



Business BENCHMARK

Advanced wordlist: English to Czech

| Page No. | English | Part of Speech | Definition | Czech |
|---------------|----------------------|----------------|---|--|
| UNIT 1 | | | | |
| 10 | autocratic | adj | demanding absolute obedience from other people | autokratický, usilující o neomezenou moc (např. nad firmou) |
| 10 | bonus | n | extra amount of money that is given to you as a present or reward in addition to the money you were expecting | prémie |
| 10 | by the book | adv | formally, or according to the rules | podle předpisů |
| 10 | dress code | n | set of rules for what you can wear | pravidla oblékání |
| 10 | goal | n | aim or purpose | cíl |
| 10 | mentor | n | person who gives another person help and advice over a period of time and often also teaches them how to do their job | instruktor |
| 10 | vision | n | ability to imagine how a country, society, industry, etc. could develop in the future and to plan in a suitable way | vize (směrem do budoucna) |
| 11 | dotcom | n | Internet company | internetová společnost |
| 11 | publicly accountable | adj | responsible to the government | mající odpovědnost vůči vládě/veřejnosti |
| 11 | rat race | n | struggle of individuals in a competitive environment | soupeření jednotlivců v konkurenčním prostředí, <i>doslova</i> "závod krys" |
| 11 | red tape | n | paperwork | papírování, úředničina |
| 11 | streamline | v | make more efficient | zefektivnit, učinit produktivnějším |
| 12 | board | n | group of people who are responsible for controlling and organising a company or organisation | správní rada |
| 12 | bottom line | n | final line in the accounts of a company or organisation, which states the total profit or loss that has been made | spodní řádka = poslední řádka v souboru účtů, která vykazuje čistý zisk nebo čistou ztrátu firmy/organizace; konečný finanční výsledek |
| 12 | make redundant | v | no longer employ someone because there is not enough work | propustit pro nadbytečnost |

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|---------------|----------------------------|------|--|---|
| 12 | market share | n | percentage of all the sales within a market that are held by one brand or company | podíl na trhu |
| 12 | monitor | v | watch and check a situation carefully for a period of time in order to discover something about it | monitorovat |
| 12 | return | n | amount of profit on an investment | výnos, výtěžek |
| 12 | revenue | n | money earned from sales | příjem, tržba, výnos ze základních činností |
| 12 | shareholder | n | person who owns shares in a company | akcionář |
| UNIT 2 | | | | |
| 14 | delegate | v | give a particular job, duty, right, etc. to someone else so that they do it for you | postupovat, převádět, přenášet, delegovat (pravomoci či úkoly na někoho jiného) |
| 14 | get down to work | v | start to direct your efforts and attention towards work | pustit se do práce, dát se do práce, dostat se k práci |
| 14 | hands-on approach | n | way of doing things which is practical, not theoretical | praktický (ne jen teoretický) přístup |
| 14 | trouble-shooting skills pl | n | ability to remove or solve difficulties | schopnost řešit/odstraňovat komplikace či problémy |
| 15 | brand builder | n | developer of a product's image | osoba budující image určité obchodní značky |
| 15 | brand image | n | impression of a product in the minds of potential customers | image určité obchodní značky |
| 15 | empire | n | very large and important business organisation | (obchodní/podnikatelské) impérium |
| 15 | feedback | n | remarks passed back to the person responsible, so that changes can be made if necessary | zpětná vazba |
| 15 | fire | v | dismiss | propustit/vyhodit z práce |
| 15 | incompetent | adj | showing lack of ability or skill to do something successfully | neschopný |
| 15 | ranks | pl n | the membership of a group or organisation | řady (zaměstnanců, členů), členská/personální základna |
| 15 | rate | n | level of payment | sazba |
| 15 | stake | n | share or financial involvement in a business | (finanční/majetkový) podíl |
| 15 | venture | n | new activity, usually in business, which involves risk or uncertainty | (riskantní/nejistý) podnik/podnikatelská aktivita |
| 15 | workload | n | amount of work to be done, especially by a particular person or machine in a period of time | pracovní vytížení, pracovní úvazek |
| 17 | administer | v | manage or govern | spravovat, řídit, vládnout něčím |
| 17 | assess | v | judge or decide the amount, value, quality or importance of something | hodnotit, ohodnocovat |
| 17 | brand management | n | how a company manages its brands and brand image | péče o značku a její image |
| 17 | crisis management | n | process of dealing with difficult situations | krizové řízení |
| 17 | line management | n | direct management of staff | liniové řízení |
| 17 | middle management | n | level between senior management and junior management | střední management |

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|----|--------------------|---|--|--------------------------------------|
| 17 | performance pay | n | salary that increases when your work improves or becomes more productive | výkonnostní odměňování |
| 17 | quality management | n | managing systems in a company so that each department works effectively and produces products or services of the required standard | řízení jakosti |
| 17 | risk management | n | process of assessing and measuring possible dangers and evolving strategies to deal with them | management rizik |
| 17 | time management | n | skill of administering your time so as to work effectively | organizace času, hospodaření s časem |

UNIT 3

| | | | | |
|----|----------------------|-----|---|---|
| 18 | budget | n | plan to show how much money an organisation will earn and how much they will need or be able to spend | rozpočet |
| 18 | in-house magazine | n | publication which is written and produced within an organisation by its employees | firemní časopis |
| 18 | memo | n | message or other information in writing sent by one person or department to another in the same business organisation | hlášení, memorandum (neformální zpráva zasílaná místo dopisu pracovníkům ve stejné kanceláři nebo organizaci) |
| 18 | one-to-one interview | n | meeting between just two people | porada, jíž se účastní jen dva pracovníci |
| 18 | target | n | level or situation which you intend to achieve | cíl |
| 18 | timekeeping | n | ability to arrive at a place at the time expected | dochvilnost |
| 19 | item | n | one of several subjects to be considered | bod (např. schůze) |
| 19 | query | n | question | dotaz |
| 19 | rota | n | list of things that have to be done and of the people who will do them | seznam/soupis úkolů a osob, jimž jsou přiděleny |
| 19 | update | v | give someone the most recent information | sdělit někomu aktuální/nejnovější informace |
| 19 | within budget | adv | not exceeding the amount of money you have available to spend | v rámci rozpočtu |
| 20 | input | n | something, such as advice, information or effort, that is provided in order to help something succeed or develop | informace, rady |
| T5 | overworked | adj | having to work too much | přetížený pracovními úkoly |
| 22 | agenda | n | list of matters to be discussed at a meeting | program schůze/jednání |
| 22 | issue | n | subject or problem which people are thinking and talking about | záležitost |

UNIT 4

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|----|----------|------|--|-----------------------------------|
| 23 | allot | v | give (especially a share of something available) for a particular purpose | přidělit (část něčeho) |
| 23 | dealings | pl n | activities involving other people, especially in business | jednání, styky (zejména obchodní) |
| 23 | overview | v | short description of something which provides general information about it, but no details | podat (stručný) přehled |

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|-----|--------------------|------|--|---|
| 23 | procedure | n | set of actions which is the official or accepted way of doing something | (stanovený/obecně přijímaný) postup |
| 23 | proceedings | pl n | series of events that happen in a planned and controlled way | (náležitě/patřičné) kroky |
| 23 | summon | v | officially arrange a meeting of people | svolat |
| 23 | undertaking | n | formal promise | závazek |
| 24 | attendee | n | someone who goes to a place, event, etc. | účastník |
| 24 | gross profit | n | company's profit before certain costs and taxes are deducted | hrubý zisk |
| 24 | incentive | n | something which encourages a person to do something | pobídka |
| 25 | internal candidate | n | person seeking a position who already holds another job within the organisation | interní kandidát (uchazeč o místo, který je již ve firmě zaměstnán) |
| 25 | interview panel | n | group of people who ask candidates questions to see if they are suitable for a job | výběrová/konkurzní komise |
| 25 | outcome | n | result | výsledek |
| 25 | productive | adj | useful | plodný, přínosný, produktivní |
| 25 | psychometric test | n | exam to measure scientifically a person's mental capacities and personality | psychometrický test |
| 25 | report back | v | bring information to someone in authority | podat hlášení/zprávu (nadřízenému) |
| 25 | run over time | v | take longer than scheduled | překročit čas |
| 25 | vacancy | n | job that no one is doing and is therefore available for someone new to do | volné pracovní místo |
| T8 | schedule | v | arrange that an event or activity will happen at a particular time | časově naplánovat |
| T18 | shrewd | adj | based on a clear understanding and good judgement of a situation | chytrý, inteligentní, mazaný |

UNIT 5

| | | | | |
|----|-----------------------|---|--|--|
| 28 | ship | v | send goods by any form of transport to a distant place | zaslat zboží (jakýmkoli dopravním prostředkem) |
| 29 | call-centre operative | n | person who works in an office where large numbers of telephone calls, especially from customers, are handled for an organisation | operátor telefonického centra (služeb) |
| 29 | customer care | n | protection and service provided to customers | péče o zákazníky |
| 29 | frontline staff | n | employees with direct contact with customers | zaměstnanci v přímém kontaktu se zákazníky |
| 29 | outsourcing | n | the practice of a company paying to have part of its work done by another company | zajištění určité činnosti ve firmě jinou firmou, dodavatelské zajištění, outsourcing |
| 31 | asset | n | something valuable belonging to a person or organisation which can be used for the payment of debts | aktivum |

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|---------------|---------------------|-----|---|--|
| 31 | cross-selling | n | suggestion that customers buy additional or related accessories or products during or just after their primary purchase | nákup souvisejících produktů či doplňků; představa, že zákazník nakoupí související produkty či doplňky již během koupě prvního výrobku či krátce poté |
| 31 | profit margin | n | profit that can be made in a business or sale after costs have been subtracted | marže, zisková přírážka |
| 31 | profitability | n | capacity to make a profit | ziskovost, schopnost produkovat zisk |
| 31 | undervalue | v | consider someone or something as less valuable or important than they really are | podhodnocovat, připisovat něčemu nižší hodnotu/význam, než je skutečnost |
| T11 | enhance | v | improve the quality, amount or strength of something | zlepšit, zvýšit |
| UNIT 6 | | | | |
| 32 | bid | v | compete against other firms by offering to do a job or contract for a certain amount of money | podat cenovou nabídku (v soutěži o zakázku), a tak konkurovat ostatním firmám |
| 32 | brand identity | n | see brand image | viz brand image |
| 32 | itemise | v | list things separately | samostatně uvést jednotlivé položky |
| 32 | proven track record | n | all the successful achievements that someone or something has had in the past | "rekordní listina, seznam úspěchů/výkonů v oboru |
| 32 | specification | n | detailed description of how something should be done, made, etc. | specifikace (podrobný popis toho, co bude dodáno či vyrobeno) |
| 32 | value for money | adj | something well worth the money spent | odpovídající vynaloženým finančním prostředkům |
| 33 | allocate | v | give something to someone as their share of a total amount, for them to use in a particular way | přidělit, rozdělit (podle určitého klíče) |
| 33 | benchmark | v | measure the quality of something by comparing it with something else of an accepted standard | měřit kvalitu něčeho srovnáním s něčím jiným, co je považováno za standard |
| 33 | critical path | n | sequence of stages determining the minimum time needed for the execution of an entire project | "kritická cesta", plán složité operace (např. výstavby dálnice, mostu...) |
| 33 | key stage | n | important time period in a sequence of events | klíčové stadium, klíčová fáze |
| 33 | map | v | make a plan in detail | mapovat, zmapovat |
| 33 | trade press | n | magazine published for and read by members of a particular trade group | oborový tisk, oborová periodika |
| 34 | bid for | v | offer to do some work for a particular price | nabídnout cenu |
| 34 | estimate | v | guess the cost, size, value, etc. of something | odhadnout |
| 34 | team up with | v | work together with | spolupracovat s někým |
| 34 | work out | v | calculate | spočítat |
| T12 | procurement | n | the obtaining of supplies | získávání |
| T12 | tender | n | formal written offer to do a job for an agreed price | cenová nabídka |
| T13 | entrant | n | person who takes part in a competition or an examination | účastník (např. soutěže) |
| T13 | fee | n | amount of money paid for a particular piece of work | finanční odměna, honorář |
| T13 | go out of business | v | no longer able to operate as a business | zkrachovat, skončit (o firmě) |

UNIT 7

| | | | | |
|-----|------------------|------|--|---|
| 36 | deadline | n | time or day by which something must be done | konečný termín, lhůta |
| 36 | stock control | n | in a company or shop, the system of making certain that new supplies are ordered and that goods have not been stolen. | kontrola skladu, správa a řízení skladových zásob |
| 37 | outlay | n | amount of money spent for a particular purpose, especially as a first investment in something | výdaj (zejména ve smyslu počáteční investice) |
| 37 | output | n | amount of something produced by a person, machine, factory, country, etc. | celková výroba/produkce, objem výroby |
| 37 | overheads pl | pl n | the regular and necessary costs, such as rent and heating, that are involved in operating a business | provozní náklady |
| 37 | payroll | n | list of the people employed by a company | výplatní listina |
| 37 | retail outlet | n | shop | obchod, prodejna |
| 37 | systems engineer | n | person who designs and installs computer systems | systemový inženýr |
| 37 | VAT return | n | declaration of Value Added Tax (= a type of tax in European countries which is paid by the person who buys goods and services) | přiznání k dani z přidané hodnoty |
| 38 | reinvest | v | invest again | znovu investovat, reinvestovat |
| 38 | sales force | n | all the employees of a company whose job is persuading customers to buy their company's products or services | pracovníci v oblasti prodeje |
| 39 | shipper | n | person sending of goods from one place to another or company whose job is to organise the sending of goods from one place to another | dopravce, zasilatel, speditér |
| T14 | tax exposure | n | financial commitment to pay tax | daňová povinnost |

UNIT 8

| | | | | |
|----|------------------------------|-----|---|---|
| 40 | per capita | adv | if you state an amount per capita, you mean that amount for each person | na hlavu/člověka |
| 41 | factor | n | fact or situation which influences the result of something | faktor |
| 42 | capitalise on | v | use to your advantage | využít |
| 42 | consolidate | v | combine several things, especially businesses, so that they become more effective | konsolidovat, upevnit, posílit, zefektivnit (zejména prostřednictvím sloučení či sjednocení) |
| 42 | foreign exchange fluctuation | n | rises and falls in the currencies of other countries | výkyvy zahraničních měn |
| 42 | gain ground (on) | v | make progress at the expense of | rozvítet se, posilovat na úkor někoho/něčeho |
| 42 | niche market | n | small area of trade within the economy, often involving specialised products | nevelký a speciální segment trhu (zejména zaměřený na prodej speciálních výrobků či poskytování speciálních služeb) |

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|-----|-------------------------------|---|--|--|
| 42 | production capacity | n | total amount of resources available to achieve maximum output | výrobní kapacita |
| 42 | storage and handling facility | n | place or building used to store and distribute goods | skladovací a distribuční prostory |
| 43 | disposable income | n | money which you can spend as you want and not the money which you spend on taxes, food and other basic needs | pohotový příjem, disponibilní příjem, příjem, který má obyvatelstvo k dispozici na útratu (po zaplacení daní, zdravotního a sociálního pojištění atd.) |
| 43 | distribution | n | making goods available to customers | distribuce |
| 43 | join-venture partner | n | associate in a commercial enterprise which is undertaken jointly | partner v rámci společného podniku |
| 43 | penetration | n | how much share of a particular market a company or a product manages to achieve | pronikání, průnik (ve smyslu dosažení určitého podílu na trhu) |
| 43 | shift | n | change in position or direction | posun, přesun |
| 43 | spending power | n | ability to purchase goods | kupní síla |
| T15 | player | n | important company involved in a market or industry | hráč (významná firma působící na určitém trhu/v určitém oboru) |

UNIT 9

| | | | | |
|----|-----------------------------|---|---|---|
| 46 | advertising campaign | n | organised programme of advertisements, usually concerning promoting a certain product or brand | reklamní kampaň |
| 46 | banner ad | n | form of advertising on the World Wide Web which involves putting a wide and short, or tall and narrow advert on an interesting web page | reklama v podobě pruhu či sloupce na internetu, "banner" |
| 46 | brand awareness | n | knowledge of a particular make of product | povědomí o značce |
| 46 | classified ad/advertisement | n | small advertisement placed in a newspaper by a person wishing to buy or sell something, offer or get employment, etc. | řádkový inzerát či malý inzerát na tematicky rozčleněné inzertní straně |
| 46 | customer loyalty | n | when a customer favours a certain brand or company over others (the company sometimes offers financial or other rewards for this favouritism) | věrnost zákazníků (určité značce) |
| 46 | point-of-sale display | n | visual presentation for promotional purposes at the place where goods are sold | prezentace/propagace zboží na místě prodeje |
| 47 | sample | n | group of people or things that is chosen out of a larger number and is questioned or tested in order to obtain information about the larger group | vzorek |
| 48 | barcode | n | small rectangular pattern of thick and thin black lines of magnetic ink printed on an item, or on its container, so that its details can be read by and recorded on a computer system | čárový kód |

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|----|-----------------|---|---|---|
| 48 | exposure | n | experience of something | vystavení (někoho něčemu) |
| 48 | scanner | n | device for reading information into a computer system | skener |
| 48 | target audience | n | particular group at which advertising is aimed | cílová skupina (na niž se zaměřuje reklama) |
| 49 | survey | n | examination of opinions, behaviour, etc., made by asking people questions | průzkum |

UNIT 10

| | | | | |
|-----|------------------------------------|---|--|--|
| 50 | customise | v | make or change something according to the buyer's or user's needs | přizpůsobit potřebám zákazníka, vyrobit na objednávku |
| 50 | purchase | n | something that you buy | kupovaná věc |
| 50 | sponsored link | n | text-based advertisement which describes an advertiser's website and the products and services offered | placený odkaz (na internetovém vyhledávači) |
| 51 | account for | v | form the total of something | činit |
| 51 | brochure | n | type of small magazine that contains pictures and information on a product or a company | katalog, brožura |
| 52 | e-sale | n | sales transaction performed digitally, usually over the Internet | elektronický prodej, prodej přes internet |
| 52 | over-the-counter sale | n | ordinary sales transaction in a shop | tradiční způsob prodeje v obchodech, pultový prodej |
| 52 | recession | n | period when the economy of a country is not successful and conditions for business are bad | recese, dočasné ochabnutí ekonomiky |
| 52 | rocket | v | rise extremely quickly | prudce/raketově stoupnout |
| 52 | screen out | v | filter out/remove | vyločit, vyřadit |
| 52 | showroom | n | large shop in which people are encouraged to look at the goods that are on sale before buying them | velký prostor, kde je vystaveno zboží (např. v autosalonu) |
| 53 | search engine | n | computer program which finds information on the Internet by looking for words which you have typed in | internetový vyhledávač |
| T17 | pop-up box (also pop-up ad/pop-up) | n | form of online advertising on the World Wide Web when certain websites open a new window to display advertisements | reklama objevující se ("vyskakující") na webové stránce ve speciálním okně |
| T17 | shop around | v | compare the price and quality of the same or a similar item in different shops before you decide which one to buy | porovnávat nabídku, kvalitu a ceny v různých obchodech |
| T17 | take (someone) for a ride | v | deceive or cheat (someone) | podvést, napálit |
| T18 | direct response advertising | n | form of advertising designed to obtain a direct response between the viewer and the advertiser: the customer responds to the marketer directly | reklama vyzývající zákazníka k přímé reakci (např. aby si vyžádal katalog) |

UNIT 11

| | | | | |
|-----|----------------------------|---|---|--|
| 54 | corporate catering service | n | business of providing food service to businesses (usually at a remote site) | cateringové služby (zajišťování občerstvovacích služeb) pro firmy |
| 54 | life insurance | n | system in which you make regular payments to an insurance company in exchange for a fixed amount of money which will be paid to someone you have named, usually a member of your family, when you die | životní pojištění |
| 54 | machine tool | n | mechanically operated tool for cutting or shaping wood, metals, etc. | obráběcí stroj |
| 54 | source | v | get something from a particular place | nalézt dodavatele/zdroj něčeho |
| 54 | time-share holiday home | n | when people buy a holiday home together which each person can use for a different part of the year | společné užívání rekreačního objektu |
| 55 | decline | v | gradually become less, worse, or lower | klesat, upadat |
| 55 | dwindle | v | become smaller in size or amount, or fewer in number | zmenšit se, scvrknout se |
| 55 | halve | v | if something halves, it is reduced by half | zmenšit se/snížit se na polovinu |
| 55 | plummet | v | fall very quickly and suddenly | velmi rychle a náhle klesnout, "spadnout", "sletět" |
| 55 | recede | v | fall | klesat |
| 55 | shrink | v | become smaller, or make something smaller | zmenšit se, scvrknout se |
| 55 | soar | v | rise very quickly to a high level | rychle a výrazně stoupnout, "vyletět" nahoru |
| 55 | take off | v | suddenly start to be successful or popular | mít úspěch, chytit se |
| 56 | go bankrupt | v | become unable to pay what you owe, and have control of your financial matters given, by a court of law, to a person who sells your property to pay your debts | zkrachovat |
| 57 | appraise | v | examine someone or something in order to judge their qualities, success or needs | hodnotit, ohodnocovat |
| 57 | disclose | v | make something known publicly, or show something that was secret | odhalit |
| 57 | network | v | meet people who might be useful to know, especially in your job | navazovat kontakty s užitečnými lidmi (v oblasti podnikání) |
| 57 | tax liability | n | amount of tax which must be paid to the government | daňová povinnost |
| T19 | margin | n | amount by which revenue from sales exceeds cost of sales | marže, zisková přírážka |
| T19 | sales pitch | n | way of talking that is intended to persuade you to buy something | prodejní slogan, náborová řeč (věty/texty mající za cíl přimět zákazníka ke koupi zboží) |
| T19 | selling point | n | characteristic of a product which will persuade people to buy it | vlastnost výrobku, která vede lidi k jeho koupi |
| T19 | sales volume | n | amount of purchases made | množství prodaného zboží |

UNIT 12

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|----------------|-------------------|-----|---|--|
| 58 | cold-calling | n | when a person in business telephones or visits a possible customer to try to sell them something without being asked by the customer to do so | telefonáty potenciálním zákazníkům nebo neohlášené návštěvy u nich |
| 59 | on site | adv | inside a factory, office building, etc. | na místě (v závodě, ve firmě) |
| 59 | reinstall | v | put back into position and make ready for use again | znovu nainstalovat |
| 60 | concierge service | n | doorkeeper or porter services | služba u vchodu/na vrátnici |
| 60 | get on board | v | make (someone) part of a group or team, or become part of a group or team | stát se součástí něčeho, dostat se/proniknout někam |
| 60 | liability | n | when you are legally responsible for something | (právní) odpovědnost |
| 60 | mid-size | adj | describes something that is neither large nor small | středně velký |
| 60 | prospect | n | potential purchaser or customer | potenciální zákazník |
| 60 | referral | n | the referring of an individual to an expert for advice | doporučení |
| 60 | screening | n | examining someone or something to discover if there is anything wrong with them/it | hodnocení |
| 60 | solicit | v | ask for money, information or help | prosit, žádat |
| 60 | track down | v | find by searching or following tracks | vystopovat, nalézt |
| 60 | up and running | adj | operating | fungující, v provozu |
| 60 | risk-averse | adj | have a strong dislike for taking risks | (značně) neochotný riskovat/podstupovat riziko |
| T22 | staffing level | n | the numbers of employees | počet zaměstnanců |
| UNIT 13 | | | | |
| 64 | quality control | n | process of looking at goods when they are being produced to make certain that all the goods are of the intended standard | kontrola/řízení jakosti |
| 64 | shortage | n | when there is not enough of something | nedostatek |
| 65 | backup plan | n | scheme ready to be used in place of or to help another | rezervní/záložní plán |
| 65 | competency | n | important skill that is needed to do a job | kvalifikovanost, schopnost vykonávat určitou práci, kompetentnost |
| 65 | fall short | v | fail to reach a target | selhat, neuspět, ztroskotat |
| 65 | go bust | v | if a company goes bust, it is forced to close because it is financially unsuccessful | zkrachovat |
| 65 | insight | n | (the ability to have) a clear, deep and sometimes sudden understanding of a complicated problem or situation | porozumění, hlubší pohled, vhled (do určité problematiky) |
| 65 | morale | n | amount of confidence felt by a person or group of people, especially when in a dangerous or difficult situation | mravní uvědomění, morálka (v nebezpečné či obtížné situaci) |
| 65 | pay off | v | if an investment or risk pays off, it is successful | vyplatit se |
| 65 | retrenchment | n | when an organisation spends less or reduces costs to avoid losing money | snížení/omezení výdajů |
| 65 | scenario | n | description of possible actions or events in the future | scénář (možný budoucí vývoj událostí) |

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|----|------------------|------|---|--|
| 65 | stock price | n | valuation of a company's shares | cena akcií |
| 66 | axe | n | way to reduce the number of employees | propuštění z práce, snížení počtu zaměstnanců, "padáky" |
| 66 | in sync | adj | at the same time or the same speed | v souladu, synchronizovaný, sladěný |
| 66 | layoff | n | when someone stops employing someone, sometimes temporarily, because there is no money to pay them or because there is no work for them | propuštění ze zaměstnání (někdy dočasné) v důsledku nedostatku práce či finančních prostředků na výplaty |
| 66 | shortfall | n | an amount which is less than the level that was expected or needed | schodek, deficit |
| 66 | turnover | | amount of business that a company does in a period of time measured in terms of the amount of money obtained from customers | obrat |
| 67 | balance sheet | n | statement that shows the value of a company's assets and its debts | rozvaha, bilance, výkaz zisků a ztrát |
| 67 | current asset | n | something owned by a business that it does not expect to keep for more than 12 months | oběžný prostředek (aktivum, které může být brzy spotřebováno) |
| 67 | debtor | n | someone who owes money | dlužník |
| 67 | depreciation | n | loss of value of an asset such as machinery over time | amortizace, odpisy, znehodnocování |
| 67 | dividend | n | (a part of) the profit of a company that is paid to the people who own shares in it | dividenda |
| 67 | emerging market | n | area or country where there is growing demand for goods | rozvíjející se trh (oblast či země s rostoucí poptávkou) |
| 67 | fixed asset | n | building, equipment or land owned by a company | základní prostředek (majetek dlouhodobé a neměnné povahy) |
| 67 | goodwill | n | value of the popularity, the regular customers, etc. of a business calculated as part of its worth when being sold | abstraktní hodnota už zavedené firmy |
| 67 | key | adj | very important and having a lot of influence on other people or things | klíčový, velmi důležitý |
| 67 | liability | n | debt | finanční závazek, dluh, pasivum |
| 67 | operating profit | n | measure of profit that a business earns on its normal operations | provozní zisk (rozdíl mezi hrubým ziskem a provozními náklady) |
| 67 | overdraft | n | an amount of money that a customer with a bank account is temporarily allowed to owe to the bank, or the agreement which allows this | bankovní přečerpání |
| 67 | premises pl | pl n | land and buildings owned by someone, especially by a company or organisation | areál, budovy, prostory |
| 67 | pre-tax profit | n | money which is earned in trade or business before taxes have been paid | zisk před zdaněním |

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|-----|-----------------------------|------|--|--|
| 67 | profit and loss account | n | financial statement that summarises the expenses, losses and overheads of a company, used to calculate the net profit | účet hospodářského výsledku, výsledovka |
| 67 | retained earnings | pl n | earnings which are kept by the company to invest in future projects, market research, etc. | nerozdělený zisk |
| 67 | stock | n | total amount of goods available | skladové zásoby |
| T22 | bang their heads together | v | when two or more people get together to work out complicated issues, usually involving some argument, before reaching a solution | dát hlavy do hromady |
| T22 | collate | v | bring together different pieces of written information | shromažďovat, třídit a zpracovávat (např. data, informace) |
| T22 | count on | v | be confident that you can depend on (something/someone) | počítat s něčím, spoléhat se na něco |
| T22 | go on a hunch | v | act on an idea which is based on feeling and for which there is no proof | řídít se intuicí |
| T22 | have a bearing on | v | have an influence on something or a relationship to something | mít vliv na něco |
| T22 | hunch | n | see go on a hunch | viz go on a hunch |
| T22 | lucrative | adj | producing a lot of money, profitable | lukrativní, výnosný |
| T22 | mainstream | adj | desired by most people | žádaný většinou lidí, hlavní |
| T22 | nose-dive, take a | v | fall or drop suddenly and by a great deal | prudce klesat, letět střemhlav dolů |
| T22 | pull figures out of the air | v | choose numbers in a random way, rather than one based on evidence or logic | cucat si čísla z prstu |
| T22 | underestimate | v | fail to guess or understand the real cost, size, difficulty, etc. of something and think it is less | podceňovat |
| T13 | spreadsheet | n | computer program, used especially in business, which allows you to do financial calculations and plans | tabulkový procesor (počítačový program) |

UNIT 14

| | | | | |
|----|----------------|---|--|--|
| 69 | angel | n | wealthy person who invests money in new business projects | sponzor, financier, zámožná osoba ochotná investovat peníze do nových projektů |
| 69 | backer | n | person who gives financial support to something | sponzor, financier; osoba, která něco finančně podporuje |
| 69 | flutter | n | small bet | malá/drobná sázka |
| 69 | hire | v | employ someone or pay them to do a particular job | najmout někoho (na určitou práci), zaměstnat někoho |
| 69 | loan | n | sum of money which is borrowed, often from a bank, and has to be paid back, usually together with an additional amount of money that you have to pay as a charge for borrowing | půjčka |
| 69 | put up (money) | v | provide or lend an amount of money for a particular purpose | poskytnout nebo půjčit peníze (na určitý účel) |

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|-----|-------------------|------|---|---|
| 69 | run at a loss | v | cost more money than is received from sales | pohybovat se ve ztrátě, skončit ztrátou |
| 69 | sponsor | v | support a person, organisation or activity by giving money, encouragement or other help | sponzorovat |
| 69 | sue | v | take legal action against a person or organisation | zažalovat někoho, podat na někoho žalobu |
| 70 | deficit | n | amount of money a company has lost during a particular period of time | deficit, schodek |
| 70 | feasibility | n | whether something can be done, made or achieved | proveditelnost |
| 70 | high-profile | adj | attracting a lot of attention and interest from the public and newspapers, television, etc. | vzbuzující velký zájem veřejnosti a médií; populární |
| 70 | logo | n | design or symbol used by a company to advertise its products | logo |
| 70 | miscellaneous | adj | consisting of a mixture of various things which are not usually connected with each other | rozličný, různý |
| 70 | offset | v | balance one influence against an opposing influence, so that there is no great difference as a result | kompenzovat, vyvážit |
| T23 | bankable | adj | likely to make money | představující určitou záruku výtědku |
| T23 | cash cow | | very profitable business or part of the business | "dojná kráva", dlouhodobě zisková podnikatelská aktivita či projekt |
| T23 | running costs | pl n | money you need to spend regularly to keep a system or organisation functioning | provozní náklady |
| T24 | executive summary | n | overview of the main points of a business plan or proposal | shrnutí hlavních bodů podnikatelského záměru či projektu |
| T24 | reap the benefits | v | get the benefit, etc. that is the result of your own actions | mít z něčeho prospěch |
| T24 | stock exchange | n | place where shares in companies are bought and sold | akciová burza, burza cenných papírů |

UNIT 15

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|----|-------------------|------|---|--|
| 72 | bank charge | n | sum of money paid by a customer for a bank's services | bankovní poplatek |
| 72 | bookkeeping | n | job of keeping a record of the money that has been spent or received by a business | účetnictví |
| 72 | cash | n | money which is immediately available | hotovost |
| 72 | credit limit | n | maximum amount of money a bank will allow you to borrow | úvěrový limit |
| 72 | credit worthiness | n | calculation of someone's ability to pay back money which they have borrowed creditor (p 67) someone to whom money is owed | úvěruschopnost, číselně vyjádřená schopnost člověka splácet úvěr |
| 72 | factoring | n | system of buying debts for less than they are worth and then obtaining payment for them from the debtors | skupování dluhů (za hodnotu nižší než dlužná částka a následně vymáhání celé částky od dlužníka) |
| 72 | outgoings | pl n | amounts of money that regularly have to be spent | (pravidelné) výdaje, náklady, rezie |

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| 72 | overtrading | v | operating a business while not having enough money to pay creditors and employees | stavy, kdy není dostatek hotovosti na platby dodavatelům/věřitelům a zaměstnancům; přebchodování |
| 73 | constraint | n | something which controls what you do by keeping you within particular limits | zábrana, překážka |
| 73 | order book | n | book in which a company or shop keeps a record of customers' orders | kniha objednávek, kniha zakázek |
| 73 | punitive | adj | used to describe costs which are so high they are difficult to pay, and which are often used to punish someone or limit their activities | "kárny", "trestný" (např. o poplatcích, která jsou záměrně vysoké, aby někoho za něco potrestaly nebo omezily jeho aktivity) |
| 73 | unauthorised | adj | without official permission | neoprávněný |
| 74 | be in a position to | v | be able to do something, usually because you have the necessary experience, authority or money | být stavu/s to (něco udělat) |
| 74 | settle your account | v | pay all the money you owe | splatit/vyrovnat dluh |
| 74 | transaction | n | payment or business deal | transakce |
| T25 | expend your overdraft | v | lengthen the period of time before you have to pay back the money you have overdrawn | prodloužit dobu splatnosti bankovního přečerpání |
| T25 | registered leer | n | valuable letter which, for an additional charge, can protect the sender against loss | doporučený dopis |

UNIT 16

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|----|-------------------|---|--|--|
| 76 | lease | n | legal agreement in which you pay money in order to use a building, piece of land, vehicle, etc. for a period | pronájem |
| 76 | penalty clause | n | part of a contract which punishes the person or organisation doing the work if it is not completed on time | penalizační ustanovení |
| 76 | service agreement | n | contract between two businesses where one agrees to provide a service to the other, or between a landlord and a tenant | dohoda o poskytování služeb, nájemní smlouva |
| 77 | bargaining point | n | something which someone else wants that you are willing to lose in order to reach an agreement | něco, co jsme ochotni obětovat (od čeho jsme ochotni ustoupit) ve prospěch protistrany, aby bylo dosaženo dohody |
| 77 | compromise | n | agreement in an argument in which the people involved reduce their demands or change their opinion in order to agree | kompromis |
| 77 | deadlock | n | situation in which agreement in an argument cannot be reached because neither side will change its demands or accept the demands of the other side | patová situace |
| 77 | envison | v | form a mental picture of something, typically something that may occur or be possible in the future | předvídat |

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| 77 | horse-trading | n | negotiation which requires bargaining and each side reducing their demands | handlování, handrkování |
| 77 | leverage | n | power to influence people and get the results you want | "páka", moc přesvědčit lidi a dosáhnout požadovaných výsledků |
| 78 | in line with | adv | organised at the same level as | ve shodě s |
| 78 | leaseholder | n | person who pays the owner of a piece of land, a building, etc. in order to be able to use it | nájemce |
| 79 | draw up | v | prepare something, usually something official, in writing | koncipovat, načrtnout, sestavit |
| 79 | get down to business | v | start talking about the subject to be discussed | přikročit k věci |
| 79 | get (something) straight | v | understand correctly, or make something clear | správně pochopit |
| 79 | jot down | v | write something quickly on a piece of paper so that you remember it | poznámenat si něco |
| 79 | landlord | n | person or organisation that owns a building or an area of land and is paid by other people for the use of it | pronajímatel |
| T27 | buzz session | n | activity where a group of people make lots of suggestions quickly | sezení, při němž skupina lidí rychle přichází s různými nápady |
| T27 | knock (something) off the price | v | give a discount off the price | srazit něco z ceny |
| T28 | deposit | n | sum of money which is given in advance as part of a total payment for something | záloha |
| T28 | evict | v | force someone to leave somewhere | dostat výpověď z prostor, vystěhovat |
| T28 | lump sum | n | sum of money that is paid in one large amount on one occasion | jednorázová platba |
| T28 | shell out | v | pay, especially unwillingly | neochotně zaplatit, "vypláznout" |

UNIT 17

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|----|-------------|-----|---|---|
| 82 | camaraderie | n | feeling of friendliness towards people with whom you work or share an experience | kamarádství |
| 82 | competitive | adj | competitive prices, services, etc. are as good as, or better than, other prices, services, etc. | konkurenceschopný |
| 82 | field | n | area of activity or interest | oblast |
| 82 | lay off | v | stop employing (someone), sometimes temporarily, because there is no money to pay them or because there is no work for them | propustit (někdy jen dočasně) ze zaměstnání (v důsledku nedostatku práce nebo peněz na výplaty) |
| 82 | outperform | v | do well in a particular job or activity compared to others of a similar type | podávat lepší výkony než někdo jiný, předčít |
| 82 | peer group | n | people who are approximately the same age as you and come from a similar social group | skupina osob podobného věku a společenského postavení |
| 82 | underpaid | adj | paid less than the market rate | nedostatečně placený, finančně podhodnocený |

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|-----|--------------------------|-----|--|---|
| 83 | adversarial | adj | involving opposition or disagreement | nepřátelský |
| 83 | approach | n | way of considering something | přístup |
| 83 | assembly | n | process of putting together the parts of a machine or structure | montáž |
| 83 | assembly line | n | line of machines and workers in a factory which a product moves along while it is being built or produced. Each machine or worker performs a particular job, which must be completed before the product moves to the next position in the line | montážní linka |
| 83 | cipher | n | a person or group of people without power, but used by others for their own purposes, or someone who is not important | nula, nicka, bezvýznamný či bezmocný (a zneužívaný) člověk |
| 83 | impact | n | powerful effect that something, especially something new, has on a situation or person | dopad, vliv |
| 83 | reward | n | something given in exchange for good behaviour or good work, etc. | odměna |
| 83 | subcontractor | n | person or company that does part of a job which another person or company is responsible for | subdodavatel |
| 83 | transactional | adj | in a way that is a direct business exchange | transakční |
| 84 | peak | v | reach the highest, strongest or best point, value or level of skill | vrchol |
| 84 | trend | n | general development or change in a situation or in the way that people are behaving | trend |
| 85 | absenteeism | n | employees not being at work when they should be | nepřítomnost v zaměstnání (v době, kdy by dotyčný přítomen být měl), absentérství |
| 85 | sabotage | n | intentional damage to machines, buildings, etc. | sabotáž |
| 85 | shop-floor worker | n | worker in a factory (the factory is the shop floor) | dělník v továrně |
| 85 | union (also trade union) | n | organisation that represents the people who work in a particular industry, protects their rights, and discusses their pay and working conditions with employers | odborová organizace |
| 85 | white-collar worker | n | person who works in an office or at a professional job, rather than one who works with their hands | administrativní pracovník, duševně pracující (jako protiklad k dělníkovi) |
| 85 | work-life balance | n | amount of time you spend at work compared with your free time | čas strávený v práci v porovnání s volným časem |
| T29 | across the board | adv | happening or having an effect on people at every level and in every area | všeobecně rozšířený |
| T29 | perk | n | advantage or benefit given to an employee in addition to their salary, e.g. private health care or a company car | výhoda navíc k platu (firemní vůz, penzijní připojištění atd.) |

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| T29 | sick leave | n | absence from work because of illness | pracovní neschopnost, nepřítomnost v práci z důvodu nemoci |
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| T29 | surveillance | n | the careful watching of a person or place | dozor, dohled |
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UNIT 18

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|-----|--------------------|-----|---|---|
| 86 | blue-collar worker | n | worker who does unskilled work rather than office work | (nekvalifikovaný) tovární dělník |
| 86 | freelancer | n | worker who does particular pieces of work for different organisations, rather than working all the time for a single organisation | nezávislý pracovník, osoba "na volné noze" |
| 86 | knowledge worker | n | person whose work requires specialist knowledge | pracovník se speciálními znalostmi |
| 86 | self-employed | adj | not working for an employer but finding work for yourself or having your own business | samostatně výdělečně činný |
| 86 | semi-skilled | adj | having or needing only a small amount of training | částečně kvalifikovaný, polokvalifikovaný |
| 86 | temp | n | person employed to work for a short period, especially in an office, while another person is absent or when there is extra work | výpomocná síla (zejména kancelářská), osoba najímaná na záskok |
| 86 | union rep | n | worker elected by workers in a factory or business to represent them in discussions with management | zástupce odborů (zaměstnanec zvolený ostatními zaměstnanci, aby je reprezentoval při jednáních s vedením firmy) |
| 87 | downsize | v | if you downsize a company or organisation, you make it smaller by reducing the number of people working for it, and if it downsizes, it becomes smaller in this way | zmenšit (organizaci/firmu snížením počtu zaměstnanců), zeštíhlit |
| 87 | place a premium on | v | especially value | klást důraz, obzvláště si cenit |
| 87 | technophobe | n | person who dislikes or fears new technology | osoba obávající se nové techniky, "technofob" |
| 88 | teleworking | | the activity of working at home, while communicating with your office by telephone, fax or computer | práce doma, kdy pracovník komunikuje s firmou prostřednictvím telefonu, faxu a počítače |
| 88 | flexible working | n | working without strict times for starting and finishing | pružná pracovní doba |
| 88 | home working | n | working at home, while communicating with your office by telephone, fax or computer | práce doma, kdy pracovník komunikuje s firmou prostřednictvím telefonu, faxu a počítače |
| 88 | job sharing | n | doing part of a job with someone else, so that each person works part-time | rozdělení práce na plný úvazek mezi několik pracovníků zaměstnaných na částečný úvazek |
| 89 | career break | n | period in which a person decides to leave their job temporarily | kariéerní pauza/přestávka |
| T30 | career continuity | n | ability to continue your professional career | možnost pokračovat v kariéře/profesi |
| T30 | overtime | v | extra payment for working beyond the usual time | přesčas |
| T31 | cut of the profits | n | share in the profits | podíl na zisku |
| T31 | loss adjuster | n | person who works for an insurance company and decides how much money should be paid out in each case of something having been damaged or lost | likvidátor pojistných událostí |

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| T31 | going rate | n | standard rate of payment for a particular job | obvyklý plat za určitou práci |
| T31 | stockbroker | n | person or company that buys and sells stocks and shares for other people | burzovní makléř |

UNIT 19

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|-----|-----------------------------|------|---|--|
| 91 | buoyant | adj | healthy and strong | zdravý a silný |
| 91 | labour intensive | adj | needing a lot of workers | náročný na lidskou práci |
| 91 | natural wastage | n | reduction in the number of people who work for an organisation which is achieved by not replacing those people who leave | přirozený úbytek zaměstnanců |
| 91 | voluntary redundancy scheme | n | arrangement when a company needs to reduce its workforce and some employees choose to be made redundant (because they have found another job or would like to stop working) | dobrovolný odchod z firmy (v případě nadbytku zaměstnanců) |
| 92 | excess production capacity | n | ability of a factory to produce more than it actually does | nevyužitá výrobní kapacita |
| 92 | glitch | n | small problem or fault that prevents something from working well | drobná závada/porucha |
| 92 | hire and fire | v | employ and dismiss | přijímat a propouštět |
| 92 | lead time | n | time needed to design and develop a new product | doba potřebná k vývoji nového výrobku |
| 92 | product-led | adj | activities are determined by the requirements of the product (as opposed to customer-led or marketing-led) | vedený/určovaný výrobkem |
| 92 | retool | v | change or replace machinery in a factory | vyměnit strojní zařízení továrny |
| 92 | stockpile | v | build up a large store of goods which have not been sold yet | hromadit výrobky ve skladu |
| 93 | symposium | n | occasion at which people who have great knowledge of a particular subject meet in order to discuss a matter of interest | symposium |
| T32 | churn out | v | produce large amounts of something quickly, usually of low quality | chrlit |
| T32 | downside | n | disadvantage of a situation | nevýhoda/nevýhody, rub, odvrácená strana |
| T32 | gadget | n | small device or machine with a particular purpose | přístroj, zařízení |
| T32 | manufacturing base | n | all the companies producing goods in a country or region | výrobní základna |
| T32 | shift | v | sell | zde prodat |
| T32 | vagaries | pl n | any of a set of unusual or unexpected events or changes that have an effect on someone | výkyvy, vrtochy |

UNIT 20

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|----|-------------------|---|--|------------------|
| 94 | incentive payment | n | financial reward to stimulate action from staff or customers | finanční pobídka |
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|-----|------------------------------------|-----|---|---|
| 95 | put your money where your mouth is | v | show that you believe in something by spending/or investing money | nemlít pusou na prázdno (a finančně se odměnit) |
| 96 | reformulate | v | develop again all the details of a plan for doing something | přeformulovat, přepracovat, reorganizovat, změnit |
| 96 | resettlement package | n | collection of benefits offered to an employee who is relocating to another town, city or country for their work | soubor (balíček) výhod poskytovaných zaměstnanci ochotnému se přestěhovat |
| T33 | get your desk clear | v | finish all your work | "mít čistý stůl", mít splněné všechny úkoly |
| T33 | put more on someone's plate | v | give someone more work to deal with | přidat někomu práci, <i>doslova</i> "naložit někomu víc na talíř" |
| T33 | safety procedure | n | official or accepted set of actions used to keep people safe | bezpečnostní opatření |
| T33 | workstation | n | area in a workplace where one person works | pracoviště |
| T34 | breadwinner | n | member of a family who earns the money that the family needs | živitel rodiny |
| T34 | close down | v | if a business or organisation closes down, or someone closes it down, it stops operating | zavřít, zrušit (firmu) |
| T34 | package | n | related group of things when they are offered together as a single unit | balíček (např. výhod) |
| T35 | cut back | v | use in smaller amounts | snížit, omezit (např. počet zaměstnanců) |
| T35 | legal entitlement | n | something that, in law, you have the right to do or have, or when you have the right to do or have something | právní nárok |
| T35 | one-off payment | n | money that is paid only once | jednorázové finanční vyrovnání |
| T35 | out of pocket | adj | having less money than you started with | (být na něčem) škodný |
| T35 | outplacement service | n | professional service to help redundant employees to search for a new job, paid for by the former employer | odborné služby mající za účel pomoci nadbytečným pracovníkům nalézt novou práci, služby v oblasti outplacementu |
| T33 | point on the pay scale | n | position on the salary scale which shows different rates of pay depending on your job and your seniority | stupeň na platové stupnici |

UNIT 21

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|-----|---------------------------------------|------|--|-------------------------------|
| 100 | corporate social responsibility (CSR) | n | proposal that organisations should be obliged to make decisions based not only on financial/economic factors but also on the social and environmental consequences of their activities | společenská odpovědnost firmy |
| 100 | discharge a debt | | pay a debt completely | splatit/vyrovnat dluh |
| 100 | ethics pl | pl n | a system of accepted beliefs which control behaviour, especially such a system based on morals | etika |
| 100 | faulty | adj | not perfectly made or not working correctly | vadný |
| 101 | advocate | n | person who supports an idea (or product) | obhájce, zastánce |

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|-----|-------------------|------|---|--|
| 101 | benefits | pl n | things such as medical insurance that employees receive in addition to money | příplatky a další výhody ke mzdě/platu, benefity |
| 101 | better off | adj | richer | bohatší |
| 101 | knock-on effect | n | when an event or situation has a knock-on effect, it indirectly causes other events or situations | nepřímý důsledek/dopad/vliv |
| 101 | premise | n | idea or theory on which a statement or action is based | premisa |
| 101 | progressive | adj | encouraging change in the way that things are done | progresivní, pokrokový |
| 101 | recycle | v | collect and treat rubbish in order to produce useful materials which can be used again | recyklovat |
| 101 | regulation | n | official rule | předpis |
| 101 | stakeholder | n | person such as an employee, customer or citizen who is involved with an organisation and therefore has an interest in its success | jakákoli osoba, která má zájem na prosperitě firmy (zaměstnanec, zákazník, občan...), zainteresovaná osoba |
| 101 | unethical | adj | not morally acceptable | neetický, mravně nepřijatelný |
| 102 | break even | v | make neither a loss nor a profit doing business | být v rovnováze (situace, kdy příjmy přesně pokryjí výdaje) |
| 102 | economic downturn | n | reduction in a country's financial activity | ekonomický pokles |
| 102 | pursuit | n | when you try to achieve a plan, activity, or situation, usually over a long period of time | usilování o něco |
| 102 | slip | v | go into a worse state, often because of lack of control or care | upadat, jít dolů, zhoršovat se |
| 103 | compliance | n | when people obey an order, rule or request | poslušnost, povolnost |
| 103 | mandatory | adj | describes something which must be done, or which is demanded by law | povinný, zákonem či jiným způsobem vyžadovaný |
| 103 | word of mouth | n | people telling each other how good a product is | ústní reklama (spokojení zákazníci informující o určitém produktu či službě jiné lidi) |
| T36 | crop | n | (total amount gathered of) a plant such as a grain, fruit or vegetable grown in large amounts | úroda, plodina |
| T36 | subsidy | n | money given as part of the cost of something, to help or encourage it to happen | subvence, podpora, finanční pomoc |
| T36 | trade tariff | n | tax collected by a government on goods coming into or sometimes going out of a country | clo, celní tarif |

UNIT 22

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|-----|-------------------|-----|---|------------------------------|
| 104 | acquisition | n | buying new companies | koupě (jedné firmy jinou) |
| 104 | double-digit | adj | number with two digits (i.e. between 10 and 99 inclusive) | dvouciferný |
| 104 | sustained | adj | continuing for a long time | trvalý |
| 105 | diverse footprint | n | varied area over which something is present | široká geografická působnost |
| 105 | expertise | n | high level of knowledge or skill | odborné znalosti |
| 105 | line of business | n | particular kind of commercial enterprise | oblast podnikání |

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| 105 | synergy | n | the combined power of a group of things when they are working together which is greater than the total power achieved by each working separately | součinnost, společné působení, synergie |
| 106 | briefing | n | meeting where information and instructions are given | stručná informativní porada, instruktáž, brífink |
| 106 | clutch | n | handful | hrst, několik |
| 106 | customer base | n | regular customers | zákaznická základna |
| 106 | FTSE | n | Financial Times Stock Exchange 100 index; the main measure of the amount by which the leading 100 shares sold on the London Stock Exchange have gone up or down in value | jeden z burzovních indexů listu Financial Times (počítá se na základě změn cen akcií stovky nejvýznamnějších firem obchodovaných na londýnské burze) |
| 106 | rate | v | judge the value or character of someone or something | hodnotit |
| 106 | straight talking | n | direct and straightforward way of communicating with others | otevřenost, upřímnost |
| 106 | surge | v | increase suddenly and greatly | prudce stoupnout |
| 107 | quarterly | adv | once every three months | čtvrtletně, kvartálně |
| T37 | alignment | n | agreement between people who want to work together because of shared interests or aims | sjednocení, jednota |
| T37 | calibre | n | degree of quality or excellence of someone | <i>přeneseně</i> kalibr, formát |
| T37 | leafleting | n | giving out leaflets to people | rozdávání letáků |
| T37 | management reporting | n | monthly report(s) on financial performance produced by management for shareholders | (měsíční) zprávy managementu (pro akcionáře) |
| T37 | ongoing | adj | continuing to exist or develop, or happening at the present moment | probíhající |
| T37 | realise | v | change into money by selling | získat (hotovost prodejem) |
| T37 | supply base | n | range of suppliers and potential suppliers | dodavatelská základna |
| T37 | take over | v | get control (of a company) by buying most of its shares | finančně ovládnout/převzít (nějakou firmu získáním většiny jejích akcií) |
| T38 | supervision | n | when someone watches a person or activity and makes certain that everything is done correctly, safely, etc. | dozor, dohled, kontrola |

UNIT 23

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|-----|-----------------------|------|---|---|
| 109 | in the pipeline | adv | being planned and developed | aktivně připravovaný |
| 109 | patent | v | register the official legal right to make or sell an invention for a particular number of years | patentovat |
| 110 | economies of scale pl | pl n | where the costs of production fall as a business grows in size | úspory z rozsahu výroby, úspory zavedením velkovýroby |
| 111 | ground-breaking | adj | if something is ground-breaking, it is very new and a big change from other things of its type | průlomový |

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| T40 | get off the ground | v | if a plan or activity gets off the ground or you get it off the ground, it starts or succeeds | úspěšně začít, zdařit se, doslova "odrazit se od země" |
| T40 | global presence | n | if a company has a global presence, it sells its products all over the world | globální/celosvětová přítomnost/působení |
| T40 | presence | n | see global presence | přítomnost, působení |
| UNIT 24 | | | | |
| 114 | contingency plan | n | programme of action designed for handling possible | plán pro nečekané situace/události, plán pro všechny případy |
| 114 | have your hands in the till | v | steal money from the place where you work | okrádat firmu/zaměstnavatele (doslova "mít ruce v pokladně") |
| 114 | trade away | v | pass on to someone else | zbavit se |
| 115 | come under scrutiny | v | subject to careful and thorough examination | být podrobně zkoumán |
| 115 | get a bad press | v | receive criticism from the media | být kritizován v médiích, mít špatnou publicitu/mediální obraz |
| T42 | limited liability company | n | if this type of business goes bankrupt, then the owners will only risk the money they have invested in the company | s ručením omezeným |
| T41 | marketing-led | adj | influenced by customers' needs (as opposed to being product-led) | určovaný potřebami zákazníků/trhu |

