

Abolished-stopped, cancelled

Above board-honest and legal

Absenteeism-the problem of employees not being at work when they should be

Abusive-insulting; not disciplined, rude, offensive

Accelerate-if a process accelerates it becomes faster than usual

Accessory-a small thing that you add to a house, clothes etc to make them look more attractive

Account-an arrangement between a customer and a bank that allows the customer to pay in and take out money

Accountant-a professional whose job is to keep the financial records of an organization, or to advise clients on financial and tax matters

Accounts-the official financial records of a company, person etc

Achievable-attainable

Acquire a meaning-to get a meaning

Acquire-if one company acquires another, it buys it;to buy, to gain, to get; to obtain

Acquisition-when one company buys another or part of another company; buying or taking over another company

Action points-what needs to be done after the meeting, and by whom

Activism-working hard to achieve changes in the way companies operate

Ad-an informal word for advertisement

Administration-the activity of managing and organizing the work of a company or organization

Advent-the time when something first begins to be widely used; development

Advert-an informal word for advertisement

Advertisement-a picture, piece of writing, or film that tells people about a product or service in order to persuade them to buy it

Advertiser-a person or organization that advertises their products or service

Advertise-to tell people publicly about a product or service in order to persuade them to buy it;-to inform people publicly that a job is available and invite them to apply for it

Advertising campaign-an organization's programme of advertising activities over a particular period with specific aims, for example an increase in sales or awareness of a product
advertising etc

Advertising-telling people about a product or service in order to persuade them to buy it;-the companies that prepare and sell advertising, considered as an industry

Aerospace-the designing and building an aircraft or space vehicles

Agenda-a list of the subjects/ topics to be discussed at a meeting ;the things that someone considers important or that they are planning to do something about; schedule

Aggressive-an aggressive plan or action is intended to achieve its result by using direct and forceful methods;-an aggressive person or organization is very determined to achieve what they want

Aisle-a passage between rows of seats

Albeit-although

Alerted-a warning of danger

Alliance-an agreement between two or more organizations to work together/ to cooperate in certain business activities

Allotment-a small area of land for growing vegetables, flowers; a part of land

Amend-to make better ;to make small changes or improvements to a law or a document

Amicable-friendly and pleasant

Amid-in the middle of

Amount-a sum of money

Annual ritual-something that happens regularly each year

Annual sales revenue-god.prihod od prodaje

Annually-something that happens regularly each year

AOB (Any Other Business)-the time during the meeting when items not on the agenda can be/ may be discussed

Apparent-obvious, jasan, ocigledan

Appeal-the fact of being attractive; attraction, interest

Application-a formal, usually written, request for something or for permission to do something;a formal request for work; -a practical use for something ; -a piece of software for a particular use or job

Apply -to make a formal, usually written request for something, especially a job, a place at university, or permission to do something; -to use something such as a law or an idea in a particular situation, activity, or process ; -to have an effect on someone or something, or to concern a person, group, or situation; to fill in a form or write a letter for a job

Appointment -an arrangement to meet someone at a particular place or time; the act of choosing someone for a particular job, or the job itself

Appoint -to choose someone for a particular job

Appraisal - *assessment*

Apprehension -comprehension, full understanding of sth, anxiety, fear of sth – strepnja,

Apprentice -pripravnik

Approximate -an approximate amount, number etc is a little more or a little less than the exact amount, number etc –

Approximately

Arise (question) -postaviti pitanje, pojaviti se

Arranged -set up

Articulate -able to talk easily and effectively about things, to pronounce what you are saying in a clear and careful way; talking easily and well in clear and careful way

Ascend-peti se , popeti se

Aspired-wanted to achieve an important goal

Asserting-claiming

Assertive-behaving in a confident way in order to get what you want

Assessment-evaluation, estimation

Assess-to evaluate, to estimate, to calculate; to make a judgement about a person after thinking carefully about it

Asset-the property; the assets of a company are the things they own; everything a company owns; something of value belonging to a person or company that has value or the power to earn money; the property, equipment etc owned by a business considered together, as shown in its balance sheet

Assign-to give someone a particular job or task, or to send them to work in a particular place

Assumed -pretended, false

Assume-to suppose; to predict

Assure-uveriti

Astute-clever and skillful at understanding situations and behavior; wise and intelligent

Attend-to go to an event such as a meeting

Attribute-a characteristic, feature, or quality

Authority-if a company have an authoritarian way of management the management keep tight control over everyone and everything

Autonomy-independence

Average length of the job

Averse-opposed to something

Avert-to prevent from happening

Award-a prize for good performance in a particular activity

Awareness-knowledge or understanding of a particular subject, situation, or thing; consciousness

Aware-to be conscious of sth

Background-someone's past, for example their education, qualifications, and the jobs they have had;-information about events in the past that explain the current situation

Balance of trade-the difference between the value of a country's exports and its imports; a particular business activity

Balance sheet-a document showing a company's financial position and wealth at a particular time;a company's financial situation at a particular moment

Ball park figure-estimate

Bank statement-information sent regularly by a bank to a customer, showing the money that has gone into and out of their account over a particular period

Bankruptcy-when someone is judged to be unable to pay their debts by a court of law, and their assets are shared among their creditors (=those that they owe money to), or a case of this happening

Bankrupt-to go bust; unable to pay their debts; not having enough money to pay you debts;to make a person, business, or country go bankrupt

Banvass-to try to get information or support from people

Bargain-something you buy cheaply or for less than its usual price;-an agreement between two people to do something in return for something else; -to discuss the conditions of a sale, agreement etc in order to get the greatest advantage for yourself –

bargaining

Barrier to trade/trade barrier/barriers to trade-something that makes trade between two countries more difficult or expensive, for example a tax on imports

Barriers-something that makes trade between two countries more difficult or expensive

Bash cow-a very profitable business or part of a business

Battling-trying

Bearish-the stock market is said to be bearish when prices are expected to fall, and people sell a lot of shares as a result

Beat around the bush-if someone doesn't speak directly, but rambles or hesitates; to delay talking about the most important part of a subject

Benchmark-something that can be used as a comparison to judge or measure other things;-good performance in a particular activity in one company that can be used as a standard to judge the same activity in other companies- **benchmark**

Beneficiaries-gain money for something

Benefits package-the total amount of pay and all the other advantages that an employee may receive such as bonuses, health insurance, a company car etc

Bid-an offer to buy something, for example a company in a takeover, or the price offered;-an offer to do work or provide services for a fixed price, in competition with other offers

Bidding-to offer to pay a particular price for something, for example a company in a takeover;-to offer to do work or provide services for a fixed price, in competition with others-
bidding

Bill of lading-a list of goods being carried especially on a ship

Billboard-a large sign used for advertising. Billboards are usually called **hoardings** in British English

Bill-the total cost of something, or the document that shows this

Blind of notice-not to listen to somebody

Blueprint-a plan for achieving or improving something

Board/board of directors-the group of people who have been elected by shareholders to manage a company

Bold-courageous; brave, daring

Bond-a financial certificate showing an amount borrowed by an organization or government at a particular rate of interest for a particular period

Bonus-an extra amount of money added to an employee's wages, usually as a reward for doing difficult work or for doing their work well

Book-to make a reservation

Boom in shares-sudden increase in buying and selling

Boom-a time when business activity increases rapidly, so that the demand for goods increases, prices and wages go up, and unemployment falls; a time when activity on the stock market reaches a high level and share prices are very high-if business, trade, or the economy is booming, it is very successful and growing

Boost-to increase something such as sales, production or prices

Bottom line-the figure that shows a company's total profit or loss

Bounty-*generosity*

Bowl-pot

Brainstorm-to develop new ideas and solve problems by having a meeting where everyone makes suggestions and these are discussed

Brainwave-a sudden inspirational bright idea

Branch-an individual bank, office, shop etc that is part of a larger organization

Brand awareness-the knowledge which consumers have of a brand

Brand image-the ideas and beliefs which consumer have about a brand

Brand leader-the brand with the largest market share; brand with the most sales in a particular market

Brand loyalty-the tendency of a customer to continue buying a particular product-the degree to which people buy a particular brand and refuse to change to other brands

Brand manager-the person responsible for planning and managing a branded product; someone in a company responsible for developing a brand

Brand stretching-using a successful brand name to launch a product in a new category-when a company starts to use an existing brand name on a different type of product, hoping that people will buy it because they recognize the name

Brand-a name given to a product or group of products by a company for easy recognition

Branded-branded goods or products have brand names

Branding-the activity of giving brand names to products, developing people's awareness of them etc

Breadth-*width*

Break down-collapse, cease to function properly owing to some fault

Break up with-end a relationship with somebody

Break-a change for a short period

Bribe-illegal or unfair payment made to someone to persuade them to do something

Bribe-money that is paid secretly and dishonestly to obtain someone's help; to dishonestly give money to someone to persuade them to do something to help you

Bribery-dishonestly giving money to someone to persuade them to do something to help you

Brief-instructions to do something or to deal with something

Broad scope-*wide range*

Broker-a person or organization whose job is to buy and sell shares, currencies, property, insurance etc for others

Budget-to plan the amounts of money to be spent on different things in a particular period-an amount of money that an organization has available to spend on something in a particular period

Build up-acquire, develop or increase something gradually; to develop, to make stronger, bigger, wider

Bump into someone-to run into someone unexpectedly

Bureaucracy-a system of government that involves a large number of departments and officials; *disapproving* all the complicated rules and processes of an official system, especially when they are confusing or responsible for causing a delay; red tape

Burnout-breakdown

Bust-if a company goes bust, it cannot continue to operate because it does not have enough money to pay its debts

Buying habits-the purchasing behaviour of consumers

Buyout also **buy-out** -the act of buying a business;-the act of buying all the shares in a company of a particular shareholder

By all means-svakako

By and large-generally speaking, in general

By chance-slučajno

By design-namerno

By no means-niposto, nikako

Call it a day-to end a situation

Call off/to cancel

Call out-order or advise workers to stop work as a protest

Campaign-a series of activities designed to achieve a particular result

Campus-kampus

Cancel-call off; write off

Capacity-the amount of space that a container, room etc has; the amount of something that a company, factory etc can deal with or produce

Capitalisation-the total value of a company's shares;-the total value of all the shares on a stock market at a particular time

Capital-money invested in something in order to make a profit

Career ladder-all the increasingly important jobs that someone has, or would like to have, as they get older

Career - a profession or job that you train for; the series of jobs that you do during your working life

Cash cow - a very profitable business or part of a business; a profitable product or business generating a steady flow of sales revenue

Cash flow - the amounts of money coming into and going out of a company, and the timing of these; profit made during a particular period, measured in different ways by different businesses

Cash generation - money that a company gets from sales after costs are taken away. Cash generation is often used in talking about the degree to which the company is able to do this; if a company improves its cash generation it has cash available at all times

Cash - money, especially money that is immediately available in banknotes, coins, bank accounts etc

Cash-strapped - to be short of money; not having enough money

Catalogue/catalog - a book with all of a company's products or services listed and described

Catalyst - someone who causes change

Cement - to make stronger

Centenary - a day or year exactly 100 years after a particular event

CEO (Chief Executive Officer)-the manager with the most authority in the day to day management of a company

Certify-to state that something is correct or true ,especially after some kind of test

Chain-a number of shops, hotels, or cinemas belonging to the same organization

Chairman-the most important person on the board of directors of a company

Chair-the position of being in charge, in charge of a meeting, or the person who is in charge of it

Challenge-something difficult that you feel determined to solve or achieve

Chamber of commerce-an organization made up of business people in a particular place, that helps businesses with advice, support etc

Champion wealth creator-someone who has greatly increased company`s profits

Chance encounter-slučajni susret

Charge-a price asked for goods or services ;demand payment; to ask someone to pay a particular amount of money for something

Charge-the amount of money you have to pay for goods or services;-**be in charge of sth** to be the person who controls or manages an activity or a group of people

Charismatic's-inspiring; charming

Cheap trash-badly-made goods sold at low prices

Cheek in-register as a guest at a hotel or as a passenger at an airport

Chunk-a solid part of sth; a compact mass, part

Clamped-a place which doesn't have enough space for the people in it

Classic brand-a famous brand with long history

Clerk-sluzbenik

Client-someone who pays for professional services

Clock in/on-to record on a special card or computer the time you arrive at or begin work

Clock off/out-to record on a special card or computer the time you stop or leave work

Code of ethics-a written document lying down ethical ways of working for the personnel of the

company; moral rules of behaviour that should guide members of org. and make them deal honestly and fairly with cust.

Coherent-talking in a way that is clear and correct and easy to understand

Cohesive-connected or related in a reasonable way to form a whole

Collapse-if a company, organization, or system collapses, it suddenly fails or becomes too weak to continue; ended suddenly

Collateral-property or other goods that you promise to give someone if you can't pay back the money they lend you

Colleague-someone you work with, used especially by professional people and managers

Come up trumps-produced good unexpected results

Come up-to crop up, to appear unexpectedly

Commercial-relating to business;-a commercial product or service is sold in order to make a profit;an advertisement on television or radio

Commission-an amount of money paid to someone according to the value of goods, services, investments etc they have sold

Commitment-a promise to do something or to behave in a particular way; dedication to

something

Commodity-a product that can be sold to make a profit

Commute-to travel to work and back on a daily basis company

Compatible-compatible machines, methods, ideas etc can exist together or be used together without causing problems; two people that are compatible are able to have a good relationship

Compel-to force

Compensate-to pay someone money because they have suffered injury, loss, or damage

Compensation-an amount of money paid to someone because they have been hurt or harmed in some way;-the total of pay and benefits for an employee, especially a high-level manager

Compete-if a company, country etc competes with others, it tries to persuade people to buy its products or services rather than those of the others; competition, competitor, competitive

Competition-a situation where businesses or countries are competing with each other;-an event where people have to answer questions etc in order to win prizes

Competitive advantage-something that helps you to be better or more successful than others

Competitive-used to describe situations where companies, countries etc are competing;-a competitive price is similar to or less than other companies' prices

Competitor-a person, product, company, country etc that is competing with another

Compile-draw up

Complementary-sold or used together with other products

Component-a part of a product, activity etc

Conceivably-probably

Concept-an idea for a product, business etc

Conductive-helping something to happen

Confines-borders

Conform-to adapt

Conglomerate-a large business organization consisting of different companies, often involved in different activities; a group of diverse companies run as a single organization

Conman-someone who tries to get money from people by tricking them

Consignment of stock-isporuka robe

consistency, consistent, inconsistent

Consistency-not changing your opinion or attitude

Consortium-a group of companies in similar business working together; a combination of several companies working together for a particular purpose, for example in order to buy something or build something

Consumer behaviour/behavior-how, why, where, and when consumers buy things, and the study of this

Consumer-a person who buys products or services for their own use, rather than to use in business or to resell

Consume-to use raw materials, finished products etc

Consumption pattern-general trends in the way people buy and use goods, services etc

Consumption-the amount of goods, services, energy or natural materials used in a particular period of time

Content-to be satisfied

Contingency plan-plan delovanja u slučaju nekih neprijatnih okolnosti

Contingency-an event or situation that might happen in the future, especially one that might cause problems

Contract-a formal agreement between two or more people or organizations to do something, for example to buy something

Contribute-to give money,help,ideas to something that a lot of other people are also involved in

Controlling interest-the situation where one shareholder owns enough shares to control a company

Controlling shareholder/majority shareholder-someone who owns more than half the shares in a company

Convey-to transfer, to express

Cope with-to deal with a situation

Copied-followed suit

Copycat product-a product that copies a competitor's idea for a product

Copyright abuse-to copy someone else's work, for example their designs, without permission

Core *adj* **core business/activity/product** the business, activity etc that makes most money for a company and that is considered to be its most important and central one

Corporate strategy-plans of a company to achieve its objectives

Corporate-relating to companies, usually large ones

Correlation-a reciprocal relation between two or more things; connection

Corruption-the crime of giving or receiving money, gifts, a better job etc in exchange for doing something dishonest or illegal that helps another person or company;-when someone who has power or authority uses it in a dishonest or illegal way to get money or an advantage

Corrupt-using power in a dishonest or illegal way in order to get money or an advantage of some kind; to encourage someone to behave in an immoral or dishonest way

Cost leadership-producing goods more cheaply than others

Cost-effective-giving good value when compared with the original cost; profitable

Costs-expenses

Cost-structure-an organization's different costs and the way they are related to each other

Couch-to express

Counselling/counseling-when people are given advice to help them in a difficult situation

Counsellor/counselor-someone whose job is to give counselling

Count on-to rely on, to depend on

Counterfeit activity-to copy something so that looks like something else

Counterfeiter-a person who copies goods in order to trick people

Counterfeit-made to look exactly like something else, usually illegally; to copy something so that it looks like something else, usually illegally

Counterparts-the people on the other negotiating team; your counterpart is someone with the same job as you in another organization

Coupling-mixing

Craft-*skill*

Craftsman-zanatlija

Crash-a time when many investments lose their value very quickly, usually when investors lose confidence in the market and sell;-an occasion when a computer or computer software suddenly

and unexpectedly stops working or fails to work properly; if stock markets, shares etc crash, they suddenly lose a lot of value;-if a computer crashes, or if you crash a computer, it suddenly and unexpectedly stops working

Create-to make something that did not exist before

Creative-producing or using new ideas – **creativity**

Credit-borrowed money that is available to spend; an arrangement with a shop, supplier etc to buy something now and pay later

Crisis/crises-a period or moment of great difficulty, danger, or uncertainty, especially in politics or economics;-a time when a personal problem or situation has reached its worst point

Crisper-short

CRM-abbreviation for customer relationship management

Crop up-appear or happen unexpectedly

Crucial-of extreme importance

Culprit-a person who do something wrong

Cultural-relating to artistic activities such as theatre, classical music etc;-relating to the ideas, beliefs, and customs that are shared and accepted by people in a society, company etc

Culture-the ideas, beliefs, and customs that are shared and accepted by people in a society;-the attitudes or beliefs that are shared by a particular group of people or in a particular organization

Currency market-the buying and selling of currencies by governments, financial institutions in a particular financial centre, or in the world as a whole

Currency-the money used in a particular country

Customer loyalty-when customers continue to buy a particular company's product, and do not change to other companies' products

Customer orientation-when a company finds out about its customers' needs, and offers products and services that satisfy these needs

Customer relationship management (CRM)-a company's activities to keep its customers satisfied, find out more about their needs etc

Customer retention-Keeping customers

Customer-a buyer, client or guest

Customer-a person or organization that buys products

Customise-to change something to make it more suitable for you ,or to make it look special or different from things of a similar type./ways of developing a new product; design specially

Customize/-ise-if something is customized, it is designed or built especially for a customer, making it different from other things of its kind

Custom-made-made as the buyer specifies

Customs-the government department responsible for collecting the tax on goods that have been brought into the country and making sure that illegal goods are not imported or exported

Cut down- reduce the amount one spends, eats, smokes etc

Cyberspace-all the sites, services etc on the Internet

Damages-money paid or claimed as compensation for damage

Daunting-discouraging through fear; frightening

Dead set -keen on doing something; cvrsto resen, cvrsto odlucio...

Dead set on doing something-to be determined to something

Deal with- to handle, do what is necessary to achieve the result you want;*so/ve*; to take care of, to tackle

Dear-expensive

Debt-an amount of money that is owed;-the state of owing money;-money borrowed by a company in the form of loans and bonds, rather than shares; money that one person, company or country owes to another

Deceit-when someone tries to gain an advantage for themselves by tricking someone, for example by making a false statement

Deceit-when someone tries to gain an advantage for themselves by tricking someone

Deceive-to make someone believe something that is not true in order to get what you want

Deceiving-behavior that is intended to make someone believe something that is not true

Decent-in the right manner

Decisive-odlucan

Decline-if an industry or country declines, it becomes less profitable, productive, wealthy etc;-if sales, output, production etc decline, they become less- **decline**

Decrease in incidence-opadanje u broju

Decrease-if an amount, level etc decreases, it goes down;-if you decrease an amount, level etc, you reduce it; smanjenje

Dedication-hard work or effort that someone puts into a particular activity

Default-to fail to pay money that you owe at the right time

Defect-a fault or the lack of something that means that a product etc is not perfect-**defective**,

Defecting customers-*leaving customers*

Defecting-leaving

Defect-to leave your own country or a group and join or go to an opposing one; a fault or the lack of something that means that a product etc is not perfect

Defied-to refuse; to spite; overcome

Defy-to resist

Delegate-to give part of your power or work to someone who is at a lower level in the organization- **delegation**

Delegate-to give part of your work or power to someone else, usually someone in a lower position than you

Delighting-enjoying

Deliver-to take goods to a place;-to produce results-**delivery**

Demand-spending on goods and services by companies and people;-the total amount of a type of goods or services that people or companies buy in a particular period;-the total amount of a type of goods or services that people or companies would buy if they were available

Demerge-if a company or unit demerges from a group, or if it is demerged, it becomes a separate company **demerger**

Demoralizing -demotivating

Deposit-an amount of profit made from an investment

Depression-a time of high unemployment and poverty; recession

Deputy-someone in an organization who is immediately below someone else, and who does their work when they are not there – **deputy**

Deregulate-if a government deregulates a particular business activity, it allows companies to operate more freely so as to increase competition- **deregulation**

Descendant-potpomak

Descend-silaziti

Dispense with-moci opstati bez necega = *eliminate*

Devaluation-when the value of a country's currency goes down or is reduced by the government, in relation to other currencies

Devious-using dishonest tricks and deceiving people to get what you want-**deviously, Deviousness**

Differentiating features-things that make a product different for a particular country

Differentiation-when a company shows how its products are different from each other and from competing products, for example in its advertising- **differentiate**; when a firm uses a differentiation strategy it tries to persuade consumers that its products have special qualities

Disappoint you-let you down

Disclose-to uncover

Disclosure-the duty of someone in a professional position to inform customers, shareholders etc about facts that will influence their decisions; the act of giving information about someone by an organization or person who would normally have to keep that information secret, for example when a bank gives information about a customer's accounts to the police; a fact which is made known after being kept secret

Discount-a reduction in the price offered by the seller

Dismissal-when someone is removed from their job by their employer

Dismissed from job, to be sacked

Dispense with sth-to get rid of something; dispose

Dispense-if a machine dispenses something , it gives it to someone when they put in money, a code number etc.

Display-an arrangement of things for people to look at or buy

Dispose of-to sell, to get rid of

Dispose-if you dispose of something, you get rid of it; if a company disposes of a particular asset, activity etc, it sells it ; the act of getting rid of something;-an asset that is sold, and the act of selling it

Disrupt-to stop a situation,event from continuing in its usual way

Distribute-to supply goods to shops, customers etc –**distribution**

Distribution channel/distribution chain-the way a product is made available and sold, the organizations involved etc

Distributor-a business that makes goods available either to shops or directly to buyers

Diversify-if a company or economy diversifies, it increases the range of goods or services it produces; to start to put your money into different types of investments in addition to the

investments you already have- **diversification**

Diversions-a change in directions or use of something or the act of changing it

Divert from-to change direction of sth

Dive-start doing sth. energetically

Dividend-a part of the profits of a company for a particular period of time that is paid to shareholders for each share that they own

Do battle with-fight it out

Down market/downscale-product are cheap and usually not good quality; to start buying or selling cheaper goods or services; -involving goods and services that are cheap and perhaps not of very good quality compared to others of the same type, or the people that buy them

Draw one's attention-skrenuti pažnju

Draw up a contract, an agreement-to compile sastaviti,

Draw-an occasion when someone or something is chosen by chance

Dress code-the way that you are expected to dress in a particular situation, as an employee of a particular company

Driven-very determined to succeed

Drive-someone's energy, motivation, and ability to work hard;-an effort to improve or increase the level of something;

Driving force – pokretacka snaga

Drop away/off-to become lower in level or amount

Drop-to fall to a lower level or amount;-to stop doing or planning something;if there is a drop in the amount, level, or number of something, it goes down or becomes less

Due to so something-to be supposed to do sth

Dumping-the activity of selling products in an export market cheaper than in the home market or cheaper than they cost to make, usually in order to increase market share

Durability-ability to last a long time

Durable-if something is durable, it lasts a long time

Earnings-the money that a person or particular group of people earn in a particular period;-the profit made by a company in a particular period, or by companies in general

Economically-in a way that relates to the economy, business etc;-in a way that makes a profit;-in way that uses time, money, goods etc carefully and without wasting any

Economical-using time, money, goods etc carefully and without wasting any

Economic-relating to the economy, business etc;-if an activity is economic, it is profitable

Economies of scale-saving money by producing goods in a large quantities; the advantages that a bigger factory, shop etc has over a smaller one because it can spread its fixed costs over a larger number of units and thus produce or sell things more cheaply

Economy drive-a planned effort by an organization to reduce costs

Economy-the system by which a country's goods and services are produced and used, and the people and organizations involved in it

Efficient -producing goods using as little time, money etc as possible; doing a job quickly and well

Eloquent-able to express ideas well,especially in a way that influences people

Emerge – to appear, to spring up; come out

Emerging economies – ekonomije u nastajanju, u razvoju

Empathetic-the ability to imagine and share another person's feelings

Emphasise-to indicate that something is important or true; to single out as important; to stress, to point out; to attach importance

Employee loyalty-when employees like working for a particular company, work hard, and do not want to leave

Employee-someone who works for a company, especially in a job below the rank of manager

Employer-a person or organization that employs people

Employment-work that you do to earn money;-the number of people in an area, industry etc that have jobs, the type of jobs they have etc

Employ-to pay someone to work for you in a particular job

Encompass - obuhvatiti

Encounter-to meet; meeting

End up-come to a certain state especially by a long route

Endorse-if someone, usually famous, endorses a product, they say how good it is in advertisements. People will buy the product because they like or trust the person-
orsement

end

Endorsement-if someone, usually famous endorse a product they say how good it is

Enfeebled -very weak or ill

Enhance -to improve the quality or value of something

Enherit - naslediti

Envy – zavist

Eponymous – the character whose name is in its title

Equal – *rival*

Equity share capital-the capital that a company has from shares rather than from loans

Ergonomic – ergonomski, anatomski (stolica)

Essence-sustina, basic things

Essential-crucial, basic, the most important

Establish-set up

Estimate – to calculate; calculation of quality or value

E-tailer-a person or organization that sells goods to the public on the Internet

Ethical-connected with principles of what is right and wrong;-morally good or correct —**ethically**
adv

Ethics - moral rules or principles of behaviour that should guide members of a profession or organization and make them deal honestly and fairly with each other and with their customers

Etiquette -the formal rules for polite behaviour

Evoke -to not do something you should do according to the law, for example to not pay tax

Eventually – in the end

Exacerbate – to make something worse

Exacerbated -to increase (to make more violent or severe)

Exceed – to be more than a particular number or amount; to go beyond some limit,

Exceeded-to be better (have been better)

Exclusion off-not including

Executive-someone with an important job as a manager in an organization

Exorbitantly-much higher than usual;an exorbitant price , amount of money that is etc.that is much higher than it should be

Expand-to become larger in size, amount, or number, or to make something larger in size, amount, or number;-if a company expands, it increases its sales, areas of activity etc—
expansion

n

[U]

Expense-one of the costs of a particular activity;**expenses** [plural] money that an employee spends while they do their job, for example on travel and food, and which their employer then pays back

Exploitation-when you treat someone unfairly in order to make money, get an advantage for yourself etc

Exploit-to treat someone unfairly in order to make money, get an advantage for yourself etc;-to gain advantage from a situation, opportunity;to use something fully and effectively in order to gain a profit or advantage;-to treat someone unfairly in order to make money or gain an advantage for yourself

Exploratory phases – phases in action which are done in order to discover something; when you find out what the other side wants

Export-a product that is sold to another country;-the sale of products to other countries

Extort -to illegally force someone to give you money by threatening them —**extortion**

Extortion -force someone to give you money by threatening them

Extrovert – friendly person; lively, sociable, cheerful

Facilities-special buildings or equipment that have been provided for a particular use, such as sports activities, shopping, or traveling

Facility-a place or large building which is used to make or provide a particular product or service

Factory foreman- a person who is responsible for a group of people

Failure – not to succeed

Failure-when someone or something does not achieve the results that were expected;-when a machine stops working

Faint -lacking

Fake-made to look like something valuable or genuine in order to deceive people; a copy of an original document, valuable object etc that is intended to deceive people into believing it is the real document, object- to go down to a lower price, level, amount-a

reduction in the amount, level, price etc of something;-when a person or organization loses their position of power or becomes unsuccessful

Farden allotment – a piece of land for gardening

Feature-a part of something that you notice because it seems important, interesting or typical = *characteristic*-one of the characteristics of a product or service that is useful, attractive etc -if a product features a particular characteristic, it possesses it

Fee -an amount of money paid for professional advice or service

Fet by – provuci se, proci bez...

Fiddle-a dishonest way of getting money or not paying money;-be on the fiddle to be getting money dishonestly or illegally

Fighting a losing battle-making no progress

Fighting a running battle-having a series of arguments

Figure sb/sth out- understand sb/sth by thinking about them/ it

Filing clerks – Data Storage Specialists

Finance-money that is provided or lent for a particular purpose;-the department in a

company that deals with money

Finances-the situation of a country, company etc in relation to the amount of money it has, owes etc – financial

Finance-to give or lend money for a particular project, activity etc

Find something out- learn something that you didn't already know, discover

Fine future behind them-when someone doesn't live up to the expectations

Firm-a company

Flair -a natural ability, talent to do something very well

Flashpoints – place where trouble and violence might easily develop suddenly and be hard to control

Flaw-a mistake or weakness in a machine, system etc that prevents it from working correctly;-a mistake in an argument, plan, or set of ideas

Fleet-a fleet of cars, trucks etc is all the cars etc that a company owns

Flexible-a person, plan etc that is flexible can change or be changed easily to suit any new situation- if arrangements for work are flexible, employers can ask workers to do different jobs, work part-time rather than fulltime, give them contracts for short periods

etc. Flexible working also includes job-sharing and working from home – flexibility

Flexitime *BrE* also flexitime-a system in which people who work in a company do a fixed number of hours each week, but can choose what time they start or finish work within certain limits

Flight desk – the room in plane where the pilot sits to control the plane

Flight of capital-a movement of large sums of money out of a country ;when money is moved rapidly out of a country, usually because its economy is doing badly or there is political uncertainty

Flood market – supply with an excess of

Flood-to send a large number of things such as letters to an organization

Flop- a failure

Fluctuate -if prices, income, rates etc fluctuate, they change, increasing or falling often or regularly **Fluctuating**

Fluctuation-the movement of prices, income, rates etc as they increase and fall

Fluent – able to speak language very well

Focus – when a company serves particular groups of customers in a market with particular needs, rather than serving the whole market

Focus group-a group of people brought together to discuss their feelings and opinions about a particular subject. In market research, focus groups discuss their opinions of products, advertisements, companies etc

Focussed-paying careful attention to what you are doing, in a way that shows you are determined to succeed

Followed suit-copied

Forecast-a description of what is likely to happen in the future, based on information available now; forecast or forecasted to state what is likely to happen in the future, based on information available now

Forefront -leading position

Foreman – *boss, chief*

Foresee -to predict

Forgo – if you forgo something you give it up; to give up, (to renounce) ;to exceed

Formal-formal behaviour is very polite;-formal qualifications are those you gain at school, university etc, rather than experience you get in our job

Formost – leading, top, the most important

Fortuitous – accidental; happening by chance

Forward-looking - napredni

Foster -to help the development of sth.

Found-to start a new activity, organization etc – founder

Franchise-an arrangement in which a company gives a business the right to sell its goods or services in return for payment or a share of the profits;-a particular shop, restaurant etc that is run under a franchise, or a company that owns a number of these; to sell franchises to people — franchising

Franchisee-someone who is sold a franchise and operates it

Franchising-giving someone exclusive right to sell products in a certain area

Fraud – a method of illegally getting money from a person or organization, often using clever and complicated methods

Free port-a port where import duty does not have to be paid on imports that are to be sent to another country to be sold, or used to manufacture goods that will be sold abroad

Free trade – trade without restrictions on the movement of goods across borders

Fringe benefit-an additional advantage or service given with a job besides wages, for example a car

Fringe -less important or popular than the main stream

Fulsome – *buttery*; to elaborate

Fundamental – essential ; basic characteristics

Futures – buying and selling futures contract

Futures contract – a contract for a fixed amount of a commodity or security to be delivered at a fixed price on a fixed date in the future

Gambling-the practice of risking money or possessions on the result of something uncertain, for example a card game or a sporting event such as a horse race

Gather pace-to speed up

Gauge-to measure how people feel about something

Gauging – measuring how people feel about something = *assessment*; something that helps you make a judgement of a situation or a person

Get a word in edgeways – to get a chance to say something; don't get a chance to speak

Get back to - contact again later

Get down- start doing something

Get on (well) – to have a friendly relationship, to get along with

Get on with – have a friendly relationship with somebody (get along with); make progress with a task

Get out- become no longer a secret

Get over- overcome, deal with something

Get straight to the point – when someone speaks directly, without hesitating, opposit of *beating about the bush*

Get through – make contact

Get to the bottom of the problem -find the real cause of something

Get together- meet with somebody for social purposes or to discuss something

Get up- get out of bed

Gift of the gab – to be talented for something

Give and take – balance, (negotiation), compromise; concession, compromise

Give- and- take – willingness to compromise (to give up)

Give up- stop doing or having something

Global economy-the economy of the world seen as a whole

Global offensive – taking strong actions all over the world

Global-affecting or involving the whole world including and considering all the parts of a situation together, rather than the individual parts separately – globally = *worldwide*

Globalisation – the tendency for the world economy to work as one unit, led by large companies doing business all over the world

Globalize also -ise-if a company, an industry, or an economy globalizes or is globalized, it no longer depends on conditions in one country, but on conditions in the world as whole

Go back on one's word – pogaziti rec

Go bust – to go *bankrupt*

Goods-things that are produced in order to be used or sold

Goodwill payment-a payment made by a supplier to a customer because of a problem the customer has had, for example with quality or late delivery of goods

Got straight to the point -tackled about the subject directly

Government bureaucracy – a system of governing that has a large number of departments and officials

Gradual – step by step, slow and systematic

Grafter – a person who performs confidence tricks

Gross domestic product (GDP)-the total value of goods and services produced in a country's economy, not including income from abroad

Gross domestic product per capita-the total value of goods and services produced in a country divided by the number of people living there

Grow/grew/grown-to increase in amount, size, or degree; if you grow a business activity, you make it bigger

Growing market= Expanding market = Developing market

Growth-an increase in size, amount, or degree

Guarantee-a formal written promise to repair or replace a product if there is a fault within a particular period

Hampered -limited

Hand crafting – rucni rad

Hand out – *offer*; to give, to offer

Handle – to tackle, to deal with, get a grip on,

Hang on- wait for a short time

Hard and fast -not to be changed or ignored

Hard and fast rule – a strict rule

Hard up – you have very little money;without money,poor

Haste-hurry

Haulage-the business of carrying goods by road or rail

have many buyers but that may be profitable for companies who sell it

Headquarters-the head office or main building of an organization —headquartered

Healthcare-medical care, doctors, hospitals etc considered as an industry

Hear it on the grape wine- unofficial; rumor

Hear something from the horse's mouth – get the information directly from the person concerned

Heavy-selling – selling all of their shares

Hedge our bets-reduce our chances of failiure

Held resposnible – to be held accountable for sth

Heritage – *possession, inheritance*

Hesitant-uncertain about what to do or say because you are nervous or unwilling

Hierarchy- organising people into different levels of importance

High achiever – ambitious and successful person

High-flyer-a very successful, ambitious person

High-tech also **hi-tech** *adj* high-tech companies, activities etc use advanced equipment and techniques

Hinder – to slow down, to prevent from developing

Hire-if a company hires new employees, it recruits them;-if you hire a car, boat etc you pay to use it for a particular period

Hoarding-a large sign used for advertising. Hoardings are called billboards in American English

Hold on to sth – to stick to, to keep, to maintain

Home working - telecommuting

Hostile – hostile bid or takeover is one in which company tries to buy another company whose shareholders do not want to sell / very unfriendly = *unfriendly* ; unpleasant

Hostile environment – neprijateljsko okruženje

Hostile-a hostile bid or takeover is one in which a company tries to buy another company whose shareholders do not want to sell

Hot-desking-when people working in an office do not each have their own desk, but work where there is one available

Huge profit-a vary large amount of money

Human capital -the perceived value of people and their skills

Human resources-an organization's employees, with their abilities and skills 2 (HR) the administration of a company's employees, including recruitment, salary systems etc

Human rights-the basic rights that people have to be treated fairly and equally, especially by their government

Humdrum – *monotonous, boring*; tedious

Hunt down- search for until successful in finding

Hypochondriac – someone who always worries about their health thinks they may be ill, even when they are really not ill

Idle – not working or producing anything

Idle time away – to waste time

Ignore – to neglect

Image-a picture, photograph etc;-all the ideas that people have about a product, person etc, considered together

Impact – effect, influence, uticaj

Impair – to damage something and make it worse/ make it less good

Implication-a possible effect or result of a plan; meaning

Imply – podrazumevati

Import-a product that is bought from another country -to buy products from other countries

Impose-to officially order that something should be forbidden or taxed

Imposition-something that someone unreasonably expects or asks you to do for him

Impoverish – to make poor

Impulsive – *hotheaded*

In a serial way - u nizu, one at a time,

In broad terms – generally speaking

Inadvertently-without realising what you are doing/ accidentally; without any intention, unintentionally

Incentives-encouragement, help

Incentive-something which is used to encourage people, especially to make them work harder, produce more or spend more money

Income – prihod

Income distribution – a term used by economists to describe how wealth is shared in a country

Income statement-a financial document showing the amount of money earned and spent in a particular period of time by a company. This is usually called the profit and loss account in British English

Income-the amount that a person earns in a particular period;-the profit made by a company within a particular period

Incompetence-not having the ability to do a job properly

Increase – povecanje

Increased-go up very fast.

Incremental – slow changes, happening step by step, not radical; gradual; process where things happens in small steps; an incremental process is one where things happens in small steps;-an incremental amount, sum etc is small when considered by itself

Indictment-the act of charging somebody with a criminal offence; clear sign

Induced -caused by

Industrial espionage-the activity of secretly finding out a company's plans, details of its products etc

Industrial-involving industry, or of a type used in industry;-industrial areas, countries etc have many different companies and industries

Industrialist-a powerful business person controlling large companies

Industry-the production of basic materials or finished goods;-all the people and organizations that work in industry; -a particular type of industry or service

Inevitably – unavoidably; neizbježno

Infant industry-an industry in its early stages of development in a particular country, often protected by the government and protected from international competition by import taxes etc

Inflation-a continuing increase in the price of goods and services, or the rate of this increase

Infrastructure-basic facilities and services of a country, water, power, road; the basic systems and structures that a country needs to make economic activity possible,-the basic systems and equipment needed for an industry or business to operate successfully or for an activity to happen

Infuriate – make someone angry

Ingredients-necessary parts, components

Inhibit- to prevent something from growing or developing in the way it could,or to prevent it from being as good as it should be

Innovate-to design and develop new and better products – innovator

Innovation-a new idea, method, or invention;-the introduction of new ideas or methods

Innovative-an innovative product, method, process etc is new, different, and better than

those that existed before; using clever new ideas and methods — innovatively

Input – ideas, advices, effort, money you put into a job or an activity in order to help it succeed

Insider trading – when someone uses knowledge of particular company, situation etc that is not available to other people in order to buy or sell shares, its illegal

Installment -part of a payment

Insurance-an arrangement where a company collects money from a person or organization and, in return, promises to pay them money if they are ill, have an accident, cause harm to others etc

Intact -untouched

Integration – when two or more units, organizations etc combine so that they work more effectively; combining two companies so that they can work closely and effectively together

Integrity-the state of being united or kept together as one whole, and therefore strong, unit; complete honesty

Interest rate-the cost of borrowing money, expressed as a percentage over a particular period such as a month or year

Interest-an amount of money paid into a bank account or held in a bank account interest is usually paid to the lender until the loan is repaid; an amount paid by a borrower to a

lender, for example to a bank by someone borrowing money for a loan, or by a bank to someone keeping money in an account there;-the interest rate at which a particular sum of money is borrowed and lent;-the part of a company that someone owns;-the possession of rights, especially to land, property etc

Interpreter- translator someone who translates what someone says from one language into another, especially as their job

Introvert – turned inside

Inventory control-making sure that supplies of raw materials, work in progress, and finished goods are managed correctly. Inventory control is called stock control in British English

Inventory/inventories-a supply of raw materials or parts before they are used in production, or a supply of finished goods. Inventories of raw materials or parts are usually called stocks ;-a supply of goods, kept for sale by a shop or other retailer. Inventories of goods are usually called stocks

Inventory-the American word for stocks of goods

Investors – a powerful business person controlling large companies

Invest-to put money into a business activity, hoping to make a profit;-to buy shares, bonds etc, hoping to make a profit – investment

Invigorate – give life or energy to

Invoice-a document sent by a supplier to a customer showing how much they owe for particular goods or services

Irrefutable - nepobitan

Isolate-to separate something so that it can be dealt with by itself

ISO-the name used internationally for the International Organization for Standardization, whose purpose is to establish international standards for services, goods, and industrial methods; ISO 9000 the ISO's quality standard for companies producing goods; ISO 9001/9002 the ISO's quality standards for companies providing services

Issue-topic, problem, question; important subject that people discuss; something that must be discussed, decided etc;-a magazine or newspaper appearing on a particular date one topic on the list

It was the last straw -the last in a series of irritating events

Jeopardise – to risk losing or harming something = *endanger*

Jet lag-the tired and confused feeling you can get after flying a very long distance

Jingle-a short song or tune used in advertisements

Join-if you join a company, you start working for it

Joint venture-two or more companies join temporally to carry out a large project;a business activity in which two or more companies have invested together

Junk/junk mail/email/fax is mail etc sent to someone who has not requested it, usually to advertise something

Keep up with- remain informed about

Keep-retain

Kickback-a bribe=money that is paid secretly and dishonestly to obtain someone's help; offering bribe

Kiosks – small open-fronted shop in the street for selling newspapers

KISS *informal* keep it simple, stupid; keep it short and simple. Used to say that a method for doing something should be kept simple, in order to avoid mistakes

Knowledge worker-someone whose job involves dealing with information, rather than making things

Labor union-an organization representing people working in a particular industry or profession, especially in meetings with their employers- trade unions

Labour force/labor force-another name for workforce

Labour/labor-the work performed by the people in a company, country; the people doing this work considered as a group

Laissez-faire-the idea that government should do as little to the economy as possible and allow private business to develop without the state controlling or influencing them or influencing them

Laissezfaire-when private business develop without the control and influence of the government

Lambost -to criticize sth. very strong, usually in a public

Latter of credit – a written promise by an importers bank to pay the exporter's bank on an particulate date or after a particular event

Launch a product= Bring out a product = Introduce a product

Launch-to show or make a new product available for sale for the first time;-to start a new company;-to start a new activity, usually after planning it carefully; -an occasion at which a new product is shown or made available for sale or use for the first time;-the start of a new activity or plan; exploring a new market or developing a new product

Law-abiding – respecting law; when company does nothing illegal; it obeys the law

Lay on – to organize

Lay out – to present

Lay the facts out – to present the fact

LBO -the acquisition of one company by another through the use of borrowed funds

Lead – a position ahead of all others

Leading edge-the area of activity where the most modern and advanced equipment and methods are used

Leak – leakage

Leisure hours – free time

Let down- Dissappoint

Let rip – to speak or behave violently or emotionally

Let somebody down – to disappoint,

Letter of credit-in foreign trade, a written promise by an importer's bank to pay the exporter's bank on a particular date or after a particular event, for example when the goods are sent by the exporter;a written promise from our bank to another which enables a seller to obtain money

Let-to allow someone to use a room or a building in return for rent

Level off/out -to stop climbing or growing and become steady or continue at a fixed level

Level playing field-a situation that gives no one advantage

Leveled off-became steady (stable); to stop climbing or growing and become steady a fixed level; remained stable

Level-the measured amount of something that exists at a particular time or in a particular place;-all the people or jobs within an organization, industry etc that have similar importance and responsibility

Liabilities-the amounts of money owed by a business considered together, as shown in its balance sheet;-a person's or organization's responsibility for loss, damage, or injury caused to others or their property, or for payment of debts; a debt; a financial obligation which is shown in balance sheet

Liability-an amount of money owed by a business to a supplier, lender, or other creditor;

Liable- to be likely to do something ,or likely to behave in a particular way

Liable to tell – they are likely to tell

Liberalise-to make system, laws or moral attitudes less strict

Licencing – giving someone the exclusive rights to sell product in a certain area; selling the right to a manufacturers trademark usually in a foreign market

Licencing rights – agreements which allow a company to make and sell registered product locally; companies protect the copyright of their products and ideas

Licensing agreement-an arrangement where one company gives permission to another to make products based on its ideas, usually in exchange for payment

Lifecycle/life-cycle-the different stages in the existence of a product, from its design and launch, through to the time when it is discontinued = no longer sold

Lifestyle-the way someone lives, including their job, how they spend their money etc

Limited company/limited liability company-a company where individual shareholders lose only the cost of their shares if the company goes bankrupt, and not other property they own

Limited partnership – there can be sleeping partners who don't participate in the management of the company

Liquidation-if a company goes into liquidation, it stops operating and all its remaining assets are sold

Live off the land- eat what one grows or produces oneself

Live on- depend on something for financial support

Loan shark -someone who lends money at very high rates of interest and will often use threats or violence to get the money back; person who gives high interest

Loan-money borrowed from a bank or a person on which interest is usually paid to the lender until the loan is repaid; -an amount of money that is lent, usually in return for interest until the money is repaid

Local partner – a person or a company who cooperates with a foreign company who wishes to enter the market

Logo-the symbol of a company or other organization; a design or way of writing its name that a company or organization uses as its official sign on its products, advertising etc

Long for sth – zudeti za

Long term value – dugorocna vrednost

Long to be sth – if you long to be something you want it very much; zeleti biti nesto

Look after- make sure that somebody is safe and well

Look for- search for, seek

Look forward to- expect something with great pleasure

Look into- investigate or examine something

Look something up-find some information by looking in a dictionary/directory etc

Loophole-a small mistake in a law that makes it possible to do something the law is supposed to prevent you from doing, or to avoid doing something that the law is supposed to make you do

Lose something (to sb/sth) to have something such as a contract or customers taken away by someone or something

Losing-to stop having something any more, or to have less of it;-to have less money than you had before or to spend more money than you are receiving;-to fall to a lower figure or price;
lose something (to sb/sth) to have something such as a contract or customers taken away by someone or something;
lose ground
to become less in value or to lose an advantage

Loss for words – speechless, unable to speak

Loss leader – a products sold unprofitable in order to attract customers who will then buy profitable product; the fact of no longer having something that you use to have etc. position

Loss-the fact of no longer having something that you used to have;-when a business or part of a business spends more money in costs than it gets in sales in a particular period, or loses money on a particular deal, problem etc

Low cost-management focus on production

Loyal – if customers are loyal to a particular product they continue to buy it and do not change to other products - loyalty

Lucid – able to express in a way that is easy and clear to understand

Lucrative-an activity that is lucrative makes a lot of money

Lunatic – an insane person

Luxury brand-a brand associated with expensive high quality products

Mailshot-when information or advertising material is sent through the mail to a large number of people at the same time

Maintenance-the work, repairs etc required to keep something in good condition

Make compromises-be flexible

Make ends meet – sastaviti kraj sa krajem

Make for-write out or complete a form or document

Make head or tail of something – understand, find meaning in something

Make the world go round – to be the driving factor, the moving force

Makes no odds-makes no difference

Malpractice-when someone breaks the law in order to gain some advantage for themselves

Management-the activity or skill of directing or controlling the work of an organization, or part of one;-the managers of an organization considered together;-the managers in charge of a particular activity, and the skills and knowledge that they need

Manager-someone whose job is to manage all or part of an organization

Manage-to direct or control an organization or part of one

Managing director (MD)-the manager with the most authority in the day-to-day management of a company. The job of MD is sometimes combined with that of chairperson

Manoeuvre – to direct the course

Manufacture-to make goods – manufacturer–manufacturing

Margin/profit margin-the difference between the price of a product or service and the cost of producing it, or between the cost of producing all of a company's products or services and the total sum they are sold for

Markedly-noticeably

Market challenger –a company with the second largest market share; an organization or product that may take the place of the organization or product that has the highest sales in its market or industry

Market follower – company that is not a threat to the leader

Market leader-a company with the largest market share; an organization or product that has the highest sales, or one of the highest sales, in its market or industry

Market niche-a company that focuses on a small segment of the market; a market for a product or service, perhaps an expensive or unusual one, that does not have many buyers

Market nicher-a product or service sold in a niche market (=a market for a product or service, perhaps an expensive or unusual one, that does not have many buyers) or the company that sells it

Market sector= Market segment= Market niche

Market segment – a group of customers that share similar characteristics, such as age, income, interests

Market segment a group of customers that share similar characteristics, such as age, income, interests, social class etc also market

Market share-the percentage of a total market which the sales of a company's product cover; the percentage of sales in a market that a company or product has; the amount that company sells of its products or services compared with other companies selling the same things; the proportion of sales that a company or product has in a particular market; the sales of a particular company in a market, expressed as a percentage of the total sales

Market share-the sales of a particular company in a market, expressed as a percentage of the total sales

Market-all the people and organizations involved in the activity of buying and selling particular goods or services; -to sell something or make it available for sale;-to sell something by considering what customers want, how much they are willing to pay, where they want to buy it etc

Marketing mix-the combination of marketing actions often referred to as product, price, place, and promotion: selling the right product, through appropriate distribution channels, at the right price in relation to other products and for the profitability of the company, with the correct support in terms of advertising, sales force etc

Marketing-activities to design and sell a product or service by considering what customers want, how much they are willing to pay, where they want to buy it etc

Mass market-concerned with non-luxury goods that sell in a large quantities

MBO -when a company's top executives buy the company they work for

Media – all the organisations, tv, radio etc. that provide news and information for the public, or the people who do this work

Meld – if two things meld, they combine into one thing = *combine, merge, mix*

Mentor-an experienced person who gives advice to less experienced people to help them in their work

Merchandise-goods that are produced in order to be sold, especially goods that are sold in a store

Merge-if two or more companies, organizations etc merge, or if they are merged, they join together

Merger-combining two or more companies joining to form a larger company;an occasion when two or more companies, organizations etc join together to form a larger company etc

Middleman-a person, business, organization etc that buys things in order to sell them to someone else, or that helps to arrange business deals for other people

Minutes-an official record of what was said and/or decided

Mission statement-a short written statement made by an organization, intended to communicate its aims to customers, employees shareholders etc; a document in which a company sets out its general approach to doing business and its objectives

Misuse-to use in a bad way

Model-a particular type or design of a vehicle or machine;-a simple description or structure that is used to help people understand similar systems or structures;-the way

in which something is done by a particular country, person etc that can be copied by others who want similar results

Moderate – not extreme but temperate

Modestly – not proud

Module-one of several sparate parts that can be combined to form a larger object

Momentum -the ability to keep increasing

Morale-the level of confidence and positive feelings that people have, especially people who work together, who belong to the same team;the level of confidence and positive feelings among a group of people who work together

Mortgage-a legal arrangement where you borrow money from a financial institution in order to buy land or a house, and you pay back the money over a period of years

Motivated-very keen to do something or achieve something, especially because you find it interesting or exciting

Motivate-to encourage someone and make them want to achieve something and be willing to work hard in order to do it;-to provide the reason why someone does something— motivating *adj*

Motivation-eagerness and willingness to do something without needing to be told or forced to do it;-the reason why you want to do something

Mount – to go up, to rise

Moving the goalposts-changing their aims or decisions

Multinational-a large company that has offices, factories and business activities in many different countries

Narrow – the opposit of wide

NDP – new product development

Neat -done sth. carefully

Negligible -small

Negotiating – discussing a problem with someone

Nepotism – the practice of giving jobs to members of your family when you are in a position of power; employing relatives and friends in your company thanks to

Net-a net amount of money is the amount that remains after costs, taxes etc have been taken away

Network – a large number of people or organisations working together as a system

Niche – a special area of a market which has its own particular customers and requirements

Niche market-a market for a product or service, perhaps an expensive or unusual one that does not have many buyers but that may be profitable for companies who sell it

Nook and cranny -everywhere

Notify – to formally or officially tell someone about something

**Numeracy-when people are good at arithmetic and can deal with numbers without difficulty-
numerate**

Nurture – taking care of something or someone; to help a plan idea ,feeling develop

Obsolete – not needed any more

Odds are stacked against you -likely to fail

Off the top of head – from memory, spontaneously

officials;-*disapproving* all the complicated rules and processes of an official system, especially when they are confusing or responsible for causing a delay

Offload – *to get rid of something*

Offset – if one cost offsets another it has the effect of reducing or balancing it, so that the financial situation remains the same; balance

Offset-if one cost offsets another it has the effect of reducing or balancing it, so that the financial situation remains the same

On and off – sometimes, occasionally

On the ball-quick to understand

On the same wavelength – when two people agree on most things, they are on the same wavelength

On the tip of the tongue – the inability to remember a word

On the warpath-very angry

Online also on-line *adj, adv* involving the use of the Internet to obtain and exchange information, buy goods etc

Open-plan office-open-plan offices do not have walls dividing them into separate rooms

Opinion poll – an inquiry into public opinion conducted by interviewing a random sample of people

Opinion poll= Survey= Spot check

Opt for- decide on something, choose something

Optimize/ise-to make the best possible use of something or to do something in the best possible way

Outbid – to give a better, more attractive offer

Outdoor advertising- a public notice selling goods or services

Outer fringes-*outside borders*- spoljne granice

Outlet-a shop or other organization through which products are sold

Outlook -a person's attitude

Outmanoeuvre – *outsmart*

Outnumber – be larger in number

Outsource-if a company outsources its work, it employs another company to do it

Outstrip – to surpass, to overtake

Outstripped -do something better than someone else or be more successful

Over the odds-more than it is worth

Overbook – to book more seats, tickets, rooms etc than available

Overcharge – to charge more than expected

Overdraft-an arrangement between a bank and a customer allowing them to take out more money from their account than they had in it

Overhear sth – to hear sth by accident, unintentionally; slučajno cuti, nacuti

Overlook-to neglect, to forget about...; zanemariti; skip

Overrun-overflow

Overtake-to be better than, to become better, to take someone's position

Overtime-time that you spend working in your job in addition to your normal working hours;-time that a factory, office etc is operating in addition to its normal hours;-the money that you are paid for working more hours than usual

Overvalued – sold at too high price

Overwork-when someone works too much or too hard –overworked *adj*

Panacea-something that people think will help make everything better ; solution, cure

Parent company-a company that owns more than half the shares in another. The other company is its subsidiary

Participants – the people at the meeting

**Partner-a company that works with another company in a particular activity, or invests in the same activity;-someone who starts a new business with someone else by investing in it;-a member of certain types of business or professional groups, for example partnerships of lawyers, architects etc; also economic partner a country that invests in another or is invested in by another, or that trades with another;-also trade partner, trading partner
one country that trades with another**

Partnership-a group of people provide the capital, set up the company and manage it together-a relationship between two people, organizations, or countries that work together;-the situation of working together in business;-a business organization made up of a group of accountants, lawyers etc who work together, or of a group of investors

Pass something on- hand or give something to somebody, especially after receiving or using it oneself

Pass the buck -avoid responsibility

Patent-a legal document giving a person or company the right to make or sell a new invention, product, or method of doing something and stating that no other person or company is allowed to do this
-to obtain a patent, protecting the rights to make or sell a new invention, product, or method of doing something
patented

Pay a premium -pay a higher than a usual price

Pay off- pay the wages of somebody and dismiss them from a job; finish paying money owed for something

Pay out- pay a large sum of money for something

Pay -remuneration

Pay something back- return money to somebody that one has borrowed from them

Payback period-the length of time that it takes to get back the investment put into a particular project, and to start making a profit

Payment system-the arrangements for paying employees in a particular company including bonuses, overtime etc

Payment-the act of paying money to someone, or the amount involved

Peak level/price/rate etc the highest level, etc something reaches

Peak time/period/hours/season the time etc when the greatest number of people are doing the same thing, using the same service etc; -to reach the highest point or level

Peak-the time when prices, shares etc have reached their highest point or level; highest point

Peculiar – *particular, special*

Penny –pinching = skrt

Penny-pinching not liking to spend money

Perceive – *to see, realise*

Perk/Fringe benefit-something in addition to money that you get for doing your job, for example a car

Personnel – staff, employees; assessment

Persuasive – being good at influencing people; able to make other people believe something

Petty crime – sitni zlocin

Pharmaceuticals-medicines, and the industry that produces them – pharmaceutical

Phase-a particular stage or period in doing something;-if you phase something over a period, you do it gradually during that period

Phone rage -angry behaviour on the telephone by people who are not satisfied with the service they are receiving etc

Photocopying clerks – Reprographics engineers

Pick up – answer ; to get better

Pick up- learn a foreign language, a technique etc; go somewhere to collect somebody in one's car after they have previously arranged

Picked up-increased

Pie chart-a drawing of a circle divided into several sections, where the size of each section represents an amount as a percentage of the whole

Pioneer – the first person or organization to do something that other people and organizations will later develop or continue to do- pioneering

Place an issue on one's agenda – to start dealing with an issue, staviti na dnevni red neko pitanje

Place great weight-consider very important

Plain sailing-easy to achieve

Play your cards right-do the right thing

Plc-abbreviation for public limited company

Plethora – a lot of something, variety, a range of

Plug legal loopholes – zapusiti rupe u zakonu

Plummet-to suddenly and quickly go down in value or amount —plummet

Plunge into -to dive

**Point of sale/Retail outlet- a shop through which products are sold to the public;
advertising for a product in a places where is sold**

Point out-make a comment that gives people an important new piece of information

Point-of-sale advertising-advertising for a product in places where it is sold

Poise -to be ready for action

Poll – anketa,

Poor implementation -badly put into a practice

Portal-a system for connecting a computer to another network, especially the Internet

Portrayed -to depict

Positioning – the way that people think about product in relation to the company's other products or to competing products

Postponed-put off

Post-room workers – Office logistics co-ordinators

Poured – flowed quickly

Powerhouse – a very successful, profitable company;a company that is very successful and profitable

Precipitate – to inspire, to encourage, to improve

Precipitated -to inspire

Predator-a company that takes advantage of another company weaker than itself, for example by trying to buy it

Premium price – if you have to pay premium, you have to pay more than normal for something; high price for something special or unusual

Premium-a very high quality

President-in the US, the most important person on the board of directors of a company

Prevail-if someone or their arguments, views etc prevail, they finally win an argument, usually after a long period of time; to be widespread

Prime time-the most expensive advertising time for tv commercials; the time in the evening when most people are watching tv and the cost of advertising is at its most expensive

Private limited company - all shareholders must agree before any shares can be bought or sold

Private sector-all the companies in a country that are not owned by the government, considered as a whole

Privatize/ise-if a government privatizes a company that it owns, it sells it to investors – privatization

Product portfolio-all of a company's products considered as a group

Product withdrawal-the act of no longer making a product available, either for a period or permanently; -the act of no longer taking part in an activity or being a member of an organization

Profile-to give a short description of someone or something in a newspaper or television programme

Profit and loss account-a financial document showing the amount of money earned and spent in a particular period of time by a company. This is usually called the income statement in American English

profit for a particular period, defined in different ways by different businesses

Profit margins – the difference between manufacturing cost and selling price

Profitability-the ability of a business to make money

Projections -calculations

Promote-to help something develop and make it more successful = *advance, encourage*; to try to increase the sales or popularity of a product;-to sell a product using advertising, free gifts etc

Promotion-a move to a more important job or rank in a company or organization;-sales promotion
an activity such as special advertisements or free gifts intended to sell a product or service

Propose – to make a suggestion formally

Pros and cons – advantages and disadvantages; argument for and against

Prospective - potential

Prospective buyer – potential buyer

Prospect-someone who is not a customer yet, but may become one in the future; possibility; mogućnost

Protectionism – the idea that a government should try to help an industry in its country by taxing foreign goods that compete with it, limiting the number that can be imported etc. and the actions that it takes to do it; when a government helps an industry by taxing foreign goods, limiting import goods etc.

Protectionism-when a government helps an industry by taxing foreign goods,limiting import goods etc.

Pip off-to sell illegal copies of a brand as if they are the real thing

Prototype-the first form that a new design of a car, machine etc has

Public limited company PLC -a form of limited company whose shares are freely sold and traded.

Public sector-all the companies and business activities owned and controlled by the

government of a particular country, considered as a group

Pull out of-withdraw from something

Pull over-move a vehicle to the side of the road in order to stop

Punctual – on time

Purchase-the act of buying something, or the thing that you buy; to buy;-purchase-purchasing

Purchase-to buy something

Put aside-save something for use later

Put forward-propose or suggest something for discussion

Put his or her point across-give your opinion

Put off-reschedule, postpone, delay

Put someone in the picture – to explain something to someone

Put through-connect somebody by telephone

Rationalize/ise-to make a business or organization more effective by getting rid of unnecessary staff, equipment etc, or reorganizing its structure — rationalization

Quaint-old-fashioned, out-dated; very strange or unusual

Qualification-an examination that you have passed at school, university, or in your profession;-a skill, personal quality, or type of experience that makes you suitable for a particular job

Quality circle-a small group of employees who meet regularly to discuss ways to improve working methods and to solve problems

Quick word – to say something quickly

Quid pro quo – an immediate return to the giver; reward, sth you get in return for sth else

Quotas-money that is paid by a government or organisation to make something cheaper to buy, use or produce-an official limit on the number or amount of something that is allowed in a particular period)

R and D-research and development; the part of a business concerned with studying new ideas and developing new products

Rambling – talking in a confused way; without any clear organisation or purpose

Random choice – nasumican izbor

Random sample – nasumicni uzorak

Range-a set of similar products made by a particular company or sold in a particular shop

Rapport – clear understanding and communication

Rate-the speed at which something happens;-the number of examples of something, often expressed as a percentage; -another name for interest rate

Rationale – *reason for something*

Rationalization – racionalizacija

Rationalize – to make a business or organization more effective by getting rid of unnecessary staff, equipment etc, or reorganizing its structure

Raw material-one of the basic materials used to make something. For example, steel is one of the raw materials in cars

Real estate-land or buildings and the business of buying and selling them; nekretnine

Reassure – razuveriti

Recall-if a company recalls one of its products, it asks customers to return it because there may be something wrong with it;- recall;-to remember something that you have seen or heard, such as an advertisement-recall

Receipt-the act of receiving something;-a document given by someone, showing that they have received money, goods, or services;- receipts-money that has been received

Recession – a period of time when an economy or industry is doing badly, and business activity and employment decrease

Reciprocal-a reciprocal arrangement is when two people, countries, or companies do or give the same things to each other so that each is helped

Record-the past performance of a person, organization; involving the best level, performance etc in a particular activity **Records**-the history of a particular activity, organization etc

Recover-to increase or improve after falling in value or getting worse;-to get back money that you have spent or lost;-to get back something that was stolen, lost, or almost destroyed

Recovery/recoveries-when prices increase, or when the economy grows again after a period of difficulty;-the act of getting something back, such as money that you are owed

Recruitment-the process or the business of recruiting new people;-an occasion when someone is recruited;-finding the new people for a job, employment

Recruit-to find new people to work for an organization, do a job;-someone who has recently joined a company or organization

Red tape – needlessly time-consuming procedure = *bureaucratic procedure*;government bureaucracy

Reduce – reduction

Redundancy/redundancies-when someone loses their job in a company because the job is no longer needed;-a person who has lost their job in a company because the job is no longer needed

Redundant – otpustiti nekoga kao tehn. Visak; suvisan

Redundant -if you are redundant or made redundant, your employer no longer has a job for you

Refer to – odnositi se na

Reference-a letter written by someone who knows you well, usually to a new employer, giving information about your character, abilities, or qualifications;-a person who provides information about your character, abilities, or qualifications when you are trying to get a job

Referral-recommendation;recomodation

Refund-a sum of money that is given back to you if, for example, you are not satisfied with something you have bought

Refutable –

Refute – to prove that a statement or idea is not correct; to prove to be wrong; pobiti misljenje

Regard – to believe, to consider,

Relate to-be connected to sb/sth; be able to understand

Relationship-the behaviour and feelings of two or more people, companies etc that work together

relax

Release (information)– to let the public know about sth

Release a report – to make public, to publicize, objaviti izvestaj

Reliability-the quality yhat always behaving in the same way or leaving the same options

Reliable-someone or something that is reliable can be trusted or depended on —reliability

Reliance -dependent on sth. else

Relish – to enjoy

Relocate-if a company or workers relocate or are relocated, they move to a different place — relocation

Reluctance –unwilling Reluctant -slow and unwilling

Remote - udarni

Remuneration – *earnings, pay, salary, wage*

Rep-an informal name for sales representative

Replicate -to copy

Representative-someone chosen to speak or make decisions for another person or group of people 2 a sales representative

Resignation *n* [C]

Resign-to officially leave a job, position etc usually through your own choice, rather than being told to leave resignation

Resource also natural resource something such as oil, land, or natural energy that exists

in a country and can be used to increase its wealth

Resources all the money, property, skill, labour etc that a company, country etc has available

Respond – to give answers in a poll

Respondent – someone who responds = *answerer*; pobiti misljenje

Responsive – reacting quickly in a positive way

Restriction-an official rule that limits or controls what people can do or what is allowed to happened

Restructure-if someone restructures a company, they change the way it is organized, usually in order to make it more profitable- restructuring;-to change the way something is organized

Results-things that happen because of someone's efforts, work etc;-the profit or loss made by a company in a particular period

Retail outlet – a shop through which products are sold to the public; shops, store

Retailer-a business that sells goods to members of the public, rather than to shops etc;-someone who owns or runs a shop selling goods to members of the public

Retail-to sell goods to the general public in shops etc –retailing

Retain-if a company retains its customers or employees, they continue to buy from or work for the company, and do not go elsewhere – retention

Retain-to keep something or to continue to have something

Retire – to stop doing a job because of age

Retrial recruitment -to get a job

Retribution -punishment

Return – the amount of profit made from an investment

Revealed -to discover

Revenue/revenues-the amount a company receives from sales in a particular period

Rights-the freedom and advantages that everyone should be allowed to have-human rights ;-if a person or company has the rights to something, they are legally allowed to use it to make money

Rip off-to sell illegal copies of a brand as if they are the real thing

Rip somebody off-cheat sb by charging too much money for something

Ripped off -paid far too much for sth.

Rise/rose/risen -to increase in number, amount, or value; pay rise-an increase in salary or wages.-the process of becoming more important, successful, or powerful

Risk (In a modern sense): the chance of changing direction, growing and making profits

Risk (traditional sense) : the chance of harm, injury or loss

Risk capital -money invested in a project with a high chance of failure

Rival-a person, group, or organization that you compete with

Rocked-went up very fast.

Rocket/rocket up-if a price or amount rockets or rockets up, it increases quickly and suddenly

Royalty-a payment for service

Roughly – approximately

Rule the roost-to dominate, to be in control; to be In charge

Run across-meet somebody or find something by chance

Run out of sth – poneststi

Run out of-have no more of something left

Ruthlessness – nemilosrdnost = *cruelty*

Sack someone from job – to fire them

Sack v give sb the sack/get the sack-to tell someone to leave their job, or to be told to leave your job

Sacked – to tell someone to leave his job; fired

Sail through -to pass test or an examination without difficulty

Salary – plata, pay (mesečna zarada)

Sales representative also sales rep-someone whose job is to sell their company's products or services, for example by visiting customers

Sale-the act of selling something;-for sale available to be bought;-sales-goods sold in a particular period, or the amount of money received from this

Sample-a group of people who have been chosen to give opinions or information about something;-a small amount of a product that people can try in order to find out what it is like; -to ask questions to a group of people chosen from a larger group, in order to get information or opinions from them, so as to better understand the larger group;-to try a small amount of a product in order to find out what it is like

Sanction-an official order or law stopping trade or communication with another country in order to force political change in that country

Saturate a market – infuse or fill completely

Saturate-to fill the market so completely that no more products can be added

Save up-collect money by not spending everything you earn in order to be able to buy

Scarce-if something is scarce, there is not enough of it available

Scarcity- if there is a scarcity of something, there isn't enough of it

Schedule-a plan or timetable for doing something

Scheduled flight-a normal flight on an airline available for anyone to use

Scramble -trying very hard

Second- to support ;-to officially support a suggestion, idea etc made by another person at a formal meeting so that it can be discussed or voted on- seconder

Secretaries – Executaries

Sector-a particular industry or activity or group of industries;-a part of a larger market

Secure-involving actions to keep someone or something safe from being damaged, stolen etc – security

Securities house – an organisation that issues companies' shares, bond...

Security for credit-offered to a lender when you borrow money

Security-actions to keep someone or something safe from being damaged, stolen etc;-a feeling of being safe and free from worry about what might happen;-property or other assets that you promise to give someone if you cannot pay back the money that you owe them ;-a financial investment such as a bond or share, or the related certificate showing who owns it

Seepage -drainage

Segment-a part of the economy of a country or a company's work

Segment-a section of a market or industry; to divide the market into parts; part of a larger market or category of customers; -the products in a particular part of the market

Sell off-when a business company or a part of one, is sold to another company

Send your apologies-to say that you can not go to a meeting

Sensitive-

Septuagenarian – someone who is between 70 and 79 years old

Series – serija, niz

Serious - ozbiljan

Set up – *to establish*; solve; to found, to arrange; was founded

Set up-make the preparations that are necessary to start something

Setback – something that hinders progress

Settle in the middle – to make a compromise

Sever – *break up*; to cut off; to end a relationship or an agreement with someone

Share – one of the parts into which ownership of a company is divided

Share capital-money a company has risen from investors who bought shares; capital in the form of shares, rather than in the form of loans

Share option-the right given by a company to its workers to buy shares at a fixed price.

Shareholder value-the idea that companies should produce the best possible profit for their shareholders, and

Shareholder-a person or organization that owns shares in a company

Shareholder-someone who owns shares in a company; people who buy shares in the company a person or organization that owns/buy shares in a company

Share-one of the parts into which ownership of a company is divided

Ship-to transport and deliver goods

Sign away – to sign a document ; to give up

Sign somebody up-make sb sign a form/contract saying they will do something

Significantly – to a large extent; considerably

Simultaneously – things that happen simultaneously happen at the same time = *at the same time*

Single out – to select from a group; to choose sb./sth. from a group

Single-handed – without anyone's help; alone

Skill-an ability to do something well, especially because you have learned and practised it – skilled

Sleaze-immoral behaviour, especially involving money or sex sleazy

Sleeping partner – a partner who invests in business but doesn't take an active part in managing it

Slip-an occasion when something becomes worse or becomes less or lower- slipped

Slipped my mind -forgot to do something

Slipping-to become worse or less or fall to a lower amount, standard etc than before

Slogan-a short phrase that is easy to remember and is used by by an advertiser,

organization, or other group;an easily remembered phrase used to express a particular idea, for example in an advertisement

Slot-a particular time when a television programme or advertisement is shown

Sluggish market – market that changes slowly

Sluggish market= Flat market= Stable market

Sluggish-slow

Slush fund-a fund of money obtained secretly and illegally and used for illegal purpose ; an amount of money collected for illegal purposes, especially by a politician

Small talk-polite or social conversation

Smart-intelligent, attractive, well-dressed, relating to technology that does things in an efficient way

Snippet – bit, a piece of;a small piece of news, information

Snobby – if you are snobby you are very concerned with social status

Soar -to increase quickly to a high level

Soaring – rising quickly

Sole trader-one person sets up and runs the company, provides all the capital and has unlimited liability for business debts; -a legal form of company in some countries for someone who has their own business, with no other

Solve-deal with.

Sophisticated – refined, instančan, prefinjen

Sort out-find a solution to a problem

Sound out – to try out, check out

Sour – to stop being enjoyable or satisfactory

Spark – blistati

Spark an idea – to inspire an idea

Speak off the cuff – to speak without any notes, preparation; without preparing ahead of time what one will say, without preparation

Speak their mind-say what they think

Spectrum- a complete range of options ,people,situations...going from one extreme to its opposite

Speculate-to buy goods, shares, property etc in the hope that their value will increase so that you can sell them at a higher price and make a profit, often quickly;-to think or talk about the possible causes or effects of something without knowing all the facts or details;
speculation

Speculative-bought or done in the hope of making a profit;-based on guessing, not on information or facts

Speculative explosions-great increase in buying and selling usually of shares

Speed up-increase or make something increase speed

Spell something out-make something clear and easy to understand, explain simply

Sponsorship-financial support given to an arts or sports event in order to get public attention; in exchange for advertising or to get

Sprawl – *to spread, to stretch*

Sprawling -over a wide area

Spreadsheet-a computer program that shows rows and columns of figures, and allows calculations to be done on them. Spreadsheets are used to analyze what would happen in different situations, for example to sales and profits

Stabilize/ise-to become firm, steady, or unchanging, or to make something do this

Stable-firm, steady, or unchanging

Stake – money risked or invested in a business; if you have a stake in a business, you have invested money in it

Stakeholder-a person who is considered an important part of an organization or of society because they have responsibility within it and receive advantages from it

Stamina – *toughness; strength*; cvrstina, odlucnost =

Stand at-to be at a particular level or amount- stood

Start-up-a new company that has been started recently; especially a hi-tech one

Static -not moving

Status symbol-something you own that you think is a sign of high social status

Status-your social or professional rank or position;-high social position that makes people respect you

Stereotype-a fixed idea about something, that may or may not be true

Stick to your guns-maintain your point of view

Stifle – to hamper, to prevent from developing; to stop sth. from happening or developing

Stir – to mix, promesati

Stitch together – if you stitch two materials together, you join them

Stock control – making sure that suppliers of raw materials, work in progress, and finished goods are managed correctly; checking supplies of goods; inventory control in American

Stock market- market of shares into which ownership of a company is divided;-a place or computer system where bonds, shares etc are bought and sold

Stock-one of the shares into which ownership of a company is divided, or these shares considered together; -also stocks a supply of a commodity (=oil, metal, farm product etc) that has been produced and is kept to be used when needed; -a supply of raw materials or parts before they are used in production, or a supply of finished goods. Stocks of raw materials or parts are usually called inventories in American English;-a supply of goods, kept for sale by a shop or other retailer. Stocks of goods are usually called inventories in American English

Straight – honest and morally upright

Straight arrow-very determined to succeed

Straight be/play straight with somebody-to be honest and truthful with someone

Strained – zategnut

Strategic industries-industries important for strategic interests of a country

**Strategic-done as part of a plan to gain an advantage or achieve a particular purpose —s
strategically
adv**

**Strategy/strategies-a plan or series of plans for achieving an aim, especially relating to
the best way for an organization to develop;-the process of skilful planning in general**

**Strength-a particular quality or ability that gives someone an advantage in relation to
others**

**Stress-continuous feelings of worry about your work or personal life, that prevent you
from relaxing - Stressful *adj***

**Stressed/stressed out-if someone is stressed or stressed out, they are so worried and
tired that they cannot relax**

Stretching-using a successful brand name to launch a product in a new category

**Strike-to deliberately stop work for a while because of a disagreement about pay,
working conditions**

Struggle - to try very hard to do or achieve sth.

Stuck in the middle – caught in no way out situation

Stuff – stvar, osoblje

Subliminal advertising-when images appear very quickly during a television or cinema advertisement with effects that people are not conscious of

Submit-to give a plan or piece of writing to someone in authority for them to consider or approve

Subsidiary/subsidiary company/subsidiaries-a company that is at least half-owned by another company;-a company partly or wholly owned by a parent company;

Subsidies – money that is paid by a government or organisation to make something cheaper to buy, use or produce

Subsidize-if a government or organization subsidizes a company, activity etc, it pays part of the cost / *financial help, support*; subvencionirati; subvencija

Subsidy/subsidies-money that is paid by a government or organization to make something cheaper to buy, use, or produce

Substantial – *significant*; very important

Succinct – clearly expressing with a few words = *concise*

Suit – copied

Sunrise industry – an industry based on a new technology often in an area without an industrial past

Sunset industry – an industry based on an old technology often in an old industrial area, and often one which is getting smaller

Supply-driven management – management focus on production

Supply-to sell and provide goods or services – supplier

Surge-to increase suddenly

Survey-a set of questions given to a group of people to find out their opinions;-the information obtained by analyzing the answers to these questions; a detailed critical inspection

Swamp a market= Flood a market= Saturate a market

Swamp a market-fill quickly beyond capacity

Sweetener-something used to make an offer, suggestion etc more attractive;

Swindler – someone who gets money from somebody else dishonestly by deceiving him

Swindle-to get money from someone dishonestly by deceiving them —swindle, swindler

Switch tasks-change duties

Switching-exchanging

Synergy-additional advantages or profits that are produced by two people or organizations combining their ideas and resources

Systematically – *carefully*, following a fixed plan

Tackle – to handle, to deal with, problem

Tactic-a method that you use to achieve something

Tactical-done in order to achieve what you want at a later time, especially in a large plan

Tailor-make fit for a specific purpose; to adapt to make more suitable for a particular purpose; — **to make something or put something together so that it is exactly right for someone's needs** — **Tailored**

Take away-buy a cooked dish at a restaurant and carry it away to eat at home; remove something from somebody/ something

Take care-make sure that somebody is safe and well; be responsible for something

Take off – become very active

Take over – to take control of something / company by buying more than half of its shares; buying enough shares in a company to get control of it, to take responsibility for; getting control of a company by buying 50% of its shares

Take part-participate in something

Take place-occur, happen

Take something out of-remove something from inside something

Take the load off - rasteretiti

Take the load off one's shoulders – to free someone from responsibility, burden, load (teret)

Take-over bid – ponuda o preuzimanju

Takeover target-a company that may be bought or that is being bought by another company

Takeover-an occasion when a person or company obtains control of another company by buying more than half of its shares

Taking bribe -corruption

Talent of the gab – dobar u prici

Talent-a natural skill or ability

Talk shop – to talk about business at for example, some social event; to discuss one's business or profession

Talk to a brick wall – to talk to an unresponsive person

Talking at cross purposes – if two people talk at cross purposes, they do not understand each other because they talk about different things; misunderstanding what someone else is referring to

Tally -to mach

Target-an organization, industry, country etc that is deliberately chosen to have something done to it;-a result such as a total, an amount, or a time which you aim to achieve; -to make something have an effect on a particular limited group or area;-to choose someone or something as your target — **targeted** *adj*

Target-to make something have an effect on a particular limited group

Tariff-a tax on goods coming into a country or going out of it

Tarnished -made worse

Teaser-an advertisement intended to get people's attention for advertisements that will come later or products that will be available later

Teller-someone whose job is to receive and pay out money in a bank.

Tend to become – sklon da postane

Tend to –if something tends to happen,it happens often and is likely to happen again

Tendency-if you have a tendency to do something, you do it frequently;-the general way in which a particular situation is changing or developing

Tend-if something tends to happen, it happens frequently, but not always

Terminate-if something terminates, or if you terminate it, it ends;-to remove someone from their job

that one of the main jobs of management is to ensure this

The odds are stacked against us-there are many difficulties

Threat – to threaten, threatening words; potential danger

Thrive-to get a feeling of satisfaction from doing something;-if a company, market, or place is thriving, it is very successful

Tie the knot -to get married

Time-piece-a clock or watch

Tip of one's tongue – the person is just about to remember something

To be at a loss – not to know what to say

To be on par – to be on the same level or standard

To go/get about something – o do sth, to perform a task

Tongue-tied-unable to talk in a relaxed way because you feel nervous or embarrassed

Took off-became very active

Top-of-the-range-used to describe the most expensive products in a range of products or a market

Total quality management (TQM)-the management of systems in a company in order to make sure that each department is working in the most effective way and to improve the quality of the goods the company produces

Touch and go -it's very uncertain about something

Track – to follow

Track record-all the things that a person or organization has done in the past, which shows how good they are

Trade – the activity of buying, selling or exchanging goods within country or countries

Trade –off – a balance between two situations in order to get an acceptable result

Trade show – sajam

Trade union-an organization representing people working in a particular industry or profession, especially in meetings with their employers. *labour unions*

Trade-buying and selling goods and services, especially between countries;-to buy and sell shares etc on a financial market

Trademark-a name, sign, or design on a product to show that it is made by a particular company

Trading group-a group of countries that agree to have low or no taxes on goods they export to each other

Transaction-a business deal, especially one involving the exchange of money;-the act of paying or receiving money

Transfer-if you transfer to another job or workplace, or if you are transferred, you move there

Transition-the act or process of changing from one state or form to another

Tremendous -great

Trend-the general way in which a particular situation is changing or developing

Trial-a legal process in which a court of law examines a case to decide whether someone is guilty of a crime;-a process of testing a product to see whether it is safe, effective etc trial

,
trialling

Triple-having three parts or members;-to become three times as much or as many, or to make something do this

Trustworthy – worthy of trust or belief; od poverenja

Turn down – to refuse to buy something

Turn up-arrive

Turnaround/turnround-the time between receiving an order for goods, dealing with it, and sending the goods to the customer;-a complete change from a bad situation to a good one;-a complete change in someone's opinion or ideas

Turned it down-refused to buy a product

Turnover-the amount of business done in a particular period, measured by the amount of money obtained from customers for goods or services that have been sold;-the rate at which workers leave an organization and are replaced by others;-the rate at which goods are sold and stock is replaced

TV slot-a place in a television schedule

Typist – Digital Data Executive

Underperform-if a company or investment underperforms, it is not as profitable as it should be

Unemployed-without a job

Unemployment rate-the number of people in a particular area, country etc who do not have a job

Unemployment-when you do not have a job;

Union-a group of people, countries etc who work together for a particular aim; *labor union*

Unique selling proposition/unique selling point (USP)-the thing that makes a particular product different from all other similar products

Uniqueness – something very unusual and special

Unprecedented -never having happened before

Unscrupulous-behaving in an unfair or dishonest way —unscrupulously *adv*, unscrupulousness

Unskilled-without training in the skills needed in particular jobs

Up in arms-very angry and ready to fight

Update-information that tells you what has happened recently in a particular activity, situation etc

Upgrade – to get something better than you paid for = *advance, improve*; to give someone a better seats on a plane or a better room in a hotel than the one they paid for; moving to a higher class

Upmarket/upscale-to start buying or selling more expensive goods or services

Upmarket¹ also upscale-involving goods and services that are expensive when compared to others of the same type, or the people that buy them

upmarket

also

upscale

adv

go/move

Upmarket-a place where expensive goods and services are sold; designed for people who have a lot of money/place where expensive goods are sold;expensive compared to other products of the same type

Ups and downs -successful and unsuccessful periods; rise and fall

User-friendly – easy to operate

Vacancy-a job that is available

Vast -enormous

VAT -value added tax

Venture – a new business activity that involves taking risks

Venture capital-money lend to someone so that they can start a new business; money a company borrows to start up a new business

Very friendly relationship with-gets on well

Vexed problem – complicated problem

Vigorous – poletan, zustrar, , lively, energetic,

Virtual-involving something that gives you the experience of its real equivalent

Vision-an idea of how future will be

Visual/visual aid-a diagram, map etc that people can look at, for example in a presentation, and that helps

Voice mail-a system for leaving messages for people by telephone, or the messages themselves

Volatile- changing quickly and suddenly (rising and falling without much warning)

Volatile market-a volatile market is changing quickly and suddenly, for example rising and falling without much warning

Volume-production of large quantities;the total amount of something;the amount of space that a substance or object contains or fills;

Volunteer-to ask to do something that you do not have to do – volunteer

Vote-a method of making decision

Waffle-to talk a lot without making any clear or important points

Wages – nadnica

Walk away from-avoid doing something or refuse to do something

Warehouse-a building where goods are stored

Warranty – a written promise that a company gives to a customer, stating that it will repair or replace a product they have bought if it breaks during a certain period of time = *guarantee*

Weakness-lack of a particular characteristic that would give you the ability to succeed, perform better

Wealth creator-someone who has greatly increased company's profit

Website-information about a particular company, subject etc available on the Internet. Each website has an address that begins 'http'

Welfare benefits-a money paid by the government for the people in need for example the unemployed

Welfare system-the system of giving help by the government to people in need

Welfare-help that is given by government to people with social or financial problems because they are unemployed, ill etc

Went bust-went bankrupt; fail

Whisk off – to take someone quickly away from a place; otposlati, poslati

Whisking -to send

Whistleblower-someone working for an organization who tells the authorities that people in the organization are doing something illegal, dishonest, or wrong

Whizz-kid-a young person who is very skilled at a particular activity or is very successful in a particular area of work

Wholesaler-a person or company that sells goods in large quantities to other wholesalers, or to retailers who may then sell them to the general public

Wide-spread-happening in many places,among many people or in many situations

Windfall -an amount of money that a person or business gets unexpectedly

Wine and dine – entertaining of your business partners or somebody

Wisdom – mudrost

Wise – clever

Withdraw/withdrew/withdrawn-to take money out of a bank account;-to remove something or take it back, often because of an official decision;-if a company withdraws a product or service, it stops making it available, either for a period or permanently

Withdrawal -the act of taking money out of a bank account, or the amount you take out; -the removal or stopping of something such as support, an offer, or a service;

Woe -sorrow

Word-of—mouth advertising – oral advertising; to hear sth from other people

Work out-find the answer to something, solve something; calculate something;-to realize

Work systematically-carefully following a fixed plan

Workaholic-someone who cannot stop work and is unwilling to do anything else

Workforce -all the people who work in a particular country, area, industry, company, or place of work

Working capital -money to carry out a production and keep trading

Workload-the work that a person or group of people have to do in a particular period

Wrap the meeting up – to close the meeting, to bring it to an end

Write down-put something down in writing on paper

Write off – *to cancel*

Zero defects-the aim of having no faults at all in products that are produced