

Useful Vocabulary 4

	pronunciation	translation/notes
add up (phr v)	/æd 'ʌp/	I'm no negotiator. I just make sure the figures add up .
annually (adv)	/'ænjuəli/	Only 3.1 people per thousand die annually in Kuwait, compared with 11.2 in Britain.
average (n) on average	/'ævərɪdʒ/	On average , women live 10% longer than men.
bestselling (adj)	/best'selɪŋ/	American Budweiser is the world's bestselling brand of beer.
break off (phr v)	/breɪk 'ɒf/	The unions have broken off negotiations.
brief (v)	/brɪ:f/	Don't worry about the figures. Janet will brief you before the meeting.
budget (n)	/'bʌdʒət/	They've turned down our application for a bigger budget .
build up (phr v)	/bɪld 'ʌp/	We're trying to build up market share.
call off (phr v)	/kɔ:l 'ɒf/	Will you agree to call off the strike?
calm down (phr v)	/kɑ:m 'daʊn/	Calm down , everybody. We need to be practical.
capital (n)	/'kæpɪtəl/	Johannesburg is said to be the murder capital of the world.
carry out (phr v)	/'kæri 'aʊt/	We will carry out tests on the system now.
catch (v)	/kætʃ/	Sorry, I didn't catch what you said. Could you slow down a bit?
clarify (v)	/'klærɪfaɪ/	Ask your partner to clarify anything you don't understand.
compared with ...	/kəm'peəd wɪθ/	Only 3.1 people per thousand die annually in Kuwait, compared with 11.2 in Britain.
competitor (n)	/kəm'petɪtə/	Budweiser is the biggest brewery in the world with 50 per cent greater output than its nearest competitor , Heineken.
conflict with sth (phr v)	/kən'flɪkt wɪθ ,sʌmθɪŋ/	Sometimes what people say in meetings conflicts with what they said earlier.

consume (v)	/kən'sju:m/	The number of Cokes consumed in the world per day exceeds 1.3 billion.
consumer (n)	/kən'sju:mə/	Some consumers do not realise that there are two different Budweiser companies, both producing beer.
count on sb (phr v)	/'kaunt ɒn ,sʌmbədi/	I'm counting on you. I know you won't let me down.
cut down (phr v)	/kʌt 'daʊn/	We should cut down the amount of time we waste in meetings.
decision (n) reach a decision	/di'siʒən/	We have to reach a decision by next week.
disagree (v) (opposite = agree)	/disə'gri:/	People sometimes disagree about facts in meetings.
discrepancy (n)	/dis'krepənsi/	I want to query one or two discrepancies which I spotted in your report.
dispute (n)	/dis'pjʊ:t/	After a long legal dispute , the Czech company now markets its product under the Budweiser name in more than 40 different countries.
exceed (v)	/ek'si:d/	The number of Cokes consumed in the world per day exceeds 1.3 billion.
exporter	/ek'spɔ:tə/	The world's biggest exporter of computer software is Ireland.
familiar (adj) (opposite = unfamiliar) be familiar with sth	/fə'mɪljə/	Robin is very familiar with business procedures here, as well as being fluent in Japanese.
figures (n pl)	/'fɪgəz/	I'm no negotiator. I just make sure the figures add up.
find out (phr v)	/faɪnd 'aʊt/	I need more time to find out what the problem is with your computers.
fix up (phr v)	/fiks 'ʌp/	We really must fix up a meeting to discuss our pricing strategy.
fluent (adj) be fluent in sth	/'flu:ənt/	Robin is very familiar with business procedures here, as well as being fluent in Japanese.

follow (v)	/ˈfɒləʊ/	I'm afraid I didn't quite follow his explanation.
in full	/ɪn ˈfʊl/	Write down the information in full .
GDP (= gross domestic product)	/dʒiːdiːˈpiː/	The world's richest country in GDP per head is Luxembourg.
global (adj)	/ˈɡləʊbəl/	The single invention with the highest global turnover is the electric light bulb.
golden rule (n)	/ˈɡəʊldən ruːl/	One of the golden rules of public speaking is 'keep it short'.
go over (phr v)	/gəʊ ˈəʊvə/	I still don't quite understand. Could you go over that again?
harm (n) do sb much harm	/hɑːm/	Drinking red wine in moderation won't do you much harm ; in fact it could prevent heart disease.
head (n) per head	/hed/ /pɜː ˈhed/	The world's richest country in GDP per head is Luxembourg.
hold on (phr v)	/həʊld ˈɒn/	Now just hold on a minute, there's no need to argue about this.
household (n)	/ˈhaʊshəʊld/	Finland has more mobile phones per household than any other country.
lay off (phr v) (opposite = take on)	/leɪ ˈɒf/	Management is planning to lay off a quarter of the workforce.
let sb down (phr v)	/let ˌsʌmbədi ˈdaʊn/	I'm counting on you. I know you won't let me down .
market (v)	/ˈmɑːkɪt/	After a long legal dispute, the Czech company now markets its product under the Budweiser name in more than 40 different countries.
marketing budget (n)	/ˈmɑːkətiŋ ˌbʌdʒɪt/	With its enormous marketing budget , Budweiser spent more than 32 million dollars to be 'an official partner' in the soccer World Cup.
market share (n)	/ˌmɑːkɪt ʃeə/	We're trying to build up market share .
mean (v)	/miːn/	Sorry, could you explain that again. I don't see what you mean .
mergers and acquisitions (n pl)	/ˈmɜːdʒəz ənd ækwɪzɪʃənz/	The bank sent a mergers and acquisitions specialist to Tokyo to work as part of the

		project team during the takeover bid.
miss (v)	/mɪs/	Sorry, I missed that. Could you repeat your address, please.
mistake (n)	/mɪs'teɪk/	They haven't been paid? There must be some mistake .
moderation (n) in moderation	/mɒdə'reɪʃən/	Drinking red wine in moderation won't do you much harm; in fact it could prevent heart disease.
move on (phr v)	/mu:v 'ɒn/	Let's move on to item three: new projects.
multinational (n)	/mʌltɪ'næʃənəl/	Budweiser's nearest competitor is the Dutch multinational , Heineken.
negotiations (n pl)	/nəˌɡəʊʃɪ'eɪʃənz/	Leading the negotiations with the Sapporo Bank will be your main responsibility.
negotiator (n)	/nəˌɡəʊʃɪ'eɪtə/	I'm no negotiator , especially for a takeover as big as this.
option (n)	/'ɒpʃən/	Leaving work at 3 p.m. is not an option !
output (n) (opposite = input)	/'aʊtpʊt/	Budweiser is the biggest brewery in the world with 50 per cent greater output than its nearest competitor, Heineken.
point out (phr v)	/pɔɪnt 'aʊt/	He pointed out several errors in their brochure.
postpone (v)	/pəʊst'pəʊn/	Let's postpone our decision until after next week's meeting.
proposal (n)	/prə'pəʊzəl/	Eight out of ten members of staff liked the proposal .
put off (phr v)	/pʊt 'ɒf/	I'm afraid we can't put that decision off any longer.
query (v)	/'kwɪəri/	I want to query one or two discrepancies which I spotted in your report.
resources (n pl)	/rɪ'zɔ:səz/	The Czech company has fewer resources to spend on advertising.
responsibility (n)	/rɪs,pɒnsɪ'bɪləti/	Leading the negotiations with the Sapporo Bank will be your main responsibility .
revenue (n)	/'revənju:/	The biggest company in the world in terms of revenue is Exxon Mobil.

round (n)	/raʊnd/	The first round of negotiations is on the 13 th April.
run through (phr v)	/rʌn 'θru:/	Janet ran through the figures with Matt before the meeting.
sales (n pl)	/seɪlz/	Sales in Scandinavia are usually terrible, but they were excellent in June.
schedule (v)	/'fedju:l/	It isn't good news when the result of a meeting is to schedule more meetings.
signal (v)	/'sɪgnəl/	It usually signals trouble when the union representative demands an immediate meeting.
slogan (n) advertising slogan	/'sləʊgən/ /'ædvə'taɪzɪŋ 'sləʊgən/	By far the most successful advertising slogan the company has had is: "Budweiser: the King of Beers".
slow down (phr v)	/sləʊ 'daʊn/	Sorry, I didn't catch what you said. Could you slow down a bit?
sort out (phr v)	/sɔ:t 'aʊt/	Have you managed to sort out the problem with our computers?
sound (v) sound right	/saʊnd/ /saʊnd 'raɪt/	Forty thousand dollars? That doesn't sound right to me.
specialist (n)	/'speʃəlɪst/	The bank sent a mergers and acquisitions specialist to Tokyo to work as part of the project team during the takeover bid.
specific (adj) be specific (about sth)	/spɪ'sɪfɪk/	Could you be a bit more specific (about the deadline)?
spot (v)	/spɒt/	I want to query one or two discrepancies which I spotted in your report.
statistically (adv)	/stə'tɪstɪkəli/	Statistically , Johannesburg is more dangerous than New York.
strategy (n)	/'strætədʒi/	We really must fix up a meeting to discuss our pricing strategy .
sure (adj)	/'ʃʊə/	Are you sure the meeting is next week?
take on (phr v)	/teɪk 'ɒn/	This is not the time to be taking on more work.

takeover (n)	/ˈteɪkəʊvə/	I'm no negotiator, especially for a takeover as big as this.
takeover bid	/ˈteɪkəʊvə bɪd/	The bank sent a mergers and acquisitions specialist to Tokyo to work as part of the project team during the takeover bid .
term (n) in terms of sth	/tɜːm/	The biggest company in the world in terms of revenue is Exxon Mobil.
track (n) lose track of sth	/træk/	When you take part in meetings in English, it is easy to lose track of what people are saying.
track record (n)	/træk ˈrekɔːd/	Matt's track record makes him the ideal person to lead the negotiations.
turn down (phr v)	/tɜːn ˈdaʊn/	They've turned down our application for a bigger budget.
turnover (n)	/ˈtɜːnəʊvə/	The single invention with the highest global turnover is the electric light bulb.
upgrade (n)	/ˈʌpɡreɪd/	A complete upgrade of the accounting software will cost \$3,000.
with (prep) (not) to be with sb	/wɪθ/	Sorry, I'm not with you . What do I need an interpreter for?
workforce (n)	/ˈwɜːkfɔːs/	Management is planning to lay off a quarter of the workforce .