephone operator sounded very cheery . |
| computer literacy (n) U | /kəm'pjʊtə 'lɪt(ə)rəsi/ | počítačová gramotnost | Computer literacy is a plus in this kind of job. |
| counterpart (n) C | /'kaʊntə'pɑːt/ | protějšek | The prime minister is meeting his German counterpart . |
| dead-end-job (n) C | /,deɪ'end 'dʒɒb/ | neperspektivní místo | I have no intention spending the rest of my life doing this dead-end-job . |
| East Enders™ | /'iːst 'endəz/ | East Enders (televizní seriál) | I have no idea what the plot of East Enders is. |
| emphasize (v) T | /'emfə'saɪz/ | klást důraz na | At school they emphasize good manners. |
| farm out (phr.v) T | /'fɑːm 'aʊt/ | předávat práci | Companies are increasingly farming out their operations abroad. |
| leak (v) I/T | /'liːk/ | vypouštět, unikat | If the boiler is faulty, it may be leaking dangerous gas. |
| overseas (adv) | /'əʊvə'siːz/ | zahraniční, zámořský | Many companies have sent their call centre services overseas . |
| perk (n) C | /'pɜːk/ | výhoda | Free theatre tickets are one of the perks of this job. |
| slap in the face (n) C | /'slæp ɪn ðə 'feɪs/ | facka | This is a slap in the face for our members. |
| slip into (phr.v) T | /'slɪp 'ɪntu/ | zapadnout | It's difficult to slip into an American identity. |
| sweatshop (n) C INFML | /'swetʃɒp/ | robotárna | In many countries in the world children are exploited in sweatshops as cheap labour. |
| UNISON, USDAW (acronym) | /'juːnɪs(ə)n/, /'ʌz,dɔː/ | britské odborové organizace | UNISON is the biggest British union of civil servants. |
| worlds apart (phr) | /'wɜːldz ə'pɑːt/ | úplně rozdílné | The working conditions in these two companies are worlds apart . |

2.2 Vocabulary - Customer service and telephoning

brainless (adj) INFML /'breɪnləs/ That new sales executive is really **brainless**.

| | | | |
|---------------------|----------------|--------------------|---|
| clip (n) C | /kli:p/ | svorka, spona | Release the retaining clips as shown on the picture. |
| condescending (adj) | /kɒndɪ'sendɪŋ/ | povýšený | I find his remarks a little condescending . |
| earth (v) T | /ɜ:θ/ | uzemnit | The computer must remain earthed at all times. |
| retain (v) T | /ri'teɪn/ | udržet, uchovat si | We're trying to recruit and retain skilled staff. |
| side panel (n) C | /'saɪd ˌpænl/ | boční panel | Do not remove the side panel . |
| slot (n) C | /'slɒt/ | slot, otvor | Make sure that you insert the video card into the correct slot . |

2.3 Grammar - Asking questions and giving instructions

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|-------------------------|----------------|-----------------------------------|---|
| broadband (adj) SCIENCE | /'brɔ:ɪdˌbænd/ | širokopásmový | Do you have a broadband Internet connection? |
| ISP (n) C COMPUTING | /aɪ es 'pi:/ | poskytovatel internetových služeb | I'm thinking about changing my ISP . |
| laptop (n) C | /'læptɒp/ | notebook, přenosný počítač | Could you lend me your laptop for the weekend? |
| network (n) C | /'netwɜ:k/ | síť | a mobile phone network |
| router (n) C | /'ru:tə/ | router | I'm having problems installing my Wi-Fi router . |
| sort out (phr.v) T | /'sɔ:t 'aʊt/ | vyřešit, srovnat | This matte could be sorted out if they would just sit down and talk. |
| upgrade (v) I/T | /ʌp'ɡreɪd/ | vylepšit, aktualizovat | The system has been upgraded to meet customers' needs. |

2.4 Speaking - Dealing with problems by telephone

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| closet (n) C AME | /'kloʊzɪt/ | komora, pokojík | |
| come again? (phr) INFML | /'kʌm ə'ɡeɪn/ | Můžete to říct ještě jednou? (prosba o potvrzení) | Eh, come again ? |
| crash (v) I/T COMPUTING | /'kræʃ/ | zhroutit se (u počítače) | The computer keeps crashing every time I open the database program. |
| freeze (v) I/T COMPUTING | /'fri:z/ | zamrznout, zablokovat se | My laptop is frozen . |
| PDF (n) C COMPUTING | /'pi: di: 'ef/ | soubor ve formátu PDF | I'm having trouble with PDF files. |
| plug (n) C | /'plʌg/ | zástrčka | Take the plug out of the electric socket. |

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| plug in (phr.v) T | /ˈplʌɡ ˈɪn/ | zastrčit | Is the white cable plugged into the computer? |
| power outage (n) C AME | /ˈpaʊə ˈaʊtɪdʒ/ | výpadek proudu | We can't print anything because there is a power outage . |
| quit (v) I/T INFML | /kwɪt/ | zavřít; ukončit (programy) | Quit all applications before installing this program. |
| toolbar (n) C | /'tu:l̩,bɑː/ | nástrojová lišta | Can you see the toolbar on the screen? |
| unplug (v) T | /ʌnˈplʌɡ/ | vytáhnout ze zásuvky, odpojit | Unplug the cable and pack it up with the computer. |

2.5 Writing - Formal and informal correspondence

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| accounts payable (n) Pl. AME | /əˈkaʊnts ˈpeɪəbl/ | účty, závazky, pohledávky věřitelů | Managing the company's accounts payable requires a lot of attention. |
| asap (acronym) | /'eɪsəp/ | co nejdříve | I want those files on my desk asap . |
| crack (v) T | /kræk/ | rozbít | I dropped a plate and cracked it. |
| duplicate (adj) | /'dʌplɪkət/ | duplicitní, totožný | Please send us a duplicate invoice. |
| inconsistency (n) C | /'ɪnkɒn'sɪstənsi/ | nesrovnalost | There are many inconsistencies in his report. |
| patch (n) C COMPUTING | /'pætʃ/ | záplata, patch, opravný soubor | The latest patch for our accounting program is now available for download. |
| trojan (horse) (n) C COMPUTING | /'trɔʊdʒ(ə)n ˈhɔːs/ | trojský kůň | A lot of spam messages contain trojans in their attachments. |
| write-off (n) C | /'raɪt ˈɒf/ | vrak, na odpis | My car is a write-off after the accident. |

2.6 Case study - Cybertartan Software

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| bathroom break (n) C | /'bɑːθruːm ˈbreɪk/ | hygienická přestávka | Some companies are so obsessed about productivity that they even have rules for bathroom breaks . |
| claim (v) T | /'kleɪm/ | tvrdit | He claims he is innocent |
| come up with (phr.v) T | /'kʌm ˈʌp wɪð/ | vymyslet, přijít s (nějakým nápadem) | I'd like you to come up with some proposals. |
| count on someone (phr.v) T | /'kaʊnt ən ˌsʌm wʌn/ | počítat s, spoléhat se na | I'm counting on you to produce some creative ideas. |
| from the horse's mouth (idiom) INFML | /'frɒm ðə ˈhɔːsɪz ˈmaʊθ/ | z první ruky | You should talk to the advisers themselves - get the information straight from the horse's mouth . |

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| meal break (n) C | /ˈmiːl ˌbreɪk/ | přestávka na jídlo | Employees are entitled to two meal breaks in a working day. |
| obsolescence (n) U | /ˌɒbsəˈlesns/ | zastaralost, zastarání | Consumers are the obvious victims of planned obsolescence because they are often forced to upgrade their systems more often than necessary. |
| Q4 (adj) / n | /ˌkjuː ˈfɔː/ | čtvrtý kvartál | Our Q4 consumer satisfaction survey is disastrous. |
| shift (n) C | /ʃɪft/ | směna | Desks are shared with colleagues on other shifts . |
| staff turnover (n) C/U | /ˌstɑːf ˈtsɜːnəʊvə/ | fluktuace zaměstnanců | We have serious recruitment problems and a high staff turnover . |
| swap (v) I/T | /swɒp/ | vyměnit | Do you want to swap seats? |
| triple (v) T | /ˈtrɪpl/ | ztrojnásobit | He helped triple the value of the company. |

3 Products and packaging

3.1 About business - Packaging

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|-------------------------|-------------------|---|---|
| arthritic (adj) | /ɑːˈθrɪtɪk/ | artické, stížený artritidou | Ring-pull cans are particularly difficult to open for arthritic fingers. |
| blister pack (n) C | /ˈblɪstə ˌpæk/ | plastikový obal | Our batteries are sold in blister packs of four cells. |
| branding (n) U BUSINESS | /ˈbrændrɪŋ/ | branding (metody sloužící k budování a posilování značky) | Branding is not enough to differentiate almost identical products. |
| bruise (n) C | /bruːz/ | modřina | He had a purple bruise over his eye. |
| drawing-board (n) C | /ˈdrɔːrɪŋ ˌbɔːrd/ | rysovací prkno | We must go back to the drawing board . |
| focus group (n) C | /ˈfəʊkəs ˌgruːp/ | cílová skupina | Focus groups provide insight into consumers' attitudes to a new product. |
| interface (v) I | /ˈɪntəˌfeɪs/ | být v kontaktu | It is helpful to involve everybody who will interface with the employee in the selection process. |
| know-how (n) U | /ˈnəʊ ˌhaʊ/ | know-how | Our consultants will provide the necessary know-how , so that your company be able to launch production next year. |
| mockup (n) C | /ˈmɒkʌp/ | maketa | The R&D department has just produced a mockup of our new laser printer. |
| pilfer (v) I/T | /ˈpɪlfə/ | vykrádat | It turned out that he had been pilfering various products that the company makes for three years. |
| pitch (v) T | /pɪtʃ/ | nabídnout k prodeji, dát na trh | He had tried to pitch the series to all the major television networks. |
| pliers (n) Pl. | /ˈplɪəz/ | kleště | Use pliers to pull out the nails. |

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| point of sale (n) C | /ˈpɔɪnt əv ˈseɪl/ | prodejní místo | These leaflets will be distributed in all our points of sale . |
| premium (adj) | /ˈpriːmiəm/ | prvořádní, luxusní | People are willing to pay more for premium brands of any product. |
| rag (n) C | /ræg/ | hadr, plachta | For taxpayers, spending public money on private jet planes for government officials is like a red rag to a bull . |
| rage (n) C/U | /reɪdʒ/ | vzteky | Her eyes filled with tears of rage and frustration. |
| seduce (v) T | /sɪˈdjuːs/ | svést, oklamat | Packaging is the manufacturer's last chance to seduce the customer. |
| shape (n) C/U | /ʃeɪp/ | tvar | Their shampoo bottles have a very original shape . |
| shrinkage (n) Sg./U | /ˈʃrɪŋkɪdʒ/ | úbytek, ztráta | The company has recently experienced a sharp shrinkage of profits. |
| slash (v) T | /slæʃ/ | pořezat | His attacker slashed him across the face with a knife. |
| sprain (n) C | /spreɪn/ | vymknutí, naražení | Many people are suffering sprains to their shoulders due to overstretching. |
| stab (v) T | /stæb/ | napíchnout, probodnout | She stabbed the meat with her fork. |
| stakeholder (n) C | /ˈsteɪkˌhoʊldə/ | podílník, kapitálový účastník | We invited all stakeholders in the project to a meeting. |
| tear (v) I/T | /teə/ | trhat | It's made of very thin material that tears easily. |
| trigger (v) T | /ˈtrɪɡə/ | vyvolat, spustit | Bad news from the USA have triggered spectacular falls on all world major stock exchanges. |
| turn-around (n) C/U | /ˈtɜːn əˈraʊnd/ | obrátko, doba oběhu | A short turn-around means that the manufacturer can react very quickly to changes in the market. |
| water down (phr.v) T | /ˈwɔːtə ˈdaʊn/ | oslabit, rozmělnit | Original product ideas very often get watered down for the sake of cost. |
| weld (v) I/T | /weld/ | stavit, svařit | Their flagship products are machines for welding plastic bags. |
| wrap (v) T | /ræp/ | ovinout | Each box has a bright red ribbon wrapped round it. |
| wrestle (v) I/T | /ˈresl/ | zápasit, zápolit | He had to wrestle with accusations of corruption. |

3.2 Vocabulary - Specifications and features

| | | | |
|-------------------------|-------------------|---|---|
| beta test (v) T | /ˈbiːtə ˌtest/ | testovat produkt (před uvedením na trh) | The new product was beta tested by the most demanding users. |
| bird's-eye view (n) Sg. | /ˈbɜːdz aɪ ˈvjuː/ | ptačí perspektiva | The display screen shows you a bird's eye view of where you are. |

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| blueprint (n) C | /'blu:prɪnt/ | model, návrh | We will start production as soon as the blueprint is complete. |
| chart (n) C | /tʃɑ:t/ | mapa, graf, schéma | You can change charts by touching the button on the screen. |
| fire-retardant (adj) | /ˌfaɪə rɪ'tɑ:dənt/ | nehořlavý | We are shipping the chemicals in fire-retardant containers. |
| fool (n) C | /fu:l/ | hlupák, blázen | Don't make a fool of yourself! |
| grab (v) T | /græb/ | uchopit, uchvátit | It's often the bad characters in a story who grab our attention . |
| overlay (n) C | /'əʊvəleɪ/ | (překryvná) vrstva, výřez | With this extra piece of software, you can add a weather overlay to your street atlas program. |
| tamper with (phr.v) T | /'tæmpə 'wið/ | manipulovat s | Do not tamper with any equipment in this room. |

3.3 Grammar - Articles, relative clauses and noun combinations

| | | | |
|--------------------------|---------------|---|--|
| antenna (n) C | /æn'tenə/ | anténa | The transmission unit is equipped with a 6 metre high antenna . |
| browse (v) I/T COMPUTING | /braʊz/ | brouzdat, prohlížet si | Just browse two or three internet bookshops to find the book you want. |
| bump (v) I/T | /bʌmp/ | narazit | Small boats were bumping against the wooden pier. |
| comply (v) I | /kəm'plaɪ/ | vyhovět, splnit | You are legally obliged to comply fully with any investigations. |
| concentric (adj) | /kən'sentɹɪk/ | soustředný | The painting features the motive of concentric circles. |
| cope (v) I | /kəʊp/ | zvládat, umět se vypořádat | There's a seminar on coping with stress in the workplace next week. |
| device (n) C | /dɪ'vaɪs/ | zařízení | Secure your bike with this simple locking device . |
| drop (v) T | /drɒp/ | upustit | She dropped her cup and spilled coffee all over the floor. |
| empowerment (n) U | /ɪm'paʊəment/ | zplnomocnění, posílení postavení ve společnosti | Junior managers workers ought to receive more empowerment to become better motivated. |
| flip cover (n) C | /'flɪp ˌkʌvə/ | odklápecí kryt (mobilního telefonu) | It's difficult to open a flip cover with only one hand. |
| frill (n) C | /frɪl/ | ozdoba, příkrasa (v podstatě zbytečná věc) | It's an ordinary air conditioner with no frills . |
| get rid of (phr) | /rɪd/ | zbavit se | I suggest we get rid of the old desktop computers and buy everyone a laptop. |
| lead-time (n) C/U | /'li:d'taɪm/ | dobu nutná k realizaci | Local firms learned how to reduce lead time by 75–95% while still reducing costs. |

| | | | |
|-------------------|----------------|----------------------------|---|
| patent (n) C | /'peɪnt/ | patent | In 1878, Edison received a patent for his phonograph. |
| rating (n) C | /'reɪtɪŋ/ | hodnocení | The guide gives restaurants a rating out of ten. |
| replica (n) C | /'replɪkə/ | replika | He produced replica paintings of famous artists to earn a living. |
| retractable (adj) | /'rɪ'træktəbl/ | zasouvateľný, stahovateľný | Landing gears can be either fixed or retractable . |
| sketch (n) C | /skeɪʃ/ | skica | In 1485, Leonardo made detailed sketches of parachutes. |
| spreadsheet (n) C | /'spredʃi:t/ | tabulkový procesor | We use a special spreadsheet to calculate the amount of tax due. |
| workhorse (n) C | /'wɜ:k'hɔ:s/ | dříč | The only place I don't use this phone is the church - otherwise, it's a real workhorse . |

3.4 Speaking - Presentations: structure

| | | | |
|---------------------------|--------------------------|---------------------------------|--|
| anecdote (n) C | /'ænək.dəʊt/ | historka | He thought his anecdotes were amusing, but we were secretly yawning all the time. |
| bulky (adj) | /'bʌlki/ | objemný, neskladný | Until now, GPS systems have been too bulky to be used as personal tracking devices. |
| green light (n) C | /'grɪn 'laɪt/ | zelená (dát zelenou) | He gave us the green light to go ahead with the project. |
| hook (n) C | /hʊk/ | háček, udice (přeneseně) | Good presenters tell an anecdote, a joke or use some other hook to get the audience's attention. |
| lecture (n) C | /'lektʃə/ | přednáška | Tomorrow she will be giving a lecture at London University. |
| overwhelmingly (adv) | /'əʊvə'welɪŋli/ | ohromně, nesmírně | We've had overwhelmingly positive reactions to this model during trials. |
| ping (v) T COMPUTING | /pɪŋ/ | ping (zjistit odezvu IP adresy) | If the server doesn't respond, try to ping its IP address to see if it's online. |
| precedent (n) C/U | /'presɪdənt/ | precedens (předchozí případ) | This is disturbing news and totally without precedent . |
| rhetorical question (n) C | /'rɪ.tɔrɪkl 'kwesɪʃ(ə)n/ | řečnická otázka | He asked plenty of rhetorical questions like "Why is everything so bureaucratic in this country"? |
| tracking (n) U | /'trækɪŋ/ | sledování | Most courier service companies now have an on-line tracking system for parcels. |
| wrap up (phr.v) I/T INFML | /'ræp 'ʌp/ | zakončit | I'd like to wrap up my presentation by summarizing the advantages of our products. |

3.5 Writing - A product description

| | | | |
|-------------------------|---------------|------------------------|--|
| alloy (n) C/U | /'æləɪ/ | slitina | Brass is an alloy of copper and zinc. |
| benefit (n) C/U | /'benɪfɪt/ | výhoda | Free meals are one of the benefits of working for this company. |
| feature (n) C | /'fi:tʃə/ | rys, vlastnost | The latest model has some unique features distinguishing it from our competitors' products. |
| intuitive (adj) | /m'ɪju:ətɪv/ | intuitivní | The N5100 mobile phone has a very intuitive user interface. |
| plug-in (n) C COMPUTING | /'plʌɡɪn/ | plug-in, zásuvný model | To view DjVu™ documents in a web browser, you need a plug-in . |
| quibble (n) C | /'kwɪbəl/ | slovičkaření | It's just a quibble , but they desperately want to find a pretext to ask for a lower price. |
| stand out (phr.v) I | /'stænd 'aʊt/ | vystupovat, vyjímát se | Your presentation will stand out with special effects and animation. |

3.6 Case study - Big Jack's Pizza

| | | | |
|------------------------------|--------------------|---|---|
| BOGOF (Buy One Get One Free) | | 1+1 zdarma | Only tonight: BOGOF . |
| chequered (adj) | /'tʃekəd/ | pestrý, kostkovaný | They have a particularly ugly chequered marble floor in their office. |
| dine-in (adj) | /'daɪn 'ɪn/ | jíst večeři na místě (v restauraci) | Some restaurants have different prices for dine-in and takeaway meals. |
| franchisee (n) C | /'frɛnʃaɪ'zi:/ | uživatel licence | One of the easiest ways to start up in business is to become a franchisee . |
| fusion cuisine (n) U | /'fju:ʒn kwi'zi:m/ | fusion cuisine – jídla vzniklá propojením různých světových kuchyní, např. pizza se škvarky | We offer a new range of fusion cuisine pizzas. |
| gourmet (n) C | /'gəʊmeɪ/ | gurmán, labužník | Martin Baker is a well-known gourmet writing restaurant reviews for <i>The Gazette</i> . |
| slide (v) I | /'slaɪd/ | sklouznout se, vklouznout | The slices slide in the box and get stuck together. |
| strengthen (v) T | /'streŋθ(ə)n/ | posílit | Big Jack's Pizza wishes to strengthen its brand. |
| threat (n) C/U | /θret/ | hrozba | What is the biggest threat to the company? |
| USP (n) C BUSINESS | /'ju: es 'pi:/ | USP | Many advertising campaigns fail because the product's USP is too weak. |

4 Careers

4.1 About business - Career choices

| | | | |
|-----------------------------------|---------------------|--|---|
| acknowledge (v) T | /ək'ndlɪdʒ/ | uznat, přiznat | He never acknowledges his mistakes. |
| aptitude (n) C/U | /'æptɪ,tʃu:d/ | vlohy, nadání | I have no aptitude for maths. |
| attune (v) T | /ə'tju:n/ | naladit | You've got to attune yourself to the message. |
| calling (n) C FML | /kɔ:lɪŋ/ | povolání | It was her calling to help other people. |
| compromise (v) I | /'kɒmprə'maɪz/ | udělat kompromis | Her refusal to compromise infuriated her colleagues. |
| core (adj) | /kɔ:/ | hlavní, nejdůležitější | We need to focus on our core activities . |
| dicey (adj) INFML | /'deɪsi/ | rizikový, nebezpečný | Trying to describe what your job will be beyond 12 to 18 months from now is very dicey . |
| dig into something (phr. v) INFML | /'dɪg ɪntu 'sʌmθɪŋ/ | zabývat se něčím, vrtat se v | The management have decided to dig into the reasons for the campaign's failure. |
| earth-shattering (adj) | /'ɜ:θ ʃæ(ə)ʃɪŋŋ/ | šokující, ohromující | John was appointed the CEO. Hardly earth-shattering news - everyone had expected that to happen. |
| gel (v) I | /dʒel/ | vykrytalizovat se, nabýt pevné podoby | Human interests gel when people reach their early twenties. |
| granular (adj) | /'grænjʊlə/ | detailní | He came up with a very granular action plan. |
| inertia (n) C | /'ɪnɜ:ʃə/ | netečnost | Most public institutions in this country are paralysed by bureaucracy and inertia . |
| jump in (phr.v) I | /'dʒʌmp 'ɪn/ | naskočit, vskočit | She jumped in the deep end by volunteering to teach in Angola. |
| light (v) T | /'laɪt/ | zapálit | She lit a cigarette even though it was a non-smoking restaurant. |
| pan out (phr.v) I INFML | /'pæn 'aʊt/ | rozvíjet se, mít výsledky, dopadnout dobře | Let's see how things pan out before we decide. |
| pick (v) T | /'pɪk/ | pítat se na názor | I wanted to pick your brains about this idea I've had. |
| posse (n) C INFML | /'pɒsi/ | parta, skupina (kolegů), četa | That's me and our posse in the picture. |
| sculpt (v) T | /'skʌlpt/ | vyřezat, vytesat | These statues are sculpted in pure gold. |
| shallow (adj) | /'ʃæləʊ/ | plytký, povrchní | It is a very shallow analysis and we will probably need more research to get accurate data. |
| shift (v) I/T | /'ʃɪft/ | přesunout se | Consumer preferences have recently shifted towards traditional products. |

| | | | |
|------------------------------|--------------------------|----------------------------------|--|
| spark (v) I/T | /spɑ:k/ | vyvolat, podniknout | The government's decision to reform the pension system sparked off widespread protests. |
| start the ball rolling (phr) | /ˌstɑ:t ðə bɔ:l 'rɔʊlɪŋ/ | spustit to, uvést věci do pohybu | There are several things we should discuss. Who'd like to start the ball rolling ? |
| stay put (v) I | /ˌsteɪ 'pu:t/ | ani se nehnout | Stay put . I'll be back in a minute. |
| strike off (phr.v) I | /ˌstraɪk 'ɒf/ | zrušit, odejít | Take some time before you strike off in pursuit of a totally different career. |
| tap (v) T | /tæp/ | vytěžit | Are you tapping your staff's full potential? |
| think through (phr.v) T | /ˌθɪŋk θruː/ | promyslet | Have you had time to think things through ? |
| treadmill (n) C | /'tred.mɪl/ | úporná jednotvárná práce, robota | This job is making me sick - I wonder when I will finally get off that treadmill . |
| vocation (n) C | /vəʊ'keɪʃn/ | povolání | Mason regarded teaching as his vocation . |

4.2 Vocabulary - Careers, personal skills and qualities

| | | | |
|-------------------------------|------------------|--|--|
| asset (n) C | /'æset/ | výhoda | Youth is a real asset in this job. |
| concern (n) C HUMAN RESOURCES | /kən'sɜ:n/ | úporná jednotvárná práce, robota | He is a real concern because he likes to manifest his independence whenever it's possible. |
| controversial (adj) | /ˌkɒntreɪ'vɜ:ʃl/ | kontroverzní | The editor refused to publish her article, saying it was too controversial . |
| fast-track (n) Sg. | /'fɑ:st ˌtræk/ | zrychlený postup | I'd like to put her on a fast track and start preparing her for senior management. |
| fire (v) T INFML | /faɪə/ | vyhodit (někoho z práce) | We'll fire him if he doesn't improve his sales results. |
| flag (v) T | /flæɡ/ | označit | I flagged any words I didn't know. |
| greedy (adj) | /'ɡri:di/ | chamtivý | He certainly has the right qualifications, but he's getting greedy . |
| headhunter (n) C | /'hed.hʌntə/ | lanař, headhunter (dohazuje vhodné pracovníky) | You have to have an outgoing personality and know a lot of people to be a good headhunter . |
| high-flier (n) C | /ˌhaɪ 'flaɪə/ | ctížádostivec | He is seen as a high-flier in the company. |
| liaise (v) I | /li'eɪz/ | navázat spojení, být ve spojení | I liaise with the government officials. |
| mentor (n) C | /'mento:/ | mentor | As a mentor , you should first of all listen to what people have to say to you. |

| | | | |
|-----------------------------|-------------------|---|--|
| multitasking (n) U | /ˌmʌltɪ'tæskɪŋ/ | multitasking, souběžné zpracování několika úloh | I'm good at multitasking and coping with pressure is no problem. |
| novel (n) C | /ˈnɒvəl/ | román | She wrote her first novel while she was unemployed. |
| on the spot (phr) | /ɒn ðə 'spɒt/ | na místě, ihned | She was made redundant on the spot . |
| raise (n) C | /reɪz/ | zvýšení platu | We gave him a big raise six months ago when he was promoted. |
| unconventional (adj) | /ˌʌnkən'venʃ(ə)l/ | nekonvenční, neobvyklý | He's got a lot of unconventional ideas. |
| wannabe (n) C / (adj) INFML | /ˈwɒnbəɪ/ | aspirant, „řádoby“ (např. „řádoby ředitel“) | He has no talent for management, so he'll probably remain a wannabe director forever. |

4.3 Grammar - Present tenses

| | | | |
|--------------------------------|------------------|---------------------------------------|---|
| appraisal (n) C/U BRE BUSINESS | /ə'preɪzəl/ | ocenění, ohodnocení | Once a year, every employee has an appraisal interview with the personnel manager. |
| assault course (n) C | /ə'sɔ:lt ˌkɔ:s/ | vojenské cvičení | That was not a qualifications test - it was an army assault course ! |
| cog (n) C | /kɒɡ/ | kolečko | I don't want to be a small cog in the company's machine for the rest of my life. |
| deposit (n) C | /dɪ'pɒzɪt/ | kauce, depozit | She paid a £500 deposit , and agreed to pay the balance within six months. |
| divorcee (n) C | /dɪˌvɔ:si:/ | rozvedený, rozvedená | Howard is a divorcee with two young children |
| hand (v) T | /hænd/ | řict, podat informaci | I've got to hand it to you - you don't give up easily. |
| kid (v) I/T SPOKEN | /kɪd/ | žertovat | This can't be serious, he must be kidding . |
| knock over (v) T | /ˌnɒk 'əʊvə/ | převrátit se | These cups are very easy to knock over , aren't they? |
| relevant (adj) | /ˈreləv(ə)nt/ | relevantní, věcný | Ms Brown has more relevant experience than the others. |
| submit (v) T | /səb'mɪt/ | předložit | The plans will be submitted next week. |
| undergraduate (n) C | /ˌʌndə'grædʒuət/ | student (před ukončením vysoké školy) | The recruitment agency is looking for undergraduates with marketing experience. |

4.4 Speaking - Job interviews

achievement (n) C /ə'tʃi:vment/ What is your greatest **achievement**?

| | | | |
|-------------------------|------------------|-------------------------|--|
| come round (phr. v) BrE | /ˌkʌm 'raʊnd/ | vzpamatovat se, obrátit | We were sure she'd come round in the end. |
| commitment (n) C/U | /kə'mɪtmənt/ | závazek | We've made a long-term commitment , so we can't withdraw just like that. |
| regardless of (phr) | /rɪ'gɑːdləs 'ɒv/ | bez ohledu na | Regardless of what you are asked, the employer really wants to know only why you want this job. |
| resent (v) T | /rɪ'zent/ | nést nelibě, zazlívat | It's obvious that he resents being dropped from the team. |
| strength (n) C | /streŋθ/ | silná stránka, plus | Ron's main strength is his ability to motivate players. |
| weakness (n) C | /wiːknəs/ | slabá stránka, minus | There are a number of weaknesses in this strategy. |

4.5 Writing - A CV

| | | | |
|---------------------|--------------------|-----------------------|--|
| faculty (n) C | /ˈfæk(ə)lti/ | fakulta | I represented over 400 members in faculty meetings. |
| grade (n) C | /greɪd/ | stupeň, známka | I got a Grade 2 for art last semester. |
| IS (abbrev.) | /aɪ 'es/ | informační systém, IS | I played and integral part in a team of consultants working on IS projects. |
| LAN (n) C COMPUTING | /leɪ 'en/ | lokální síť (LAN) | I had to learn how to set up a LAN . |
| networking (n) U | /ˈnet,wɜːkɪŋ/ | propojení sítí | We are experts in networking solutions. |
| wpm (abbrev.) | /ˌdʌbljuː piː 'em/ | slov za minutu | My typing speed is 90 wpm . |

4.6 Case study - Gap years and career breaks

| | | | |
|------------------------|-------------------|--|---|
| accommodation (n) U | /əˌkɒməˈdeɪʃn/ | ubytování | The hotel provides accommodation for up to 100 people. |
| find your feet (idiom) | /ˌfaɪnd jə 'fi:t/ | najít půdu pod nohama | The programme starts with an intensive orientation course to help you find your feet . |
| gap year (n) C | /ˌɡæp jɪə/ | roční pauza (v práci, před nástupem na univerzitu apod.) | I think I need a gap year before I start my first job after university. |
| organic (adj) | /ɔːˈɡæɪnɪk/ | organický, ekologický | Is this milk organic ? |
| sabbatical (n) C/U | /səˈbæɪtɪkl/ | studijní volno | He took a sabbatical to write a book. |
| short-list (v) T | /ˈʃɔːtˌlɪst/ | zařadit do užšího výběru | He was short-listed for a second interview at Wilson Brothers. |
| step back (phr.v) I | /ˌstep 'bæk/ | podívat se s odstupem, nechat si | It is a unique opportunity to step back from your career and decide what |

| | | | |
|-----------------------|----------------------|--|---|
| tangible (adj) | /ˈtæŋdʒəbl/ | odstup | you want to do with your life. |
| together with (phr) | /təˌgeðə ˈwɪð/ | skutečný, konkrétní | This is a chance to do something tangible to help people in need. |
| underprivileged (adj) | /ˌʌndəˈprɪv(ə)lɪdʒd/ | společně s | Send in the application form together with your CV. |
| waste (v) T | /weɪst/ | chudý, sociálně slabý, nerovnoprávný ztráta, mrhání | Access to education is a big problem in many underprivileged areas of the world. It was a waste of time. |

5 Making deals

5.1 About business - E-tailing

| | | | |
|--------------------------|----------------------|----------------------------|---|
| barge in (v) I | /ˌbɑːdʒ ˈɪn/ | vpadnout | He just barged in in the middle of a meeting without even knocking on the door. |
| beware (v) I/T | /bɪˈweə/ | dát si pozor | Beware , buying a house is full of problems. |
| briskly (adv) | /ˈbrɪskli/ | rázně, svižně | Sales rose briskly last year. |
| e-tailer (n) C COMPUTING | /ˈiːteɪlə/ | obchodník na internetu | What can e-tailers do to make visitors actually buy products? |
| eyeball (n) C | /ˈaɪbɔːl/ | oční bulva | Despite best efforts, lots of 'eye-balls' aren't necessarily translating into sales. |
| intrusive (adj) | /ɪnˈtruːsɪv/ | dotěrný, rušivý | I found their questions quite intrusive . |
| publicly-traded (adj) | /ˌpʌblɪkli ˈtreɪdɪd/ | veřejně obchodovaný | They will become the largest publicly traded company in France. |
| pushy (adj) INFML | /ˈpuʃi/ | ctířadostivý, vnučující se | He was very pushy in trying to sell me that PC. |
| smother (v) T | /ˈsmʌðə/ | zahnout, zasypat | She smothered her child with kisses |

5.2 Vocabulary - Negotiating and e-tailing

| | | | |
|----------------------|--------------------|-------------------------|---|
| bank statement (n) C | /ˈbæŋk ˌsteɪtmənt/ | výpis z bankovního účtu | When I checked my bank statement , I noticed they have debited my credit card twice! |
|----------------------|--------------------|-------------------------|---|

5.3 Grammar - Conditionals and recommendations

| | | | |
|-----------------|------------|--|---|
| dust (n) U | /dʌst/ | prach | The dictionaries were covered in dust . |
| ISO (abbrev.) | /aɪs'eɪʊ/ | ISO (Mezinárodní organizace pro standardizaci) | Our parent company recommends that we do not buy from non- ISO -certified suppliers. |
| rpm (abbrev.) | /ɑ:pɪ:'em/ | otáčky za minutu (zkr.) | We recommend you do not exceed 9,000 rpm in the first two weeks. |
| unwilling (adj) | /ʌn'wɪlɪŋ/ | neochotný | Jane was unwilling to admit she was wrong. |
| willing (adj) | /'wɪlɪŋ/ | ochotný | We are willing to make the changes, as long as you supply a prototype. |

5.4 Speaking - Negotiations: bargaining

| | | | |
|--------------------------|------------------|---------------------------------------|---|
| auditor (n) C | /'ɔ:dɪtə/ | auditor | You need to work with the auditor to help him with the account books. |
| insignificant (adj) | /ɪnsɪg'nɪfɪkənt/ | bevýznamný, nedůležitý | He puts all his energy into arguing about insignificant details . |
| nitty-gritty (n) U INFML | /nɪtɪ 'grɪti/ | podrobnosti, projednávání podrobností | OK, let's get down to the nitty-gritty - what do I need to do to get rid of him? |
| package (n) C | /'pækɪdʒ/ | balíček | The package includes ten e-mail accounts and 1GB of space for your webpage. |
| reluctant (adj) | /rɪ'lʌktənt/ | zdráhavý, neochotný | I'd be reluctant to agree, unless you can guarantee regular orders. |
| tentative (adj) | /'tentətɪv/ | předběžný, provizorní | It was just a tentative offer which we don't have to agree to. |

5.5 Writing - A proposal

| | | | |
|------------------------|----------------------|-----------------------------|--|
| breakdown (n) C | /'breɪkdaʊn/ | rozbor, analýza | We'll need to see a breakdown of these figures before we sign the contract. |
| contingency (n) C | /kən'tɪndʒ(ə)nəsi/ | eventualita | Do we have a contingency plan if the first option fails? |
| fee (n) C | /fi:/ | poplatek | The monthly fee for PZpay Pro is just 12 USD. |
| mail order (n) U | /meɪl 'ɔ:də/ | objednávka emailem | This book is available from bookshops or by mail order . |
| merchant account (n) C | /'mɜ:ʃ(ə)nt ə'kaʊnt/ | firemní účet, obchodní účet | Set up your merchant account with us to resolve your online payment problems. |
| process (v) T | /'prəʊses/ | zpracovat | 28,000 applications for visas have to be processed . |

prospect (n) C

/ˈprɒspekt/

potencionální klient

I've just come back from three sales meetings with **prospects**.

5.6 Case study - St. John's Beach Club

allocate (v) T

/ˈæləˌkeɪt/

přidělit

Our task is to decide the best way to **allocate** scarce resources.

gourmet (adj)

/ˈɡʊəmeɪ/

labužnický, gurmánský

They welcomed us with a specially prepared **gourmet** meal.

incentive (n) C/U

/ɪnˈsentɪv/

podnět, pohnutí

Employers are being offered financial **incentives** to hire young people.

squeeze (v) I/T

/skwiːz/

vymačkat, dostat z

If we can **squeeze** something more from them - after all, we are their biggest customers.

throw in (phr.v) T

/θrəʊ ˈɪn/

zdrama přidat

Try to persuade them to **throw in** some extra benefits.

upgrade (n) C

/ˈʌpɡreɪd/

upgrade

I got a free **upgrade** to business class on my flight.

6 Company and community

6.1 About business - Corporate social responsibility

adverse (adj)

/ˈædvɜːs/

nepríznivý, nepřející

An **adverse** reaction from the public

align (v) T

/əˈlaɪn/

uvést v soulad

Starbucks **aligns** the interests of the company with its employees.

altruism (n) U

/ˈæltruːɪz(ə)m/

altruismus

Many companies say they believe in **altruism**, but all they want is just good publicity.

bean (n) C

/biːn/

zrno

Coffee **beans** mostly come from South America.

bear (v) T

/beə/

snášet, trpět, nést

A new study has confirmed that the wealthiest Americans **bear** the income tax burden.

contend (v) T FML

/kənˈtend/

tvrdit, trvat na svém

Critics of the school system **contend that** not enough emphasis is placed on creativity.

corporate social responsibility (phr)

/ˈkɔːp(ə)rət ˈsəʊʃl rɪˌspɒnsəˈbɪləti/

sociální odpovědnost firmy

ABC Inc. demonstrates their strong commitment to **corporate social responsibility**.

credo (n) C FML

/ˈkriːdəʊ/

krédo

Tolerance has always been part of their **credo**.

dismay (v) T

/dɪsˈmeɪ/

děsit, strašit, znepokojoovat

Many businesses are doing things that **dismay** environmentalists across the country.

| | | | |
|----------------------|-------------------|------------------------|--|
| global warming (n) U | /gləʊbəl 'wɔ:miŋ/ | globální oteplování | Global warming is causing sea levels to rise. |
| hybrid (adj) | 'haɪbrɪd/ | hybridní | Companies which have huge transportation costs are looking for ways to drive hybrid vehicles. |
| mindful (adj) | /'maɪn(d)f(ə)l/ | dbalý, ohleduplný | Travellers ought to be mindful of their surroundings. |
| offset (v) T | /'ɒf, set/ | vykompenzovat, vyvážit | Falling sales in Thailand were offset by strong performances in other markets. |
| presumption (n) C | /'prɪ'zʌmpʃn/ | předpoklad | We make the presumption that officials are honest. |
| sound (adj) | /saʊnd/ | pořádný, solidní | Business must make sound profit. |
| strive (v) I | /'straɪv/ | usilovat | We strive to be accurate, but some mistakes are inevitable. |
| sue (v) I/T | /su:/, /sju:/ | podat žalobu | If we go public with these allegations, do you think he will sue ? |
| sustainable (adj) | /se'steɪnəbəl/ | udržitelný | Tourism helps to provide sustainable income for many families. |
| utility (n) C | /'ju:tiləti/ | veřejná služba | Many countries and municipalities have started to privatize their utility companies. |

6.2 Vocabulary - Meetings, ethical behaviour and social performance

| | | | |
|-----------------------|------------------|------------------------------|---|
| ad hoc (adj) | /,æd 'hɒk/ | ad hoc | She has a very ad hoc approach to management. |
| extravagant (adj) | /'ɪk'strævəɡənt/ | extravagantní | Advertisements are often deliberately misleading, sometimes making extravagant promises. |
| fellow (adj) | /'feləʊ/ | spolu- (spolupracující atd.) | Employees need to act with integrity and honesty toward their fellow workers. |
| fine (n) C | /faɪn/ | pokuta | Firms could face fin es up to £5,000. |
| foodstuff (n) C/U FML | /'fu:ɪd'stʌf/ | potraviny | Product descriptions are frequently not accurate when listing ingredients used in foodstuffs . |
| lawsuit (n) C | /'lɔ:ˌsu:t/ | soudní pře | The singer has filed a \$100 million lawsuit against his record company. |
| regulatory (adj) | /'regjʊlət(ə)rɪ/ | regulační | It is better not to get in trouble with regulatory agencies. |

6.3 Grammar - The passive and reported speech

| | | | |
|----------------------------|---------------------------|--------------------|--|
| industrial espionage (n) U | /ɪn,dʌstriəl 'espɪəˌnɑ:ʒ/ | průmyslová špionáž | Several anonymous journalists have accused us of industrial espionage . |
|----------------------------|---------------------------|--------------------|--|

| | | | |
|----------------------|------------------|------------------------|---|
| leak (n) C | /li:k/ | únik, unikání | The explosion was caused by a gas leak . |
| leakage (n) U | /ˈli:kɪdʒ/ | únik, unikání | Journalists were refused entry to the plant after leakages of toxic chemicals were described by workers. |
| nitrate (n) C/U | /ˈnaɪtreɪt/ | dušičnan | They were found guilty of releasing illegal levels of nitrates into the river. |
| outplacement (n) C/U | /ˈaʊt.pleɪsmənt/ | uvedení, převedení | We are setting up an outplacement service to help people find new jobs. |
| protracted (adj) FML | /prəˈtræktɪd/ | prodloužit, protahovat | Due to the complexity of the legal situation, the negotiations may be protracted . |
| savings (n) Pl. | /ˈseɪvɪŋz/ | úspory | The money for starting up a company came out of his savings only. |

6.4 Speaking - Meetings: teamwork

| | | | |
|---------------------------------------|----------------------------------|------------------------------------|--|
| civil servant (n) C | /ˌsɪvəl ˈsɜ:v(ə)nt/ | státní úředník, státní zaměstnanec | Underpaid civil servants are more prone to corruption. |
| disabled (adj) | /dɪsˈeɪbld/ | postížený, invalidní | Companies are willing to hire disabled people if they are offered extra incentives from the government. |
| ethnic minority (n) C | /ˌeθnɪk maɪˈnɔrəti/ | etnická menšina | Many children from ethnic minorities have education problems. |
| slim (adj) | /slɪm/ | štíhlý | She had a slim , youthful figure. |
| tender (n) C/U | /ˈtendə/ | nabídka, tendr, veřejná soutež | The authorities have invited international tenders for the project. |
| turn a blind eye (to something) (phr) | /ˌtɜ:n ə ˌblaɪnd ˈaɪ tə ˌsɒmθɪŋ/ | ignorovat něco, přimhouřit oko | We're not supposed to park here, but the authorities usually turn a blind eye . |

6.5 Writing - Reports and minutes

| | | | |
|-------------------------------|----------------------------|------------------------|--|
| derive (v) T | /dɪˈraɪv/ | čerpat, získat | They derive great enjoyment from these simple games. |
| paternalism (n) U | /pəˈtɜ:nəlɪz(ə)m/ | paternalismus | They were accused of paternalism . |
| positive discrimination (n) U | /ˌpɒzətɪv dɪˌskrɪmɪˈneɪʃn/ | pozitivní diskriminace | The new positive discrimination policy is expected to bring more women to management positions. |

6.6 Case study - Phoenix

| | | | |
|----------------|-------------|-------------------|---|
| derelict (adj) | /ˈderəlɪkt/ | opuštěný, zpustlý | The land in this area is currently derelict and worthless. |
|----------------|-------------|-------------------|---|

| | | | |
|-----------------------|---------------------|------------------------|---|
| flammable (adj) | /ˈflæməbl/ | hořlavý, zápalný | Flammable materials must be stored in special containers. |
| greenfield site (n) C | /ˈɡriːnfi:ld ,saɪt/ | na zelené louce | It's a greenfield site , just on the edge of town. |
| hazardous (adj) | /ˈhæzədəs/ | nebezpečný | These chemicals are hazardous to human health. |
| toxic (adj) | /ˈtɒksɪk/ | toxický | We take special care to ensure that toxic substances are processed safely. |
| upset (v) T | /ʌpˈset/ | rozčilený, znepokojený | People were upset by Hansen's rude remarks. |
| worthless (adj) | /ˈwɜ:θləs/ | bezcecný | The country's currency is nearly worthless . |

7 Mergers and acquisitions

7.1 About business - Risks and opportunities in M&A

| | | | |
|-------------------------------------|------------------------------|-------------------------------------|--|
| assets (n) Pl. | /ˈæsəts/ | aktiva, majetek | The business has assets totalling £5.1 million. |
| due diligence (n) U | /ˌdju: ˈdɪlɪdʒ(ə)ns/ | povinná péče (právnícký termín) | Due diligence is a way of preventing unnecessary harm to either party involved in a transaction. |
| external growth (n) U | /ɪkˌstɜ:m ˈgrəʊθ/ | vnější růst | External growth is an option for corporations with large reserves of cash. |
| gene (n) C | /dʒi:n/ | gen | He believes that shyness is in the genes . |
| homogenize (v) T | /həˈmɒdʒəˌnaɪz/ | homogenizovat, ujednotit | World cultures are rapidly becoming homogenized as a result of globalization. |
| invoke (v) T FML | /ɪnˈvəʊk/ | dovolávat se, odvolávat se na | He invoked moral principles to persuade us that he was right. |
| laid-back (adj) INFML | /ˌleɪdˈbæk/ | klidný, bezstarostný | He has a very laid-back management style. |
| open enrolment (n) C | /ˌəʊpən ɪnˈrəʊlmənt/ | otevřený zápis | The only condition of attendance in those open enrolment classes is your ability to pay the fees. |
| prestigious (adj) | /preˈstɪdʒəs/ | prestížní | Every year hundreds of executives attend management courses at prestigious institutions. |
| sorely (adv) | /ˈsɔ:li/ | velice, vážně | I was sorely tempted to pretend I was ill. |
| susceptible (adj) | /səˈseptəb(ə)l/ | podléhající, náchylný, ovlivnitelný | The best engineers and managers may be susceptible to attractive offers from the competition. |
| synergy (n) C/U BUSINESS | /ˈsɪnədʒi/ | spolupráce, synergie | Profitability is expected to benefit from synergies between the two operations. |
| take one's eye off the ball (idiom) | /ˌteɪk wənz ˌaɪ ɒf ðə ˈbɔ:l/ | spustit oči z (toho hlavního) | A merger is a wonderful opportunity for everybody to take their eye off |

the ball and for the competition to jump in.
 ABC is getting ready for the **takeover** of its biggest competitor.
 The recent market **turmoil** will have a long-lasting effect on the country's economy.

takeover (n) C/U /'teɪk_əʊvə/
 takeover (n) U /'tɜ:mɔɪl/

7.2 Vocabulary - Business performance

| | | | |
|----------------------------|-----------------------|---|--|
| bid (n) C | /bɪd/ | cenová nabídka | Shareholder have accepted a takeover bid . |
| expire (v) I | /ɪk'spaɪə/ | vypršet, uplynout | When the patent expired , competitors copied the product. |
| float (v) T BUSINESS | /fləʊt/ | zahájit, uvést na trh | The company was floated in 1983. |
| flotation (n) C/U BUSINESS | /fləʊ'teɪʃn/ | první vydání akcií společnosti na burze | The firm is planning a £30 million stock market flotation . |
| FTSE 100, the (n) U | /,fʊtsɪ wʌn 'hʌndrəd/ | FTSE 100 (Financial Times Stock Exchange) | The FTSE 100 fell again due to increasing economic uncertainty. |
| rumour (n) C/U | /ru:mə/ | zvěst, fáma | He'd heard rumours about some big financial deal. |
| wave (n) C | /weɪv/ | vlna | A fresh wave of selling sent technology stocks even lower. |

7.3 Grammar - Future forms and expressing likelihood

| | | | |
|---------------------------------|---------------------------|-------------------------------|---|
| asking price (n) Sg. | /,ɑ:skɪŋ 'praɪs/ | požadovaná cena | Just wait a few months, the asking price is bound to come down. |
| common ground (n) U | /,kɒmən 'graʊnd/ | společný zájem | They are very different, but they can certainly find common ground . |
| copycat (adj) | /'kɒpi_kæt/ | kopírující, obdobný | As soon as they started selling their futuristic furniture, a large number of copycat products appeared. |
| freelance (adj) | /fri:lɑ:ns/ | pracující na volné noze, OSVČ | She works as a freelance journalist. |
| go ahead (phr.v) I | /,gəʊ ə'hed/ | pokračovat, konat se | The merger will go ahead even if there are protests from some shareholders. |
| prosecute (v) I/T | /,prɒsɪ_kju:t/ | zažalovat, soudně stíhat | If the fine is not paid within ten days, we will be forced to prosecute . |
| take something by storm (idiom) | /,teɪk_sʌmθɪŋ baɪ 'stɔ:m/ | dobýt, převálcovat | Experts believe the product is going to take the market by storm next quarter. |

7.4 Speaking - Presentations: visuals

| | | | |
|-------------------------|-----------------------|--|---|
| crucial (adj) | /'kru:ʃl/ | klíčový | Listening to customers' needs is crucial to designing good products. |
| deteriorate (v) I | /dɪ'tɪərɪə'reɪt/ | zhoršit se, upadat | The economic situation is deteriorating . |
| disposable income (n) U | /dɪ'spəʊzəbəl 'ɪnkʌm/ | disponibilní příjem (čistý po srážce daně) | The average disposable income of American families rose by 4% last year. |
| figure (n) C | /'fɪgə/ | údaj, cena, hodnota | This year's sales figures are excellent. |
| highlight (v) T | /'haɪ laɪt/ | podtrhnout, zdůraznit | The presenter highlighted the need for a quick decision. |
| overload (v) T | /,əʊvə'ləʊd/ | přetížít, zahltit | Do not overload your audience with slides. |

7.5 Writing - Presentation slides

| | | | |
|----------------------|----------------|------------------------------------|--|
| bullet point (n) C | /'bʊlɪt pɔɪnt/ | odrážka | Do not put entire sentences as a bullet point in a presentation |
| distracting (adj) | /dɪ'stræktɪŋ/ | rozptylující, odvádějící pozornost | Do not use distracting graphics in your presentation. |
| font (n) C TECHNICAL | /fɒnt/ | font, typ písma | Old German documents are printed in Gothic font . |
| offshore (adv) | /,ɒf'ʃɔ:/ | do zahraničí | More and more companies are outsourcing work offshore . |
| vague (adj) | /veɪg/ | nejasný, nekonkrétní | Witnesses gave only a vague description of the driver. |

7.6 Case study - Calisto

| | | | |
|---------------------|-------------------|---------------------|--|
| charismatic (adj) | /,kærɪz'mætɪk/ | charismatický | What the company needs is a more charismatic leader. |
| Cost of Sales (n) U | /'kɒst əv 'seɪlz/ | prodejní náklady | The Cost of Sales totalled \$370 million last year. |
| meteoric (adj) | /,mi:tɪ'brɪk/ | rychlý, bleskový | Figures confirmed the meteoric rise of Dylan Instruments to number one in the market. |
| newcomer (n) C | /'nju:kʌmə/ | nováček | They are relative newcomers to the musical instruments market. |
| rock (v) T | /rɒk/ | otřást, šokovat | Spain has been rocked by another political scandal. |
| ruthless (adj) | /'ru:θləs/ | bezhledný, bezcitný | Mark is a ruthless manager. |

slick (adj) /sli:k/

profesionální, odborně provedený

The firm has used **slick** marketing to capture market share from all its competitors.

trumpet (v) T

/'trʌmpɪt/

vytrubovat, rozhlášovat

The government **trumpeted** success in bringing down unemployment.

8 International trade

8.1 About business - Export sales and payment

chase (v) T

/tʃeɪs/

shánět, nahánět

Many companies **are still chasing** debts that are more than five years old.

creditworthiness (n) U

/'kredɪt,wɜ:ðɪnəs/

úvěruschopnost

We hired a credit agency to check our customer's **creditworthiness**.

draft (n) C

/drɑ:ft/

směnka

The deposit has to be paid in cash or by **draft**.

go down (phr.v) I

/'gəʊ 'daʊn/

mít odezvu, být přijímán

What works well in your domestic market will not automatically **go down** well in another.

level playing field (n) Sg.

/'levl 'pleɪn 'fi:ld/

stejná pravidla pro všechny

Small companies want **a level playing field** when bidding for government contracts.

pinball (n) U

/'pɪn'bɔ:l/

pinball (hrací automat)

Pinball machines face competition from video games.

proactive (adj)

/'prəʊ'æktɪv/

aktivní

Unless we take **proactive** measures, the situation will become impossible to control.

take on board (phr)

/'teɪk ɒn 'bɔ:d/

uvědomit si a vzít si k srdci

We've **taken important lessons on board** in the Middle East.

think outside the box (phr)

/'θɪŋk aʊtsaɪd ðə 'bɒks/

přemýšlet kreativně

Employees are encouraged to **think outside the box** and develop creative solutions.

trace (n) C/U

/treɪs/

stopa

She was seen last week, then disappeared without **trace**.

wizard (n) C

/'wɪzəd/

kouzelník

He's a financial **wizard**.

would-be (adj)

/'wʊd.bi:/

potenciální, budoucí

It is important that **would-be** exporters should make a firm commitment to export.

8.2 Vocabulary - International deals and payments

file (v) T

/faɪl/

podat (žádost apod.)

After the fire, the company **filed** an insurance claim for compensation.

frequent-flyer scheme (n) C

/'fri:kwənt 'flaɪə 'ski:m/

věrnostní program pro zákazníky leteckých společností

A **frequent-flyer scheme** is a way of developing customer loyalty.

8.3 Grammar - Prepositions

| | | | |
|--------------------|-------------------|--|--|
| drop off (phr.v) T | /ˌdrɒp ˈɒf/ | donést (někam) | Is it OK if I drop the documents off later? |
| jet-lagged (adj) | /ˈdʒetˌlægd/ | trpící únavou po překročení časových pásem | I'm going to be jet-lagged on Saturday, so I'll have to do it before coming back. |
| levy (v) T | /ˈlevi/ | vybírat (poplatek) | Certain countries levy special taxes in imports. |
| pitch (n) C | /pɪtʃ/ | přesvědčování | People are very wary of the obvious sales pitch . |
| policy (n) C | /ˈpɒləsi/ | politika, přístup, postup | We have a policy which covers the risk of non-payment. |
| preliminary (adj) | /ˌpriːlɪmɪn(ə)ri/ | přípravný, předběžný | A preliminary discussion was held before the negotiation. |
| scope (n) U | /skəʊp/ | rámeček, rozsah | I'm afraid this issue is outside the scope of this meeting, so we can't discuss it. |

8.4 Speaking - Negotiations: diplomacy

| | | | |
|-------------------|-----------------|---------------------------|---|
| implication (n) C | /ˌɪmˌplɪˈkeɪʃn/ | důsledek, následek | We need to consider the financial implications . |
| quit (v) I/T | /kwɪt/ | odejít (z práce), skončit | She quit after only six months in the job. |

8.5 Writing - Requests and reminders

| | | | |
|--------------------|---------------|--------------------------------|---|
| disregard (v) T | /ˌdɪsrɪˈɡɑːd/ | ignorovat, nevěnovat pozornost | They disregarded safety procedures and that's why the accident happened. |
| extend (v) T FML | /ɪkˈstend/ | zvětšit, rozšířit | Suppliers do not always extend credit to new customers. |
| factoring (n) U | /ˈfæktərɪŋ/ | konkurzní řízení | If your customers are slow payers, one way to improve cash-flow is factoring . |
| outstanding (adj) | /aʊtˈstændɪŋ/ | nezaplacený, nesplacený | We have still not received payment for the outstanding sum of €15,798. |
| overdue (adj) | /ˌəʊvəˈdjuː/ | zpožděný, opožděný | We regret to inform that our invoice no. 061704 is now overdue . |
| oversight (n) C | /ˌəʊvəˈsaɪt/ | přehlednutí, opominutí | This was an unfortunate oversight due to circumstances beyond our control. |
| settle (v) T | /ˈsetl/ | vyrovnat, zaplatit | He has thirty days to settle his bill. |
| we trust (phr) FML | /wiː ˈtrʌst/ | Věříme, že... | We trust we can continue to do business together as in the past. |

8.6 Case study - Jeddah Royal Beach Resort

| | | | |
|---------------------|------------------|------------------------------|--|
| armoury (n) Sg. | /ˈɑːməri/ | arzenál (přeneseně) | DNA testing is one of the newest weapons in the police's armoury . |
| loyalty (n) U | /ˈlɔːləlti/ | loajalita | ABC's customers have a high-level of brand loyalty . |
| resort (n) C | /rɪˈzɔːt/ | rezort, středisko, letovisko | St. Mortiz in Switzerland is a well-known ski resort . |
| uncollectible (n) C | /ˌʌŋkəˈlektəbl/ | nedobytný dluh | Our customers are taking longer and longer to pay and uncollectibles have gone over 3%! |
| vet (v) T | /vet/ | prověřit | Riaz's responsibilities include vetting corporate and individual applications for credit. |
| vulgar (adj) | /ˈvʌlgə/ | vulgární | I don't like record companies and those vulgar rock groups. |
| word of mouth (phr) | /ˌwɜːd əv ˈmaʊθ/ | z doslechu | Most customers hear about us by word of mouth . |