

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
O. M. BEKETOV NATIONAL UNIVERSITY OF URBAN ECONOMY
in KHARKIV

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**Passion into Profit:
Professional English in Use**

**Пристрасть до прибутку:
професійна англійська мова**

Intelligent Business manual for master's students

Kharkiv
O. M. Beketov NUUE
2023

УДК 811.111:[005+339.9](075.8)

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Recommended for publication by Academic Council of O. M. Beketov NUUE as a tutorial (record №11 of 21.06.2023)

Основна мета посібника – розвинути у здобувачів освіти уміння використовувати англійську мову як засіб професійного спілкування, а також усних комунікативних навичок, необхідних для обговорення економічних питань з іноземними колегами. Посібник має структуру 15 розділів, які містять матеріали з економічних дисциплін (Міжнародна економіка, Менеджмент, Маркетинг). Кожен блок складається з двох частин: словникової та лексичної вправ. Посібник розрахований на здобувачів другого (магістерського) рівня освіти.

Plotnikova N. V.

P76 **Passion into Profit: Professional English in Use = Пристрасть до прибутку: професійна англійська мова : Intelligent Business manual for master's students / N. V. Plotnikova ; O. M. Beketov National University of Urban Economy in Kharkiv. – Kharkiv : O. M. Beketov NUUE, 2023. – 109 p. – Англ., укр. мовами.**

The main objective of the manual is to develop students' ability to use English as a means of professional communication, as well as oral communication skills necessary to discuss economic issues with foreign colleagues. The manual has such structure as 15 units that contain materials on economic disciplines (International Economics, Management, Marketing). Each unit consists of two parts: vocabulary and lexical exercises. The manual is designed for the students of the second educational level (Master's degree).

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PREFACE

As the workplace is becoming more and more international, it is increasingly important for people to learn business English if they want to succeed. But in addition to the language, it is important to be familiar with key business concepts and developments, and to understand how business works in different cultures. Modern requirements for an intellectual, professional, competitive specialist in connection with the development of international contacts, business and partnerships between businessmen, managers and enterprises of other countries pose a challenge to professors of higher education institutions to develop appropriate skills of speech communication in a foreign language.

This manual is designed to meet the requirements of the English language program for non-linguistic specialties. Its purpose is to develop the skills and ability to read English professional literature, as well as to conduct conversations on professional topics. This manual is a workshop on a course of international economic English vocabulary and is intended for the students of universities studying in the specialty “International Economics”, “Management”, “Marketing” who have some knowledge of the high school curriculum and continue to study professional English at a higher education institution.

Each unit of this manual has a central theme and specific practical goals for developing language skills. The communicative nature of the exercises develops the speech activity in situations related to a particular topic. The texts and sentences by specialty are selected in such a way as to stimulate mental activity, intellectual development of the personality, to promote the motivation of learning activities in a foreign language.

Unit 1 Companies

Survival of the fittest

Keynotes

There are many different types of companies. Most large corporations are public limited or **joint-stock** companies, which means that **shareholders** who wish to invest in the company can buy and sell parts of the company on the stock exchange. Many are **multinationals** with **subsidiaries** and **assets** in various different countries and they generally engage in **mergers** with other companies and **acquisitions** in order to expand. However, the large corporation is increasingly under threat from the growing number of **dotcoms** set up by **entrepreneurs**.



Vocabulary

asset	актив, майно
tangible asset	матеріальні активи
intangible asset	нематеріальний актив
holding company	холдингова компанія, компанія -засновник
joint stock company	акціонерне товариство
public limited (listed) company	відкрите акціонерне товариство
subsidiary	дочірнє підприємство
parent company	материнська компанія
dotcom	інтернет-компанія
corporation = concern	корпорація = концерн
competition = rivalry	конкуренція
to compete	конкурувати
competitor = rival	конкурент
competitive	конкурентоспроможний
competitiveness	конкурентоспроможність
entrepreneur	підприємець
entrepreneurial	підприємницький
entrepreneurship	підприємництво
freelance	позаштатний, незалежний
freelancer	позаштатний співробітник
flat (flattened) hierarchy	горизонтальна ієрархія
steep hierarchy	вертикальна ієрархія
hierarchical	ієрархічний
ladder	драбина
takeover = acquisition	поглинення (компанії)
merger = amalgamation	злиття (двох компаній)
to merge	зливати (дві компанії)
share = stock <i>AmE</i>	акція
share capital	акціонерний капітал
share dealing	операції з акціями
share issue	випуск акцій
share price = stock price <i>AmE</i>	ціна акції, курс акції
shareholder = stockholder <i>US</i>	акціонер
shareholding	пакет акцій
trade union = labor union <i>US</i>	профспілка
negotiation	переговори
expansion	розширення, експансія
tycoon	фінансовий магнат
durable	тривалий
predictable	передбачуваний
lifetime	ціле життя, тривалість
standardised	стандартизований, типовий
customised	зроблений на замовлення
handful	пригорща, жменя
to lease	здавати (брати) в оренду
goodwill	престиж фірми
warehouse	товарний склад

**1. Give the transcription of the words below.
Translate these words.**

negotiation	share issue
subsidiary	entrepreneur
warehouse	acquisition
rivalry	customised
amalgamation	hierarchical

2. Translate the following words into English.

матеріальні активи	передбачуваний
горизонтальна ієрархія	позаштатний
профспілка	підприємництво
пригорща, жменя	нематеріальні активи

3. Fill in the missing letters and translate the words.

t_ke_ver	__pan_ion
__fet_me	stan__rd_sed
com_e_ition	__rge_
d_rab_e	le__e

**4. Read and translate the words.
State and underline the odd words in each group.**

1. stockholder, share price, ladder, share dealing, stock, share capital, shareholding.
2. public limited company, dotcom, holding company, share, corporation, parent company, steep hierarchy, concern, joint stock company, goodwill, subsidiary.
3. shareholder, rival, labor union, freelancer, tycoon, competitor, asset, entrepreneur

5. Word building. Add the suffixes to the words. Pay attention to these suffixes.

	- er /or	- al	- tive	- ness	- ship
to merge	-----	-----	-----	-----
hierarchy	-----	-----	-----	-----
freelance	-----	-----	-----	-----
entrepreneur	-----	-----	-----
to compete	-----	-----

Lexical exercises

6. Choose the best definition for these words.

1. freelancer	a. a person who is self-employed for a full-time work without salary .	b. a person who is self-employed and earns wages for a short-term work.
2. share price	a. an amount it would cost to buy one share in a company.	b. a place where shares of public listed companies are traded.
3. customised	a. made according to an established standard size or quality.	b. modified or built according to individual specifications or preference.
4. to lease	a. to rent property or to agree to rent someone else's property.	b. to have a legal agreement in which someone pays you money.
5. competition	a. an official participation in organized sport.	b. a process of trying to get or win something.
6. ladder	a. a piece of wood or metal equipment consisting of steps.	b. a structure for climbing up or down.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Assets are everything all companies (**holding companies, parent companies** or **subsidiaries, dotcoms**) own. There are (1) _____ called **tangible** and **intangible assets**.

Tangible assets are the main type of assets that each **corporation** uses to produce (2) _____. Tangible asset is something that has a physical **durable** existence and a certain **predictable** economic value. These are the physical resources essential for (3) _____ include cash, machinery, furniture, vehicles, equipment, investments, land and buildings.

Intangible assets are typically (4) _____ over the long-term, and as a result, it's difficult to assign a value to them. Intangible assets do not exist in physical form and include a **handful** of things like (5) _____ **goodwill**, copyrights.

Both of these types of assets are initially (6) _____ **entrepreneurs**, investors, creditors, **stockholders**, banks and **tycoons** assess the value of the company.

- | | |
|--|--|
| a. their product and service | d. non physical intellectual assets used |
| b. recorded on the balance sheet | e. two types of categories of assets |
| c. conducting business operations that | f. patents, trademarks, franchises, |

8. Use the words from the box to complete the sentences.

joint-stock rivalry entrepreneurial share issue standardized
shareholding freelance trade unions lifetime negotiation steep

1. A _____ company is a business entity in which shares of the company's stock can be bought and sold by shareholders. 2. _____ hierarchy resembles a pyramid and presents a number of opportunities for employees to “climb the career ladder” and grow with the organization. 3. This holding company hopes their _____ will generate around €11 million. 4. _____ is a process where two or more parties with different needs and goals discuss an issue to find an acceptable solution. 5. In some countries around the world, _____ are illegal and activists are threatened or sometimes killed just for trying to get fairer conditions for workers. 6. A _____ generally refers to competition between people or groups, where each strives to be more successful than the other. 7. Prokhorov sent an offer to the team owners requesting that the control _____ of the basketball club be sold to his company for a symbolic price. 8. The past few years have seen an increase in _____ opportunities available to women who are looking to lead and succeed in their own businesses. 9. It is an effective method for countries where identification documents for citizens are not always _____. 10. She set up her own editorial business and now works _____ from home. 11. I've only been working here two days, but it seems like a _____.

9. Underline the two words that you could use to complete each sentence.

a. competition b. subsidiary c. rivalry

1. Traditional booksellers face stiff _____ from companies selling via the Internet.

a. impact b. share c. stock

2. She owns 2000 _____ of *General Electric*.

a. takeovers b. acquisitions c. share dealings

3. Huge corporate _____ were the big financial news this year.

a. expansion b. labor union c. trade union

4. The government's proposals have been strongly criticized by the _____.

a. merger b. lifetime c. amalgamation

5. The _____ of these two companies would create the world's biggest accounting firm.

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

BUSINESS EXPANSION: MERGER OR TAKEOVER

Mergers, acquisitions or (1) _____ have been a part of the business world for centuries and, in a general sense, they are very similar corporate actions. They combine two previously separate firms into a single legal corporation. However, often (2) _____ get confused about choosing from amalgamation and acquisition for the expansion of their business.

In legal terms, merger or amalgamation is an act of consolidating of two companies or (3) _____ into one company with a new ownership.



Mostly, the merger takes place voluntarily among two equal scale companies gaining (4) _____ advantages and increasing market share. After an amalgamation officially takes effect, the (5) _____ of the newly-formed entity usually exceeds the value of each underlying company during

its pre-merge stage. For example, back in 1998, American automaker *Chrysler Corp.* merged with German automaker *Daimler Benz* to form *DaimlerChrysler*. The merger was thought to be quite beneficial to both former (6) _____, as it gave *Chrysler* an opportunity to reach more European markets, and *Daimler Benz* would gain a presence in North America.

On the other hand, in takeover or acquisition, one company purchases a portion or entire (7) _____ (assets) of another company. It usually involves two companies of different sizes as the larger concern takeovers smaller companies. An example of an acquisition would be how the *Walt Disney Corporation* bought *Pixar Animation Studios* in 2006. In this case, the takeover was friendly, as *Pixar's* (8) _____ all approved the decision to be acquired.

Though there is a difference between takeover and merger, however, both are an efficient method to enlarge the business.

1.	a. acquisitions	b. merges	c. amalgamations	d. takeovers
2.	a. retailers	b. entrepreneurs	c. freelancers	d. stockholders
3.	a. assets	b. share issue	c. share dealing	d. competitiveness
4.	a. durable	b. hierarchical	c. competitive	d. predictable
5.	a. ladder	b. share price	c. subsidiary	d. trade union
6.	a. rivals	b. tycoons	c. shareholders	d. parent companies
7.	a. share dealings	b. warehouses	c. rivalry	d. shares
8.	a. entrepreneurs	b. negotiations	c. shareholders	d. labor union

Unit 2 Leadership

Terrorising the talent

Keynotes

The role of a leader is to **inspire** and **motivate** staff and to **develop talent** within an organisation. The **management style** of leaders varies: some prefer to **delegate** responsibility to **subordinates** whereas others prefer to use their **authority** to control operations directly.

Vocabulary

leadership	лідерство, керівництво
to appraise = to assess	оцінювати
appraisal	оцінка
appraisee	той, кого оцінюють
appraiser	оцінювач
authority	влада, органи влади
to authorize = to enable	дозволяти, санкціонувати
authorisation	дозвіл, санкція
authoritative	авторитетний, впливовий
authoritarian	авторитарний, владний
autonomy	автономія, незалежність
autonomous	автономний, незалежний
coach	тренер, інструктор
to delegate	доручати, уповноважити
delegation	делегація; передача функцій
to motivate = to inspire	мотивувати = надихати
motivation	мотивація
motivational	мотиваційний
motivated	мотивований
to encourage	заохочувати, стимулювати
objective = goal =aim	ціль
target	ціль
staff = personnel	штат службовців = персонал
staff turnover	плинність кадрів
subordinate	підлеглий
to subordinate	підпорядковувати
to supervise = to manage	контролювати = керувати
supervision	контроль, нагляд
supervisory	контролюючий
task = duty	задача = обов'язок
to impose = to enforce	нав'язувати
to witness	бути свідком, свідчити
to fire (out) = to sack	звільняти = розм. звільнити
to emerge	виходити, з'являтися
to strangle	тиснути, стримувати
regulation	правило, постанова
temper	самовладання, стриманість
defeat	поразка
indispensable	незамінний, необхідний
to upset = to hurt	засмучувати = образити
scarce	рідкісний, дефіцитний
disastrous	згубний
fragile ego	вразлива людина
apparently	вірогідно
dismissal	звільнення, відставка
harassment	образа, утиск
redundant	надмірний, звільнений

1. Give the transcription of the words below. Translate these words.

appraisee	encourage
fragile ego	scarce
emerge	supervisory
inspire	hurt
authority	assess

2. Translate the following words into English.

плинність кадрів	рідкісний, дефіцитний
оцінювач	надмірний, звільнений
мотивація	звільняти
незалежність	незамінний, необхідний
авторитетний	образа, утиск

3. Fill in the missing letters and translate the words.

sup__visi_n	__ti_ated
ap__ais_l	di_mi__al
del_gat_on	au__orit__ian
ha__ssm_nt	r_gu_ation
_ubor_in_te	a__horis_tio_

4. Read and translate the words. State and underline the odd words in each group.

1. objective, to sack, aim, leadership, task, goal, to witness, duty, target, apparently
2. to delegate, to appraise, to enable, personnel, to fire, to upset, to strangle, coach, to authorize, to impose, to motivate, to manage, staff, to enforce, to supervise.
3. autonomous, motivational, temper, indispensable, redundant, defeat, disastrous.

5. Word building. Add the suffixes to the words. Pay attention to these suffixes.

	- er / -ee	- al	- tive	- tion	- rian
to appraise	-----	-----	-----
to authorise	-----	-----	-----	-----
authority	-----	-----	-----
to motivate	-----	-----	-----

Lexical exercises

6. Choose the best definition for these words.

1. defeat	a. an instance of defeating or being defeated.	b. to win a victory over (someone) in a battle or other contest.
2. fragile ego	a. someone who is completely self-centred and full of themselves.	b. someone who has a sense that he lacks confidence.
3. aim	a. something you plan to achieve.	b. a result that is real or not imagined.
4. coach	a. an instructor or trainer in sport.	b. a bus used for longer journeys.
5. to appraise	a. to estimate an employee	b. to assess the value or quality of.
6. apparently	a. it means to be true.	b. it seems to be true.

7. Read and translate the sentences.

Pay attention to the highlighted words.

1. In business, individuals who exhibit **leadership** qualities can ascend to executive management or C-level positions, such as CEO or president. 2. You can take simple steps to boost innovation in your business and **encourage** your employees to come up with new ways to improve your company. 3. **Harassment** at work is unwelcome behavior or conduct from a colleague or boss, for example, bullying and touching somebody inappropriately are forms of harassment. 4. Some governments **impose** various regulations on businesses in their countries (for example, all international businesses must have local partners) and this fact discourages foreign companies from entering home markets. 5. A company owner may already **delegate** some portion of his work, but if he wants to grow his company, it's essential that he learns to delegate more often and more efficiently. 6. Is it ever beneficial to lose a **temper** in a business setting? 7. Being **indispensable** at work means that your supervisors count on you so much that without you, the productivity of your department might suffer. 8. An **authoritarian** leadership style is exemplified when a leader dictates policies and procedures, decides what goals are to be achieved, and directs and controls all activities without any meaningful participation by the subordinates. 9. The changes to the tax system proved impracticable as they were impossible **to enforce**. 10. We need to get the support of someone in **authority**.

8. Use the words from the box to complete the sentences.

**staff turnover appraiser sacked authoritative scarce strangle
witness disastrous supervisory enables delegation**

1. He arrived home just in time to _____ his brother being taken away by the police. 2. _____ is the measurement of the number of employees who leave an organization during a specified time period, typically one year. 3. Gas is so _____ in Europe that coal is making a comeback. 4. From a management perspective, the best definition of _____ is when a manager or team leader gives another member of staff the responsibility and authority to complete an assigned task. 5. A business _____ specializes in evaluating tangible and intangible property to determine what a business is worth. 6. In _____ management style, managers dictate exactly what they require what their subordinates to do and punish those who do not comply. 7. There are the 4 most common mistakes which _____ your company growth. 8. Every business covered by the regulations must be monitored by a _____ authority. 9. A dismissal is when an employer ends an employee's contract and it usually means the same as being _____ or fired. 10. This guide _____ Human Resources leaders to serve as consultants to ensure effective business performance management. 11. What are the most _____ business mergers and acquisitions ever?

9. Read and translate the sentences. Underline the right words in italics.

1. It is important for *authority / staff* who work in hospitality know the importance of maintaining their personal and work-space hygiene. 2. Shifting to *autonomous / duty* business model can be considered as the extreme step in the automation of business process. 3. An *appraisal / motivation* in business is an estimate of the firm's value that is used to facilitate its purchase or sale. 4. Some business owners in Tuscaloosa are *upset / emerged* because the city has temporarily removed some parking spaces in front of their stores. 5. We help social enterprises and socially *scarce / motivated* businesses grow their profit and their impact. 6. The U.S. government has set many business *defeats / regulations* in place to protect employees' rights. 7. The only way *to impose / to emerge* from the pandemic is to create a favorable environment for small business and entrepreneurship. 8. Can I give someone *authorization / goal* to conduct business on my behalf? 9. The most common reasons *to assess / to hurt* your company are to determine whether you can do things better and to decide whether you want to stay in business.

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

WHAT DOES MOTIVATION MEAN?

Are you a manager struggling (1) _____ employees at the workplace? Good news, you're not alone. From an organisational point of view, (2) _____ motivation is extremely important and is a key factor in creating the dream team.

Motivation is critical to effective management and (3) _____. It is about the ways a business can encourage staff to give their best. Motivation is the process of inspiring people in order to intensify their desire and willingness for executing their (4) _____ effectively and for co-operating to achieve the common objectives of an enterprise. Motivated (5) _____ cares about the success of the business, they perform better and they make their managers look effective. Organizational productivity declines when employees are not motivated to fulfill the organization's (6) _____.

People are motivated by many different types of things. Most assume that money is the greatest (7) _____ factor in the boss's arsenal. Yet there are other non-monetary motivators which can (8) _____ your team better. Motivation is what encourages people to get out of bed, carry out tasks and meet (9) _____ every day.



1.	a. to motivate	b. to strangle	c. to delegate	d. to witness
2.	a. target	b. authority	c. personnel	d. dismissal
3.	a. appraisee	b. leadership	c. redundant	d. supervision
4.	a. duties	b. subordinates	c. coaches	d. defeats
5.	a. supervisory	b. delegations	c. authorities	d. subordinates
6.	a. appraisals	b. autonomies	c. objectives	d. harassments
7.	a. scarce	b. indispensable	c. disastrous	d. motivational
8.	a. assess	b. inspire	c. fire out	d. hurt
9.	a. goals	b. appraisals	c. temper	d. motivation

11. *Read and translate the sentences. Make new sentences with the words in bold.*

1. Hill suggests that companies may need **to fire** corporate board members «to force investors to do their jobs. 2. The fact of an employee's **dismissal** does not merit additional compensation. 3. If you are made **redundant**, you may be entitled to redundancy pay. 4. Have to make a tough decision and I know I'll probably **hurt someone's** feelings! 5. **Autonomy** is the staff ability to control the work situation.

Unit 3 Strategy

The big picture

Keynotes

Developing a successful **strategy** is a vital part of the **planning process** for all business organisations. Analysing where a business stands in relation to its **markets** and **competition** enables it to identify potential **opportunities for growth** and potential **threats**. It is then possible to set **strategic objectives** and to predict the human and financial **resources** needed to achieve them.

Vocabulary

analysis	аналіз, контакт, зв'язок
to analyse	аналізувати, розбирати
analyst	аналітик
campaign	кампанія
advertising campaign	рекламна кампанія
to campaign for / against	проводити кампанію
campaigner	учасник кампанії
growth	розвиток, ріст
to grow	рости
industry	промисловість
industrial	промисловий
to industrialise	розвивати промисловість
industrialization	індустріалізація
market share	доля ринку
market-sharing	розділ ринку
opportunity	можливість
resources	ресурси, запаси
sales	товарообіг, обсяг продажу
salesman / woman	продавець, торгівець
salesclerk	продавець
strategy	стратегія
strategic alliance	стратегічний союз
strategically	стратегічно
supply	1. поставка; 2. пропозиція
to supply	постачати
supplier	постачальник
threat	загроза
to threaten	загрожувати
threatening	загрозливий
threateningly	загрозливо
planning process	процес планування
marginally	мінімально, незначно
significant	значний, важливий
crucial	вирішальний, критичний
harsh	жорстокий, суворий
to undergo	зазнавати, зносити
to appeal	1. привабити; 2. закликати
to click with	приваблювати
to dig into	зануритися, поглибитися
to perceive	розуміти, відчувати
forecast	передбачення, прогноз
apparel	одежа, одяг
turnoff	де мотивуючий фактор
approach	підхід
margin	маржа, прибуток
legislation	законодавство
beneath	під

**1. Give the transcription of the words below.
Translate these words.**

analysis	threateningly
beneath	resources
supply	crucial
significant	perceive
campaign	approach

2. Translate the following words into English.

рекламна кампанія	продавець, торгівець
стратегічний союз	поглиблюватися, врізатися
процес планування	доля ринку
приваблювати	проводити кампанію
розділ ринку	демотивуючий фактор

3. Fill in the missing letters and translate the words.

fo__cast	a_p_rel
__mpai__er	in__stri_l_se
__hre__ening	__ra_egical_y
__n_lyst	l_g_sla_ion
sales_l_rk	mar__nal_y

**4. Read and translate the words.
State and underline the odd words in each group.**

-
- to appeal, to analyse, margin, to undergo, to grow, sales, to threaten, to supply.
 - industry, strategy, harsh, growth, opportunity, threatening, industrialization.
 - campaign, campaigner, threat, to campaign for, advertising campaign, supplier.
-

**5. Word building. Add the suffixes to the nouns.
Pay attention to these suffixes.**

	→ al	→ ise	→ tion	→ ic	→ ally	→ en	→ ing	→ ly
industry
strategy
threat

Lexical exercises

6. Choose the best definition for these words.

1. salesclerck	a. a person in a shop who sells things.	b. a person whose job is to speak.
2. to supply	a. to take over a vacant place.	b. to provide something that is wanted.
3. to threaten	a. to show an intention to do harm or something unwanted.	b. to try to call a police.
4. to industrialize	a. to develop industries.	b. to build up a system of a region.
5. analyst	a. a person whose job is to give opinions.	b. a person who conducts analysis.
6. campaigner	a. someone who takes part in legal actions.	b. someone who tries to achieve political or social change.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Business owners and marketers find it's **significant** to understand **market share** so they know how (1) _____ its competitors. Once they know this, they can develop new **strategies** to **grow** a market share and reach more potential customers, thus increasing profits. So, in order to help (2) _____, but thrive, it is **crucial** to understand the significance of market share and how it impacts marketing tactics.

In a nutshell, market share is (3) _____ in an **industry** generated by a particular company. In other words, it is a comparison of a company's total **sales** in relation to the overall sales (4) _____. For example, if the imaginary TV company 'Vision' sold \$30 million worth of TVs in America in 2019, and all the TV companies (5) _____ of TVs, *Vision* would hold a 30% market share for that year. Changes in market share have a larger impact on the performance of companies and is more affected by sales **growth** and **margins** than other factors. Generally speaking, larger companies have the highest market share because they can (6) _____ effectively and efficiently.

- | | |
|--|---------------------------------------|
| a. business not only survive | d. of the industry they are in |
| b. in the US together sold \$100 m worth | e. their company ranks against |
| c. the percent of total sales | f. provide products and services both |

8. Use the words from the box to complete the sentences.

clicked with market sharing harsh industrialization apparel beneath
threateningly planning process digging into strategic alliance

1. The new product _____ consumers and was an instant success. 2. They specialize in the supply of sports _____ such as sweatshirts and baseball caps to retail markets. 3. A _____ reality of the business world is that women are greatly outnumbered, in average company, only 27% of 500 board members are women. 4. The _____ is the steps a company takes to develop budgets to guide its future activities. 5. _____ is the period of social and economic change that transforms a human group from an agrarian society into an industrial society. 6. _____ includes allocating customers by geographic area, agreeing not to compete for each other's customers and agreeing not to enter or expand into a competitor's market. 7. Company managing director Adam Dandy said a new website was being launched by the business this month with the aim of _____ the American market. 8. A company may enter into a _____ to expand into a new market, improve its product line, or develop an edge over a competitor. 9. The surveillance video from the robbery showed two armed men pointing their weapons _____ at the clerk, while scared customers look on. 10. Business owners are trying to return to normal life after the fire that broke out _____ the sidewalk.

9. Words in italics have different meanings.
Translate the sentences and try to understand
the meanings of these words in each sentence.

supply

to appeal

1. поставка

2. пропозиція

1. приваблювати

2. закликати

1. The police *appealed* to the crowd not to panic. 2. His exhibition at the city museum didn't *appeal* to me at all. 3. When the girl was lost, her parents *appealed* to the public for information. 4. Between you and me, John's idea doesn't *appeal* to me very much. 5. There is close relationship between *supply* and demand. 6. The existence of high-wage jobs creates a gap between the demand for labor and the *supply* of labor. 7. Many countries have a big deficit in food *supply*. 8. More of our citizens are connected to an electricity *supply* than are connected to a gas *supply*.

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

ADVERTISING CAMPAIGNS TODAY AND YESTERDAY

Advertising (1) _____ which helps businesses grow is a marketing ad or a set of advertisements targeted at particular segments of the audience. The success of an ad campaign depends on the choice of a channel, (2) _____, and tactics.

Many entrepreneurs think carrying out an advertising campaign means simply creating an ad. However, they are (3) _____ mistaken. For advertising to yield the best results, it's (4) _____ to be well organized right from the start.

When creating great ad campaigns, there are a few key (5) _____ to make for instant success. These include setting a campaign goal, identifying a target audience, segmenting an audience, and choosing the best means of advertising.

Here are four basic examples of advertising (6) _____ from the past few centuries: **Print advertising** ran in England in 1472. Since then, this type of advertising has become available in newspapers, magazines, billboards and flyers. In this ad method, the advertiser pays the publisher to place their ad. **Radio advertising** dates back to 1920, when the first commercial radio stations were launched in the US. In this ad method, the advertiser pays the radio station to play their ad during breaks between music. **Television ads** originated in the 1940s with the promotion of political campaigns. In this ad method, the advertiser pays the TV network to show their ad during breaks in the network's regular programming. **Internet advertising** took root in the mid 1990s with the launch of "banner" advertisements for various telecommunications companies. In this ad method, the advertiser pays the website owner to place their ad in exposed spaces.

1.	a. salesman	b. campaign	c. supplier	d. turnoff
2.	a. strategy	b. legislation	c. opportunity	d. analysis
3.	a. threateningly	b. industrial	c. marginally	d. strategically
4.	a. harsh	b. threatening	c. forecast	d. crucial
5.	a. supplier	b. approaches	c. analysis	d. campaigns
6.	a. resources	b. threats	c. salesclerk	d. industries

- 11.** *Read and translate the sentences. Make new sentences with the words in bold.*

1. **Legislation** is a law or a set of laws that have been passed by Parliament.
2. Sometimes we **perceive** things by using our senses of sight, hearing, and smell.
3. The ecological **threat** is becoming more serious and widespread every day.

Unit 4 Pay

Because I'm worth it

Keynotes

CEOs and top senior executives are sometimes referred to as 'fat cats' because of the enormous **pay packages** and **rewards** they are offered when joining a company. These may include details of salary, **pension** and, frequently, even the possibility of a '**golden parachute**' or very generous **severance deal**, which is the sum of money they are guaranteed when they leave the company. Pay deals are negotiated by **remuneration committees** (**compensation committees** in the US) and are voted on by shareholders.



Vocabulary

board	рада, правління
board of directors	рада директорів
boardroom	зала засідань
board meeting	засідання правління
budget	бюджет
to budget	передбачати в бюджеті
budgetary	бюджетний
to be on budget	бути в рамках бюджету
to be over budget	бути понад бюджету
to be under budget	вийти за рамки бюджету
to meet a budget	укластися в бюджет
compensation	компенсація, відшкодування
compensation deal	компенсаційна угода
compensation package	компенсаційний пакет
to compensate	компенсувати
contract	договір
contractor	підрядник, контрагент
sub-contractor	субпідрядник
damages	збитки
legal action	судовий позов
litigation = law suit	судовий процес
pay freeze	заморожування платежів
pay rise	підвищення зарплати
pay-slip	розрахункова квитанція
pay as you earn (PAYE)	заробив-плати (<i>ПДВ у США</i>)
pay / wage package	зарплатний пакет
pension	пенсія
pension fund	пенсійний фонд
to reward	нагороджувати
reward = remuneration	нагорода, грошова винагорода
rewarding	той, що має цінність
salary = wage	плата (<i>за місяць</i>) = плата (<i>погодинна</i>)
salaried	штатний, на окладі
to be on a salary	отримувати зарплату
fat cat	багач-фінансист, грошовий мішок
golden parachute	золотий парашут
golden hello	золоте привітання (<i>аванс</i>)
severance deal / pay	вихідна допомога
stock (share) option	фондовий опціон (<i>на акції</i>)
remuneration committee	комітет з винагород
outrage	обурення
outrageous	обурливий, кричучий
in limbo	в підвішеному стані
lavish	щедрий, марнотратний
to sink in	доходити, проникати
to cushion	пом'якшувати
to vote	голосувати, балотуватися

**1. Give the transcription of the words below.
Translate these words.**

outrageous	compensation
boardroom	pay freeze
lavish	litigation
rewarding	cushion
damages	sub-contractor

2. Translate the following words into English.

бути в рамках бюджету	фондовий опціон
рада директорів	отримувати зарплату
компенсаційний пакет	золоте привітання (аванс)
заробив - плати	засідання правління
комітет з винагород	компенсаційна угода

3. Fill in the missing letters and translate the words.

co_p_nsate	pa_-sl_p
pen_i_n	_ntra_
sa_ried	f_t c_t
pen__on f_nd	re__nera_ion
con_r_ctor	l_gal a_tion

**4. Read and translate the words.
State and underline the odd words in each group.**

1. pay rise, reward, law suit, severance deal, pay package, board, golden parachute.
2. to vote, to be over budget, budget, in limbo, to meet a budget, to budget, to sink in, to be under budget, wage.

**5. Word building. Add the suffixes to the nouns.
Pay attention to these suffixes and translate the words.**

<i>Noun</i> → <i>Adjective</i>			
budget	salary
reward	outrage

Lexical exercises

6. Match the words with their definitions.

1. boardroom	a. a firm or person that carries out work for a company as part of a larger project.
2. outrage	b. a note given to an employee when they have been paid, detailing the amount of pay given, and the tax and insurance deducted.
3. sub-contractor	c. a fund from which pensions are paid.
4. pay-slip	d. to plan to spend money for a particular purpose.
5. to vote	e. to involve less money than had been planned for.
6. pension fund	f. a room in which a board of directors of a company or other organization meets regularly.
7. to budget	g. a formal expression of opinion or choice made by an individual or body of individuals, especially in an election.
8. to be under budget	h. an extremely strong reaction of anger, shock, or indignation.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Aside from professional opportunities and career growth, **compensation** is one of (1) _____ the workforce relationship. Preparing for a new job by researching possible compensation options is a standard step in vetting job offers and negotiating your **pay package**. Before you accept employment, (2) _____ not only the job and **wage package**, but also the **compensation package** your potential employer offers you. A compensation package (3) _____ that **reward** you for the time and labor you expend at your job. Compensation packages refer to the combination of the **salary** and various **lavish** benefits (4) _____ for employment. Companies can implement **stock options** and profit-sharing in their compensation package if (5) _____ capital **to compensate** employees. There may be a standard compensation plan that applies to all employees, tiered compensation offerings or customized plans (6) _____.

- a. it's important to consider
- b. based on each position
- c. includes multiple elements

- d. they want to use company
- e. the main reasons people enter
- f. an employer offers you in exchange

8. Use the words from the box to complete the sentences.

**in limbo golden parachute outrageous board of directors salaried
cushion fat cat law suit damages are on a budget**

1. A _____, also known as a "board" or "B of D," is a group of people elected by a company's shareholders to represent their interests.
2. We were _____ for weeks while the jury tried to make a decision in the case.
3. A _____ for sexual harassment was brought by two women against their former employer.
4. A _____ is an agreement between a company and an employee (usually an upper executive) specifying that the employee will receive certain significant benefits like stock options or severance pay if employment is terminated.
5. For more than six years, a footwear company has been working to find new materials for its insoles that will help _____ the impact the manufacturing process they use has on the environment.
6. The difference in the price that the farmer receives and what we pay in a supermarket is _____.
7. The company director is described as a _____, who enjoys his luxury lifestyle but doesn't care about his employees.
8. During the apprenticeship, the apprentice is a part-time _____ employee of the company.
9. If you _____, you don't have much money to spend.
10. You can seek compensation for _____ and losses you suffer due to a problem with a product or service.

9. Read and translate the sentences. Underline the right words in italics.

1. We *went over budget / pay rise* because the budget was miscalculated from the beginning.
2. Many stressful jobs are also very enjoyable and financially *salaried / rewarding*.
3. The *pay-slip / pay freeze* was introduced to protect jobs during the pandemic and to avoid a growing gap between public sector pay and those working in the private sector.
4. The role of the *remuneration committee / legal action* is to have an appropriate reward policy that attracts and motivates executives to achieve the long-term interests of shareholders.
5. Fifty-one percent of Louisiana households, including those below the poverty level, don't *meet / vote* the survival budget.
6. Egypt agrees a *board meeting / compensation deal* with the impounded Ever Given's owners and insurers.
7. A *pay-as-you-earn / law suit* tax (PAYE), in Australia and the United Kingdom, is a withholding of taxes on income payments to employees.

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

**TYPES OF COMPENSATION:
EVERYTHING HR PROFESSIONALS NEED TO KNOW**

If organizations want to (1) _____ their employees fairly, they need to understand different types of compensation and how to create attractive compensation packages for their employees. Compensation can be in the form of a salary, wage, benefits, bonuses, paid leave, (2) _____, and stock options, and more. Compensation is also sometimes referred to as (3) _____ outside of the U.S. and Canada.

There are two main types of compensation: direct compensation and indirect compensation. Direct compensation is a financial (or monetary) form of compensation such as salary, commission or bonuses like severance pay or (4) _____. For example, golden hello is a signing bonus offered to executive-level employees as an inducement to join from a rival company. Depending on the industry and the company's size, a golden hello may run into the millions of dollars. Company hopes that the executive's value and knowledge will exceed the cost of the bonus.

Indirect compensation is still a financial form of compensation, but, employees do not directly receive it in cash form. Indirect compensation is often known as employee benefits or perks of the job. Some common examples of indirect compensations are (5) _____ when employees can purchase a set number of shares at a fixed price after a certain period but they don't have any ownership in the company. Another example of such compensations are benefits like insurance, retirement plans, (6) _____ paid by an employer to an employee after employment has ended or golden parachute. A (7) _____ consists of substantial benefits given to top executives if the company is taken over by another firm, and the executives are terminated as a result of the merger or takeover. So, it intended to provide a soft landing for employees of certain levels who lose their jobs.

1.	a. pay rise	b. sink in	c. reward	d. vote
2.	a. legal action	b. pension funds	c. contract	d. budget
3.	a. remuneration	b. board	c. fat cat	d. litigation
4.	a. pay freeze	b. remuneration committee	c. wage	d. golden hello
5.	a. pension	b. pay as you earn	c. stock options	d. pay-slip
6.	a. wage package	b. severance pay	c. board meeting	d. contractor
7.	a. budgetary	b. golden parachute	c. law suit	d. boardroom

Unit 5 Development

Prosperity or preservation?

Keynotes

Economic development has brought **benefits** to the populations of both the **more** and the **less economically developed countries** (MEDC and LEDC). Loans from international organisations enable governments to exploit their **natural resources** and to invest in **construction projects** and **industrial facilities**. This raises **Gross Domestic Product (GDP)** and improves standards of living. **Environmentalists** oppose development which produces **pollution** and **endangers** the health of local people and depletes resources.

Vocabulary

consortium	консорціум
to cost	коштувати
cost	1. вартість; 2. витрати
fixed cost	фіксована ціна
cost=cutting	зниження витрат
overheads	накладні витрати
development	1. розвиток; 2. розробка
developer	розробник
developing	той, що розвивається
developing countries	країни, що розвиваються
loan	позика, кредит
to loan	позичити
to apply for a loan	клопотати про позику
to take out a loan	взяти позику
interest on a loan	відсотки за кредитом
bank loan	банківський кредит
negotiation = talks	переговори
to negotiate	вести переговори
negotiator	посередник, переговорник
prosperity	процвітання
to prosper	процвітати
prosperous	квітучий
natural resources	природні ресурси
reserve = resources	резерви = ресурси
to reserve	резервувати
revenue	дохід
tax revenue	податкові надходження
wealth	добробут
to accumulate wealth	накопичувати багатство
Gross Domestic Product (GDP)	ВВП
environmentalist	еколог
fuel	паливо
pollution	забруднення
tribe	плем'я
rainforest	тропічний ліс
pipeline	трубо / нафтопровід
to endanger	наражати на небезпеку
upstream	<i>наф.</i> пошук нафти
downstream	<i>наф.</i> переробка нафти
attempt	спроба
lobbying	лобіювання
approval	схвалення
precaution	обережність
scar	рубець
gas field	газове родовище
landowner	землевласник
to sustain	підтримувати

**1. Give the transcription of the words below.
Translate these words.**

prosperous	environmentalist
consortium	revenue
sustain	negotiation
downstream	wealth
overheads	precaution

2. Translate the following words into English.

накопичувати багатство	відсотки за кредитом
клопотати про позику	наражати на небезпеку
країни, що розвиваються	газове родовище
внутрішній валовий продукт	взяти позику
природні ресурси	податкові надходження

3. Fill in the missing letters and translate the words.

pr_ca_tion	tr_be
d_elop_ent	pros__ri__
rain__rest	dev_lo_ing
ne__ti_tor	land__ner
d_v__oper	__pro_al

**4. Read and translate the words.
State and underline the odd words in each group.**

1. reserve, cost, loan, fixed cost, lobbying, bank loan, overheads, cost-cutting.
2. fuel, pipeline, attempt, upstream, pollution, to cost, environmentalist, scar, resources .

5. Word building. Form one-root nouns from the following verbs. Pay attention to these words and translate them.

Verb		→	Noun	
to reserve		to negotiate
to loan		to prosper
to cost		to develop

Lexical exercises

6. Match the words with their definitions.

1. consortium	a. a country with little industrial and economic activity and where people generally have low incomes.
2. cost-cutting	b. a person who is concerned about protecting the environment.
3. tribe	c. a state of being successful usually by making a lot of money.
4. developing countries	d. actions taken to reduce the amount that is spent on a service or within an organization.
5. environmentalist	e. to put someone or something into dangerous situation.
6. rainforest	f. a group of companies, organizations, etc. that have joined together to work on a particular project.
7. prosperity	g. a thick forest of tall trees found in tropical areas where there is a lot of rain.
8. to endanger	h. a group of people who share a similar culture that is often handed down from one generation to the next.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Upstream, midstream and **downstream**. If you've listened to any news about the oil and natural **gas fields**, chances are you've (1) _____. But do you know what they mean? Turns out they're actually three related parts of the same thing – namely, (2) _____. This refers to anything having to do with the exploration and production of **natural resources** such as oil and natural gas. The term 'upstream' (3) _____ the actual drilling and bringing oil and natural gas **resources** to the surface, referred to as 'production'. (4) _____ and natural gas industry refers to anything required to transport and store crude oil and natural gas (5) _____ into **fuels**. Midstream includes **pipelines** and all infrastructure needed to move these **reserves** long distance. The final sector of the oil and natural gas industry is known as 'downstream'. This includes everything involved in turning crude oil and natural gas into (6) _____ we depend on every day.

- | | |
|--|-----------------------------------|
| a. before they are refined and processed | d. includes the steps involved in |
| b. the oil and natural gas industry | e. heard these three terms |
| c. the 'midstream' segment of the oil | f. thousands of finished products |

8. Use the words from the box to complete the sentences.

approval taking out a loan scar pollution apply for a loan
landowners sustained developer prosper attempt negotiators

1. _____ may help you consolidate debt or pay for a big-ticket item.
2. _____ touches all parts of the planet and it's the largest environmental cause of disease and premature death in the world today.
3. The manager sat and the store employees made an _____ to organize a line for the customers.
4. The board of directors will almost certainly give their _____.
5. A _____ is a mark on the skin which is left after a wound has healed.
6. Many large _____ in the UK have decided to work with energy companies to harness the power of the wind.
7. Once you've found the offer you want, you can usually _____ online – either via Experian's website, or by going directly to the lender's website.
8. Some very skillful _____ will be needed to settle this dispute.
9. Economic growth cannot be _____ without a rise in inflation.
10. We aim to create a climate in which all small businesses can _____.
11. This company was an early _____ of computer-controlled robots.

9. Read and translate the text.

Underline the right words in italics.

Gross domestic product (GDP) is a monetary measure of the market *wealth / value* of all the final goods and services produced in a specific time period. It includes all final goods and services – that is, those that are produced by the economic agents *reserved / located* in that country regardless of their *ownership / revenue* and that are not resold in any form. It is used throughout the world as the main measure of output and economic activity.



GDP per capita (also called GDP per person) is used as a *negotiation / measure* of a country's standard of living. A country with a higher level of GDP per capita is considered to be better off in economic *terms / overheads* than a country with a lower level. GDP differs from gross national product (GNP), which includes all final goods and services produced by *precaution / resources* owned by that country's residents, whether located in the country or elsewhere. Each country prepares and publishes its own GDP data regularly. In addition, international *organizations / interest on a loan* such as the *World Bank* and the *International Monetary Fund* (IMF) periodically publish and maintain historical GDP data for many countries.

10. *Read the text. Fill in the gaps with the correct answers.*

APPLYING FOR A BANK LOAN

A (1) _____ is money you borrow for just about any purpose, including debt consolidation, an unexpected medical bill, a new appliance, a vacation, or even a student (2) _____. When someone needs money, they (3) _____ from a bank, corporation, government, or other entity. The borrower may be required to provide specific details such as the reason for the loan, their financial history, Social Security Number (SSN), and other information. Based on the applicant's creditworthiness, the lender either denies or approves the application. The lender must provide a reason should the loan application be denied. If the application is approved, both parties sign a contract that outlines the details of the agreement.

Before deciding to (4) _____, ask yourself if it's the right option for you. This may depend on your financial circumstances, your plans for the future, your credit score, what you're buying, and how much it will (5) _____. Remember that when you borrow money, you don't just pay back the original loan. Except for that 0% card, paid off on time, you also pay (6) _____ or "rent" on the money you borrow. There's no reason to pay interest on the money you don't need, so only borrow what is necessary.

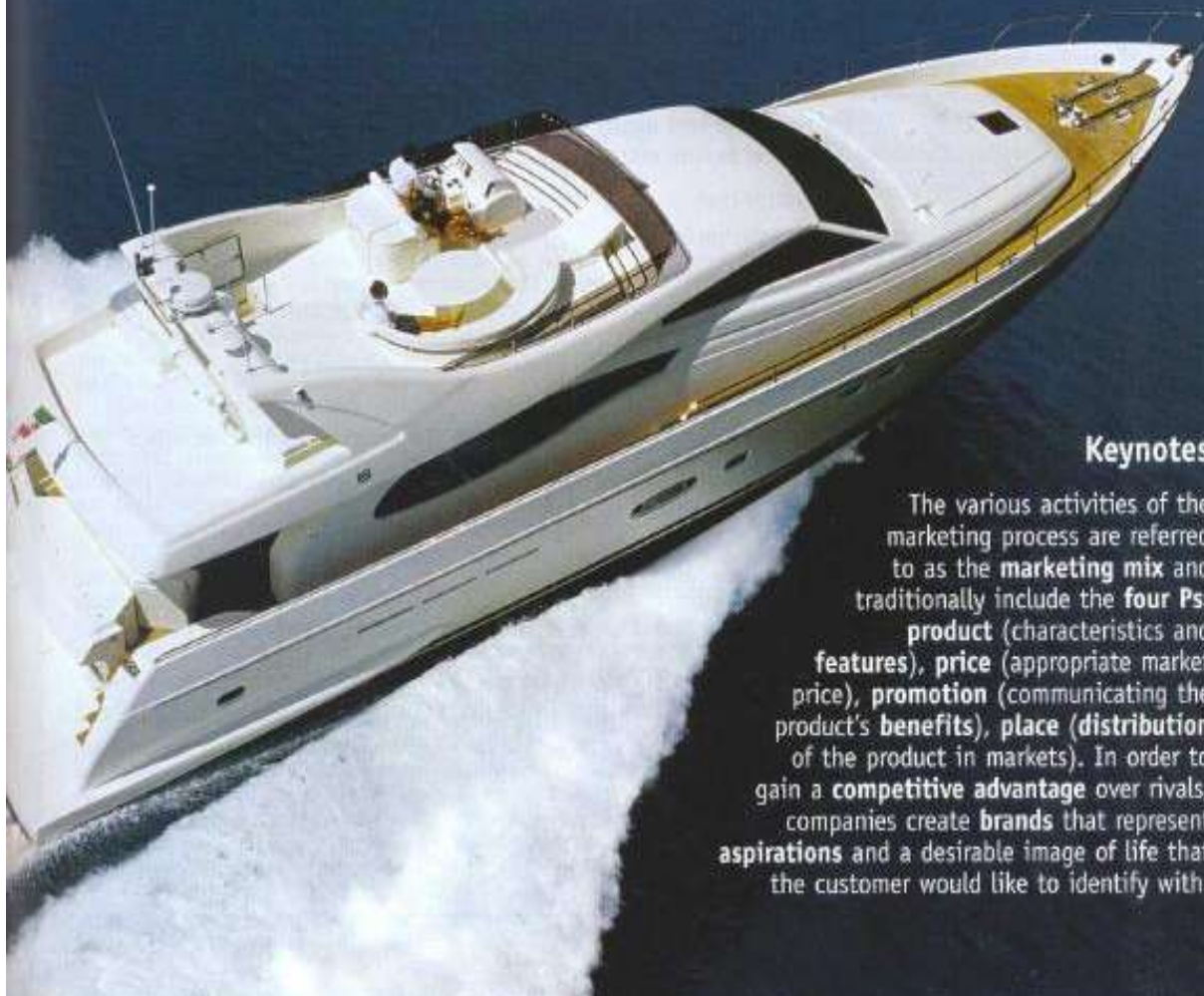
1.	a. wealth	b. revenue	c. bank loan	d. fixed cost
2.	a. loan	b. negotiator	c. consortium	d. fuel
3.	a. prosper	b. apply for a loan	c. reserve	d. negotiate
4.	a. sustain	b. accumulate wealth	c. take out a loan	d. endanger
5.	a. prosper	b. loan	c. apply for a loan	d. cost
6.	a. landowner	b. interest on a loan	c. tax revenue	d. rainforest

11. *Make new sentences with the words in bold.*

1. **Fixed costs** are costs that do not change when sales or production volumes increase or decrease. 2. **Overheads**, also known as indirect costs or burden, are those costs that are not involved in generating profit, but they ensure your company's day-to-day operations. 3. A **negotiation** is a strategic discussion that resolves an issue in a way that both parties find acceptable. 4. Ireland is a **prosperous** country, but rankings based on per capita GDP data place Ireland much too high. 5. **Tax revenue** is defined as the revenues collected from taxes on income and profits, taxes levied on goods and services, taxes on the ownership and transfer of property, and other taxes. 6. His **wealth** is so great that money doesn't mean much to him.

Unit 6 Marketing

Seducing the masses



Keynotes

The various activities of the marketing process are referred to as the **marketing mix** and traditionally include the **four Ps**: **product** (characteristics and **features**), **price** (appropriate market price), **promotion** (communicating the product's **benefits**), **place** (**distribution** of the product in markets). In order to gain a **competitive advantage** over rivals, companies create **brands** that represent **aspirations** and a desirable image of life that the customer would like to identify with.

Vocabulary

barrier to entry	бар'єр для входу (<i>на ринок</i>)
benefit	користь
to benefit from	отримувати користь з
beneficial	корисний
brand	торгівельна марка
to brand	створити торговельну марку
brand loyalty	прихильність бренду
cross-branding	об'єднання брендів
consumer	споживач
to consume	споживати
consumption	споживання
logo	логотип
marketing mix	маркетинговий комплекс
premium	надбавка
premium rate	ставка надбавки
promotion	1. реклама; 2. просування
to promote	1. просувати; 2. рекламувати
promotional	рекламний
point of sale	торгівельна точка
aspiration	прагнення, бажання
to commit	прагнути, здійснювати
to gain (over)	завоювати
to stand for	підтримувати, дотримуватися
to deter	стримувати
to accuse	звинувачувати
to seduce	спокушати
to distract	відволікати
to shoot down	знищувати
wholesale price	оптова ціна
price war	війна цін
manipulated	той, ким маніпулюють
bombarded	засипаний, завалений
corrupt	зіпсований, продажний
to corrupt	псувати, підкупувати
evil	зло
showcasing product	демонстрація продукту
straightforward	прямий, простий
occasional	випадковий
blame	вина, відповідальність
kit	комплект, екіпіровка
stamp	знак
intrusive	нав'язливий
responsive	чуйний
vague	невизначений, нечіткий
endorsement	підтримка
self-esteem	схвалення
exaggeration	перебільшення

**1. Give the transcription of the words below.
Translate these words.**

exaggeration	to deter
to accuse	endorsement
straightforward	to seduce
self-esteem	intrusive
premium rate	to commit

2. Translate the following words into English.

об'єднання брендів	завоювати
демонстрація продукту	прихильність бренду
оптова ціна	маркетинговий комплекс
бар'єр для входу (на ринок)	торгівельна точка
знищувати	отримувати вигоду з

3. Fill in the missing letters and translate the words.

st_m_	con_m_tion
con_me_	p_moti_n
_l_me	se_u_e
p_mium	se_-es_em
_rr_pt	ma_pula_ed

**4. Read and translate the words.
State and underline the odd words in each group.**

1. brand, benefit, brand-loyalty, to brand, logo, cross-branding.
2. to brand, to corrupt, to consume, beneficial, to shoot down, to promote, price war, to distract, to commit, to seduce, to gain, evil, to accuse, to stand for, to deter.
3. vague, promotional, kit, responsive, manipulated, bombarded, stamp, occasional

**5. Word building. Add the suffixes to the words.
Pay attention to these suffixes and translate the words.**

	Verb → Noun		
	- er	- tion	- al
to consume
to promote

Lexical exercises

6. Match the words with their definitions.

1. kit	a. morally wrong or bad; immoral.
2. exaggeration	b. responsibility for a fault or wrong.
3. evil	c. a feeling of having respect for yourself and your abilities.
4. endorsement	d. something that will provide an advantage for others
5. blame	e. a mark applied to postage stamps for cancellation purposes.
6. self-esteem	f. a set of clothes or equipment needed for a specific purpose.
7. stamp	g. a public or official statement of support or approval.
8. benefit	h. a statement that represents something as better or worse than it really is.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

A **price war** is when two or more rival companies lower prices of comparable products or services with the (1) _____ from their competitors – or **gaining** market share. Price wars most often strike **brands** where there is both heavy competition and several comparable products. As a result, the number of (2) _____, but each product is sold for a lower price – potentially leading to lower profits in the short term. At some point, one of the competing companies (3) _____, meaning it can't afford to lower its prices more. Companies with fewer financial resources may even be put out of business.

However, there can be serious (4) _____. If a large firm drives **occasional** competitors out of business through aggressive price-cutting, **consumers** are left with fewer choices in the end. The damage from price wars can be especially harsh in areas of the country that (5) _____ to employ people. With less competition, workers are forced to either accept lower-paying jobs or move to another area where (6) _____.

- a. sales for the products increases
- b. have only a few companies
- c. consequences from price wars

- d. usually reaches its breaking point
- e. jobs are more plentiful
- f. goal of stealing customers

8. Use the words from the box to complete the sentences.

**straightforward aspiration accuse bombarded consumption
premium rate wholesale price distract commit seduce shooting down**

1. _____ is a sum of money or bonus aid in addition to a regular price, salary or other amount. 2. Please don't waste my time with nonsense, I need an honest and _____ response. 3. He has never had any _____ to earn a lot of money. 4. The progressive increase in the _____ of tea in Great Britain and Ireland during 50 years from 1836 to 1886 is shown in the table. 5. Mother Teresa once said, "If you do good, people may _____ you of selfish motives". 6. You will be _____ with opportunities and information as you begin to look. 7. Cigarette ads are designed to _____ young people into smoking. 8. The study aims to find out what makes people _____ crimes. 9. The army were accused of _____ unarmed demonstrators. 10. It was another attempt to _____ attention from the truth. 11. The company is trying every means to bring down the _____ of its product.

9. Read and translate the text. Underline the right words in italics.

Many companies are eager to find new and successful methods to grow their businesses. Cross-branding can be a *beneficial / intrusive* option for companies interested in growing their business through a partnership with another brand. If you manage marketing or product development for a brand, you may find a *promotion / benefit* in learning more about cross-branding and how it can help your business.



marketing or product development for a brand, you may find a *promotion / benefit* in learning more about cross-branding and how it can help your business.

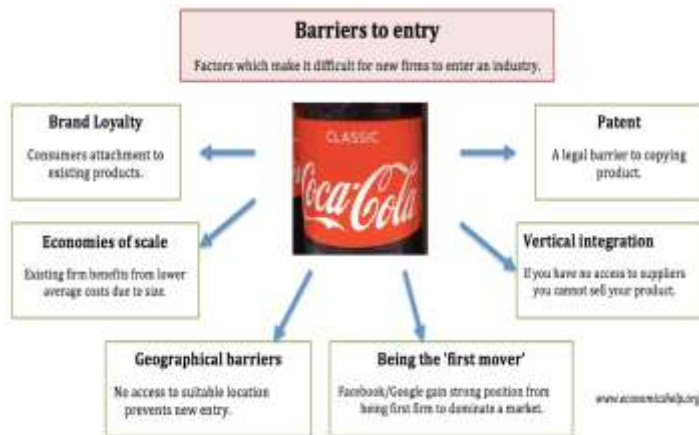
Cross-branding / brand loyalty is when two brands work together to create a new product that uses both brands. Sometimes cross-branding is called co-branding. Co-branding is a marketing strategy that utilizes multiple brand names on a good or service as part of a strategic alliance. Also known as a brand partnership, co-branding encompasses

several different types of branding collaborations, typically involving the *logo / brands* of at least two companies. The point of co-branding is to combine the market strength, brand awareness, positive associations, and cachet of two or more brands to compel consumers to pay a greater *premium / evil* for them.

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

WHAT ARE BARRIERS TO ENTRY?

(1) _____ is an economics and business term describing factors that can prevent or impede newcomers into a market or industry sector, and so limit competition. These can include high start-up costs, or other obstacles that prevent new competitors from easily entering a business sector. Barriers to entry



(2) _____ existing firms because they protect their market share and ability to generate revenues and profits.

Common barriers to entry include special tax (3) _____ to existing firms, patent protections, strong brand identity, (4) _____, and high customer switching costs.

Other barriers include the need for new companies to obtain licenses or regulatory clearance before operation.

Some barriers to entry exist because of government intervention, while others occur naturally within a free market. Often, companies (5) _____ the government to erect new barriers to entry.

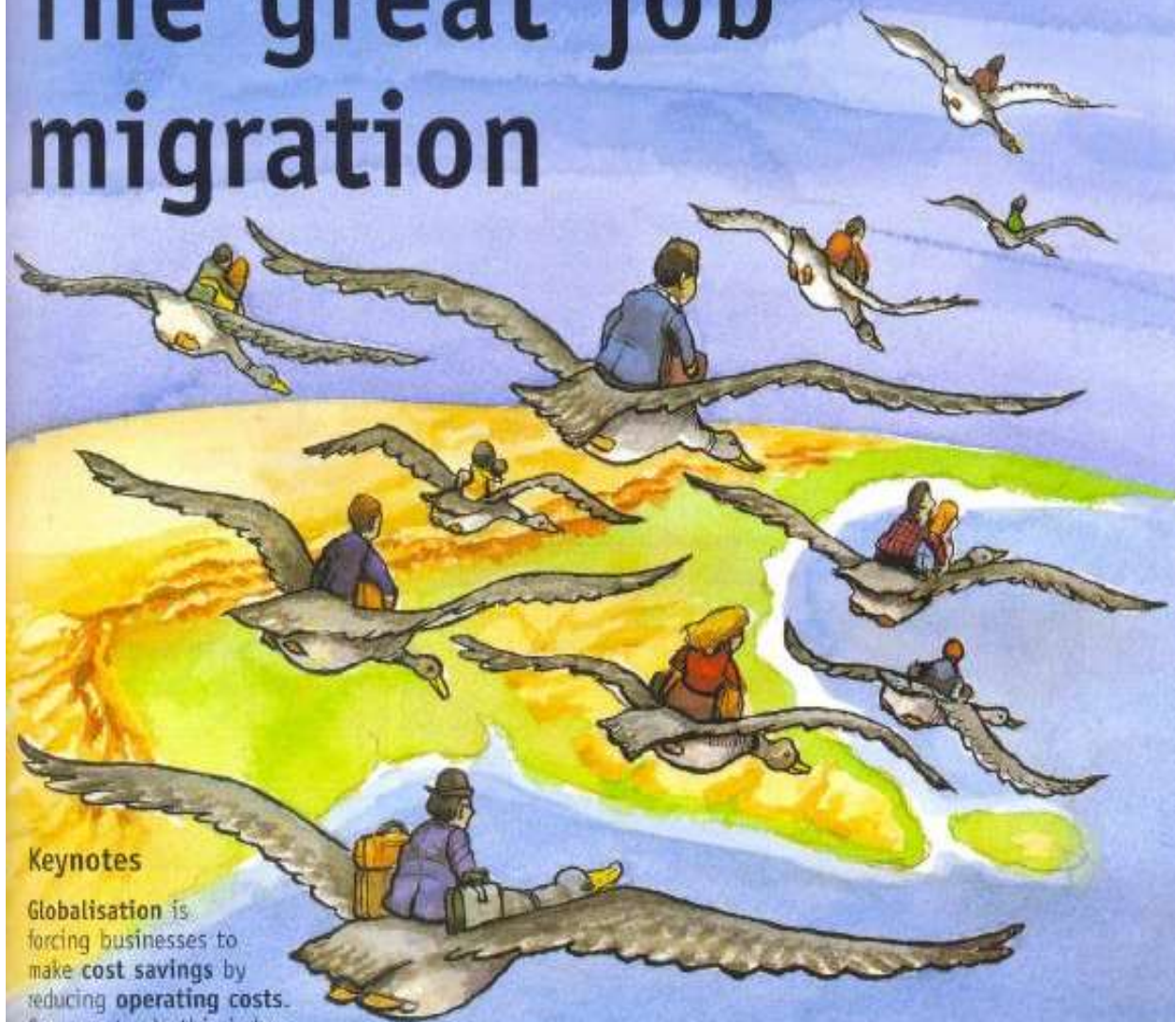
1.	a. marketing mix	b. barriers to entry	c. point of sale	d. stamp
2.	a. benefit	b. consumption	c. logo	d. corrupt
3.	a. deters	b. brands	c. benefits	d. seduces
4.	a. cross-branding	b. brand loyalty	c. wholesale price	d. exaggeration
5.	a. accuse	b. commit	c. stand for	d. corrupt

11. *Read and translate the sentences. Make new sentences with the words in bold.*

1. If the answers to your questions sound **vague**, ask for clarification. 2. If you stop and count to ten when you're angry, it will **deter** you from doing something you could later regret. 3. She tried to be helpful without being **intrusive**. 4. They have not been very **responsive** to the needs of disabled customers. 5. **Showcasing product** is the act of displaying a product effectively to engage a viewer and convert them into a client. 6. Throughout her career she has very successfully **manipulated** the media.

Unit 7 Outsourcing

The great job migration



Keynotes

Globalisation is forcing businesses to make **cost savings** by reducing **operating costs**. One way to do this is by **outsourcing** – transferring business **processes** such as order processing or **call centre** management to outside suppliers and **service providers**. **Offshoring** is a new form of outsourcing where businesses relocate **back-office** operations in overseas **facilities** where **labour costs** are lower.

Vocabulary

globalisation	глобалізація
back office	відділ обробки документів
business process	бізнес-процес
database	база даних
to relocate	переїхати, перебазуватися
to downsize = to lay off	скорочувати (<i>штати</i>)
layoff	звільнення
manual work	ручна робота
knowledge work	висококваліфікована робота
knowledge worker	працівник розумової праці
offshoring	перенос бізнесу в іншу країну
offshore (adj)	вироблений за кордоном
offshore (n)	країна особливих бізнес умов
to outsource	наймати на стороні
outsourcing	залучення співвиконавців
to subcontract	укладати субдоговір
overhead= fixed cost	накладні витрати
pilot project	пілотний проект
productivity	продуктивність
saving	бережливість, економія
cost saving	зниження собівартості
savings	заощадження
to make savings	робити заощадження
operating cost	експлуатаційні витрати
labour cost	оплата праці
service provider	постачальник послуг
call center	колл-центр
shortage	нестача, дефіцит
oversea	1. заморський; 2. за кордоном
consultancy	консалтингова компанія
shift	зміни, переміщення
to be under way	відбуватися
to outbid	1. перебити ціну; 2. затьмарити
to dry up	вичерпатися
to slash	скорочувати (<i>вартість</i>)
to flee	зникати, пропадати
to push	штовхати, просувати
surplus	надлишок
backlash	несприятлива реакція
downsizing	скорочення
help-desk support	служба підтримки
business card	візитівка
to redeploy	передислокувати
meanwhile	тим часом
implication	1. причесність; 2. наслідки
ample	багатий, достатній
consensus	згода, консенсус

**1. Give the transcription of the words below.
Translate these words.**

consensus	overhead
outsourcing	redeploy
layoff	savings
oversea	meanwhile
surplus	offshoring

2. Translate the following words into English.

пілотний проект	бізнес-процес
служба підтримки	висококваліфікована робота
ручна робота	накладні витрати
постачальник послуг	відділ обробки документів
візитівка	перенос бізнесу в іншу країну

3. Fill in the missing letters and translate the words.

re__cate	__ta__se
s_or__ge	impli__ti__
p__duc__vity	down__zing
glo__l__sa__on	o__sh__re
__ck__ash	__ay

**4. Read and translate the words.
State and underline the odd words in each group.**

- to push, to outsource, to flee, offshore, to subcontract, to outbid, call center, to be under way, to slash, to dry up.
- saving, labour cost, to make savings, consultancy, operating cost, cost saving, ample, fixed cost, savings, overhead.
- offshoring, to outsource, knowledge worker, offshore, outsourcing, shift.

**5. Word building. Add the suffix to the verb.
Pay attention to this suffix and translate the words.**

Verb		→	Noun (+ ing)	
to offshore		to downsize
to outsource

Lexical exercises

6. Match the words with their definitions.

1. globalisation	a. to happen now.
2. to lay off	b. a person whose job involves handling or using information.
3. to push	c. also known as indirect costs or overhead costs, are business expenses that are not dependent on the level of goods or services produced by the business.
4. to be under way	d. to discharge a worker temporarily or permanently because of a shortage of work.
5. ample	e. to disappear.
6. to flee	f. to exert force in order to move something away.
7. knowledge worker	g. the process by which businesses or other organizations develop international influence or start operating on an international scale.
8. fixed cost	h. enough or more than enough; plentiful.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Outsourcing was first recognized as a business strategy in 1989 and became an integral (1) _____ throughout the 1990s. It is a **business process** of hiring a third party to create goods and services that (2) _____ in-house by the company's own employees and staff. Outsourcing is a practice usually undertaken by companies as an **operating cost saving** measure.

Companies may choose **to outsource** services onshore (within their own country), nearshore (to a neighboring country (3) _____), or offshore (to a more distant country). The most developing forms of outsourcing are production of (4) _____, **call centers**, human resources management and logistics.

The opposed of outsourcing argue that it has caused the **layoff** process and (5) _____, particularly in the manufacturing sector. Supporters say it creates an incentive for businesses **to relocate** resources where they are most effective, and that outsourcing helps maintain the (6) _____ on a global scale.

- a. nature of free-market economies
- b. part of business economics
- c. or one in the same time zone

- d. large volume of documents
- e. were traditionally performed
- f. the loss of domestic jobs

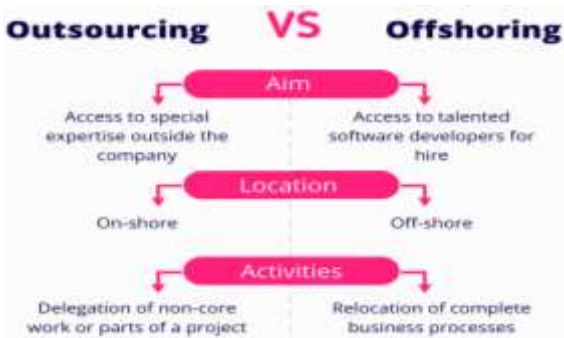
8. Use the words from the box to complete the sentences.

consultancy pilot project outbid subcontract redeploy implications surplus manual work dry up downsizing

1. We are an engineering _____ that requires a cost accountant.
2. For someone who can work, corporate _____ and increased competition in the job market have led to self-employment.
3. The government sponsored a _____ to find out how the education reforms would work in schools.
4. We close the design department and _____ the workforce in the publicity and sale department.
5. The contractor may _____ out much of the work, but the contractor is where the buck stops in terms of responsibility.
6. Manual labour or _____ is physical work done by humans, in contrast to labour by machines and working animals.
7. If you _____ someone, you offer more money than they do for something that you both want to buy.
8. What are the moral _____ of applied biotechnology?
9. A few shallow salt lakes are filled by rain water, but they _____ on the setting in of the hot weather.
10. In the lean years, harvests are small and farmers sometimes don't even produce enough to have _____ to sell.

9. Read and translate the sentences. Underline the right words in italics.

1. We need to come to a *consensus / savings* quickly about who will present the data.
2. Out of his profits, the retailer has to pay all the costs involved in running the shop, that is, his *surplus / overheads*.
3. California faces a *shortage / implication* of college-educated workers that could slow its economic growth.
4. The current support cost, including maintenance, *layoff / help-desk support* and current improvements to the system is around £3 million per annum.
5. The company was forced to *flee / slash* prices on spring and summer collections.
6. The government is facing an angry *backlash / downsizing* from voters over the new tax.
7. As the industrialisation of the valleys began there was little *shift / offshore* in the use of Welsh as a first language.
8. He was not only a trader but was in charge of the so-called *back office / savings*, which processed the paperwork associated with trading.



- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

WHAT IS BUSINESS PROCESS OFFSHORING AND IS IT WORTH IT?

Over the past few years, businesses in almost every industry have turned to business process (1) _____. Offshoring means that you relocate your in-house jobs (2) _____ – typically an operational process, such as manufacturing, or supporting processes, such as accounting.

Offshoring can help you to cut (3) _____, to access to a skilled talent you can't find within your home country. But, before you consider executing your offshoring strategy, it's key to understand the answer to what business function you want to offshore, where is your offshoring destination and which offshore (4) _____ you want to work with. Nowadays there are the top three industries that carry out and benefit from offshoring:

1. Information technology (IT) is one of the most popular offshoring industries. Countries such as India, Ukraine, Poland, and China are some of the most popular (5) _____ destinations for the IT industry;

2. Knowledge Process Offshoring (KPO) or (6) _____ is another popular industry which includes data analytics, data entry, market research and data management. Countries like India, Mexico, and Malaysia are popular destinations for KPO offshoring;

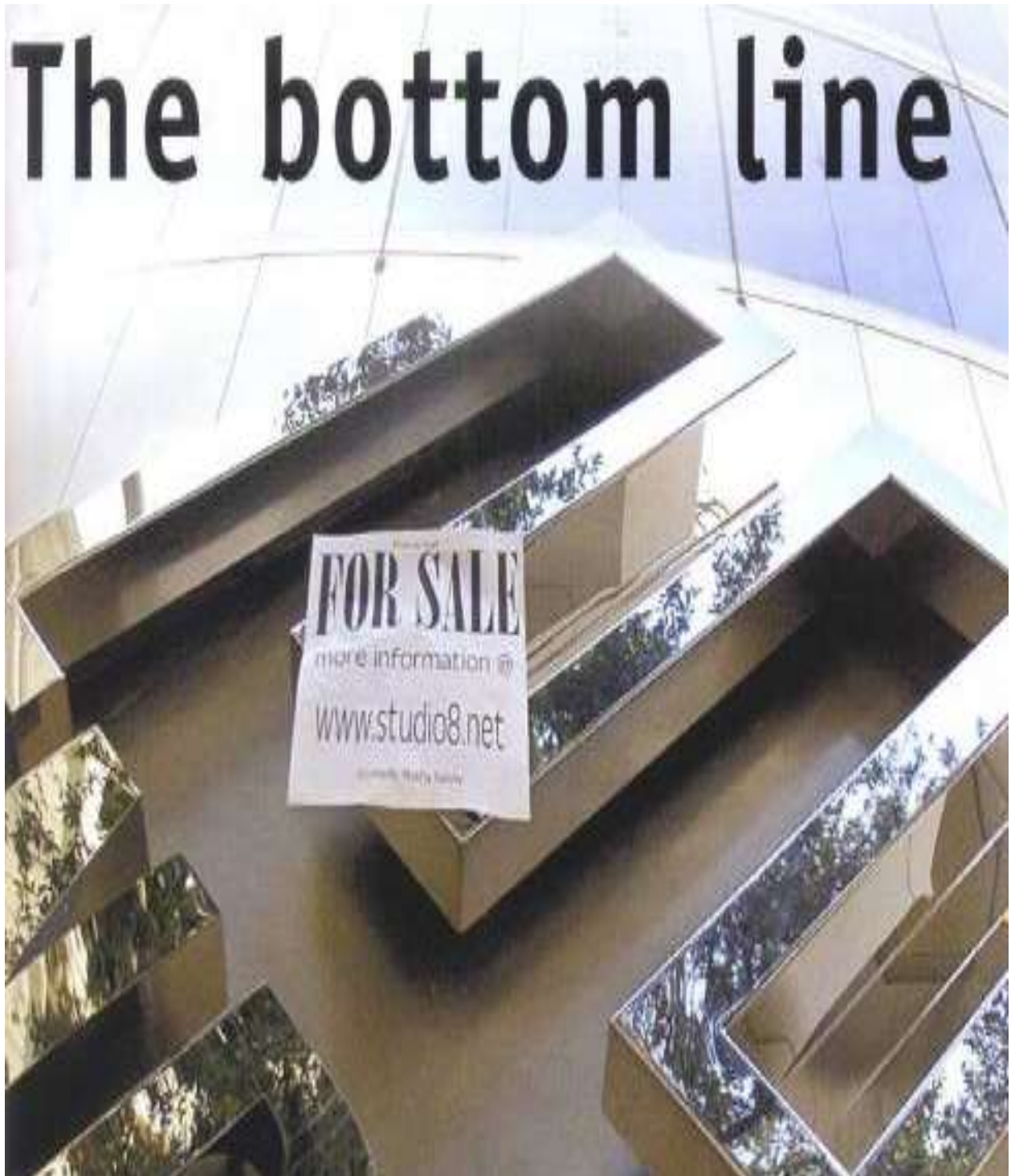
3. Offshoring is a popular practice in the customer support industry. Offshore companies specializing in customer service handle emails, social media, live chat support and even call centers to support customer calls.

Among the successful offshoring examples, there are such companies as *WhatsApp, Google, Amazon, Samsung Electronics, Huawei* etc. They proved that offshoring business processes can offer companies the opportunity to lower costs by 40 percent or more. The upward tick in offshoring can be attributed to the growing demand for expert talent and globalization. And with benefits like (7) _____ and easy business expansion, the process is here to stay.

1.	a. offshoring	b. consensus	c. shift	d. surplus
2.	a. back office	b. shortage	c. backlash	d. overseas
3.	a. productivity	b. labor costs	c. offshore	d. overhead
4.	a. accommodation	b. employment	c. service provider	d. region
5.	a. offshore	b. help-desk support	c. meanwhile	d. business card
6.	a. back office	b. knowledge work	c. downsize	d. productivity
7.	a. slash	b. database	c. savings	d. cost savings

Unit 8 Finance

The bottom line



Vocabulary

balance sheet	балансова відомість
statement of financial position	балансова відомість
liabilities	борги, пасиви
bankrupt = insolvent	банкрот
to go bankrupt	збанкрутувати
to bankrupt	довести до банкрутства
bankruptcy	банкрутство
bottom line	підсумок
expense (s) = spending = costs	витрати, видатки
expenditure = outgoing	видатки, стаття витрат
expense account	службові витрати
expenses claim form	авансовий звіт
to claim expenses	вимагати компенсації
financial statement	фінансовий звіт
forecast = projection	прогноз, передбачення
to forecast	прогнозувати
income statement	декларація доходів
profit and loss account (P&L)	декларація доходів
statement of earnings	декларація доходів
mismanagement	погане керування
to mismanage	погано керувати
regulator = controller	інспектор
regulation	правила, інструкція
Securities Exchange Commission	комісія з обміну цінних паперів
irregularity	безлад
financial reporting	фінансова звітність
strict	жорсткий, суворий
governance	керівництво
income = gain	прибуток, дохід
gross profit	валовий прибуток
interest receivable	відсотки до отримання
turnover	товарообіг
sales revenue = sales	виручка
earnings	заробіток
overheads = indirect costs	накладні витрати
fixed assets	основний капітал
trading profit	прибуток від реалізації
retained profit=retained earnings	неподілений прибуток
to overstate = to exceed	перебільшувати
overwhelming	незчисленний
to absolve	звільняти від
wrong-doing	правопорушення
to falsify	підробляти
to get rid of	позбуватися
jail	тюрма
rebate = discount	скидка, поступка
to conceal	скривати, приховувати

1. Give the transcription of the words below. Translate these words.

overwhelming	bankrupt
jail	expenses
liabilities	governance
earnings	gain
to exceed	expenditure

2. Translate the following words into English.

правопорушення	прибуток від реалізації
обмін цінних паперів	підсумок
вимагати компенсації	фінансова звітність
фінансовий звіт	авансовий звіт
збанкрутувати	відсотки для отримання

3. Fill in the missing letters and translate the words.

tu__over	con__tro__er
re__te	insol__nt
pro__ec__on	str__t
regu__tion	__regu__rity
mis__na__ement	dis__unt

4. Read and translate the words. State and underline the odd words in each group.

-
1. to conceal, to forecast, to exceed, regulator, to bankrupt, to get rid of, to mismanage, expense account, to falsify, to absolve, to overstate, sales.
 2. income, statement of earnings, forecast, retained earnings, income statement, sales revenue, gross profit, profit and loss account, balance sheet, retained profit.
 3. bankruptcy, outgoing, indirect costs, statement of financial position, spending, overheads, fixed assets, costs.
-

5. Word building. Form one-root nouns from the following verbs. Pay attention to these words and translate them.

	Verb	→	Noun
to bankrupt		
to forecast		

Lexical exercises

6. Match the words with their definitions.

1. controller	a. the income received by a company from its sales of goods or the provision of services.
2. sales revenue	b. a person's regular expenditure.
3. to get rid of	c. an government regulatory agency responsible for protecting investors maintaining fair and orderly functioning of the securities markets.
4. Securities Exchange Commission	d. an estimate or forecast of a future situation based on a study of present trends.
5. projection	e. to say that (something) is greater than it really is.
6. outgoing	f. take action so as to be free of (a troublesome or unwanted person or thing).
7. to mismanage	g. an employee who is responsible for the reporting of financial statements and budgets as well as overseeing expenditures and cash flow management.
8. to exceed	h. to manage something badly or wrongly.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

An **income statement** also known as the **profit and loss statement** (P&L) or **statement of earnings** is one of the three important **financial statements** used for reporting a (1) _____. The other two key statements are the **balance sheet** and the cash flow statement. The purpose of the statement of earnings is to show managers and investors whether the company (2) _____ or lost money (loss).

The income statement focuses on the revenue, **expenses**, **gains**, and losses of a company. A profit and loss statement provides valuable insights into a company's operations, the (3) _____, underperforming sectors, and its performance relative to industry peers. The statement of earnings is an integral (4) _____ reports that must be submitted to the U.S. **Securities Exchange Commission** (SEC).

The income statement can be (5) _____ to find the **bottom line**: starting with the **gross profit**, then calculating operating expenses. Then when deducted from the gross profit, produces **income** from operations. The final step is to deduct taxes, which finally produces the net income for the period measured.

While a **statement of financial position** provides the snapshot of a company's financials as of a particular date, the income statement reports income (6) _____, usually a quarter or a year.

- a. part of the company performance
- b. company's financial performance
- c. through a specific period

- d. efficiency of its management
- e. prepared in several steps
- f. made money (profit)

8. Use the words from the box to complete the sentences.

overwhelming wrong-doing mismanagement insolvent trading profits
expenditure regulation rebate trading profit Expenses Claim Form

1. She managed to find financial backing with the _____ support of friends.
2. Companies that offer a _____ know that there will always be a large number of consumers who never claim it.
3. The charity *Public Concern at Work* provides free confidential advice to workers who have concerns about _____ in the workplace.
4. By overstating _____, an employee could hope to qualify for a larger bonus.
5. The *UK's Committee of Public Accounts* reported that the _____ of the project had helped increase the cost of each aircraft by 75%.
6. The University's Paper _____ can be used by eligible students who are entitled to a reimbursement of expenses incurred as part of their University work.
7. Last week, this once great company declared itself _____.
8. Now after the election we need a big campaign to stop any new _____ on nuclear arms.
9. _____ from France, excluding real estate activities, was expected to grow 5% in 2019 instead of 10% the retailer previously forecast.
10. The city has a bizarre _____ requiring all city garbage trucks to be made out of a particular brand of steel.

9. Read and translate the sentences. Underline the right words in italics.

1. The bare figures, however, *get rid of / conceal* the fact that domestic inflation is still stubbornly high.
2. Lee had enough money to hire an expensive white lawyer and served only a short *jail / sales* term.
3. Under the medical expense tax credit, people with disabilities are also able *to claim expenses / to mismanage* related to education and employment.
4. *Interest receivable / gross profit* is the amount of interest that has been earned, but which has not yet been received in cash.
5. We wanted to ensure that universities were able to get into the projects without losing money through *balance sheet / indirect costs*, and we have achieved that.
6. *Retained earnings / sales revenue* are the amount of profit a company has left over after paying its direct costs, indirect costs, income taxes and dividends to shareholders.
7. *Fixed assets / overheads* are a company's permanent assets, such as buildings, equipment, and technology.
8. The high price of cigarettes represents no problem to the man with a big *costs / expense account* who charges his cigarettes up to the firm.
9. The central bank said it would punish banks which helped businesses *to falsify / to absolve* documents.

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

THE RISE AND FALL OF ENRON

The story of *Enron Corp.* depicts a company that reached dramatic heights only to face a dizzying fall. At *Enron's* peak, its shares were worth \$90.75; just prior to declaring (1) _____ on Dec. 2, 2001, they were trading at \$0.26.

Enron was formed in 1985 following a merger between *Houston Natural Gas Co.* and *InterNorth Inc.* Following the merger, Kenneth Lay, who had been the CEO of *Houston Natural Gas*, became *Enron's* CEO. He quickly rebranded *Enron* into one of the largest suppliers of natural gas and electricity.

However, during the merger, the company incurred a significant amount of debt due to a new (2) _____ law passed by the US Congress. The law deregulated the sale of natural gas, meaning that *Enron* lost its exclusive rights to its pipelines. Therefore, Kenneth Lay developed a staff of executives that – by the use of accounting loopholes and poor (3) _____ – were able to hide billions of dollars in debt from failed deals and projects. From an accounting point of view, *Enron's* accounts were manipulated whereby huge amounts of debt were “hidden” from the company's (4) _____.

The problems began surfacing in 2001 when analysts started looking into *Enron's* (5) _____. *Enron* was convicted of 18 counts of conspiracy and fraud. It became the most complex white-collar crime in the FBI's history. Eventually, the *Enron* scandal did lead to new (6) _____ in the US financial system.

Over the next several years, the name *Enron* became synonymous with large-scale corporate fraud and corruption, as an investigation by the (7) _____ and the U.S. Justice Department revealed that *Enron* had (8) _____ its (9) _____ by hiding debts and losses in subsidiary partnerships.



Ir.

1.	a. to bankrupt	b. insolvent	c. bankruptcy	d. bankrupt
2.	a. strict	b. regulator	c. costs	d. gain
3.	a. turnover	b. financial reporting	c. trading profit	d. forecast
4.	a. balance sheet	b. spending	c. governance	d. sales
5.	a. irregularity	b. financial statements	c. overwhelming	d. overheads
6.	a. liabilities	b. mismanagement	c. gross profit	d. regulations
7.	a. bottom line	b. Securities Exchange Commission	c. expense account	d. jail
8.	a. absolved	b. get rid of	c. falsified	d. overstated
9.	a. discount	b. retained profit	c. earnings	d. controller

Unit 9 Recruitment

Hiring for the future



Vocabulary

accountable for = responsible for	відповідальний за
applicant = candidate	претендент, кандидат
to apply for	подати заяву на
application	звертання, заява
letter of reference=reference letter	рекомендаційний лист
to assign	доручати
assignment	завдання, доручення
cover letter	супровідний лист
job advertisement = want ad	об'ява про вакансію
curriculum vitae (CV)=resumé US	автобіографія, резюме
deadline	строк виконання
to fix / to set a deadline	встановлювати строки
to meet / to nail a deadline	укластися в строки
to miss a deadline	пропустити строки
to empower	доручати, уповноважити
empowerment	надання повноважень
to hire = to employ = to recruit	наймати, давати роботу
hire	найм, оренда, прокат
hiring and firing	прийом та звільнення
hiring manager	менеджер з персоналу
payroll	платіжна відомість
payroll management	начислення зарплатні
to cut / to reduce payroll	скоротити фонд зарплати
qualification	кваліфікація, диплом
to qualify	проходити кваліфікацію
qualified	кваліфікований
job seeker = job hunter	хто шукає роботу
to screen	відбирати, сортувати
to train	готувати, навчати
training	навчання
trainee	практикант, стажер
trainer	інструктор, тренер
interview	співбесіда
Human Resources (HR)	відділ кадрів
to jumble	змішувати
redundant	звільнений, скорочений
full house	аншлаг
trump	козир, козирна карта великі, нерівні
long odds	шанси
guinea pig	піддослідний кролик
to eliminate = to weed out	виключати
law-enforcement	правоохоронний
to input	вводити інформацію
to embed	врізати, вбудовувати
demeanor = behavior	поведінка, манера
rating sheet	рейтинговий лист
to proceed	направлятися, йти

**1. Give the transcription of the words below.
Translate these words.**

curriculum vitae	qualified
to assign	job advertisement
guinea pig	payroll
demeanor	interview
to jumble	law-enforcement

2. Translate the following words into English.

подати заяву	пропустити строки
рейтинговий лист	прийом та звільнення
великі, нерівні шанси	рекомендаційний лист
хто шукає роботу	менеджер з персоналу
начислення зарплатні	відділ кадрів

3. Fill in the missing letters and translate the words.

be __vior	em__wer__nt
t__iner	h_r_
assi__ment	__ain_ng
ac__unt__le for	re__mé
de__line	_ru_p

**4. Read and translate the words.
State and underline the odd words in each group.**

-
1. to apply for, to employ, to eliminate, to hire, applicant, to weed out, to screen, to input, to qualify, to cut payroll, cover letter, to proceed, to recruit, to embed.
 2. to set deadline, to nail deadline, to hire, deadline, to miss deadline, to fix deadline, want ad, to meet deadline.
 3. candidate, to reduce payroll, trainee, redundant, full house, qualification, application, responsible for.
-

**5. Word building. Add the suffixes to the verb.
Pay attention to these suffixes and translate the words.**

Verb	→	Noun (-ment)	Verb	→	Noun (-ing, ee, er)
to empower	to train
to assign

Lexical exercises

6. Match the words with their definitions.

1. to eliminate	a. officially recognized as being trained to perform a particular job.
2. full house	b. having an obligation to do something, or having control over or care for someone as part of one's job or role.
3. qualified	c. to find new people to join a company, an organization.
4. empowerment	d. a situation in which every seat in a room that is holding a public event has someone sitting in it
5. responsible for	e. an announcement of an open job position.
6. job advertisement	f. the way in which one acts or conducts oneself.
7. to recruit	g. completely remove or get rid of (something).
8. behavior	h. authority or power given to someone to do something.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

At some point in your career, you'll probably be asked to provide a **letter of reference** for an employee, a friend, or (1) _____. When the time comes, it will be important to know how to write an effective letter of recommendation (also known as a **reference letter**).

Reference letters are needed when **applying for** jobs, internships, volunteer positions, colleges, and graduate school programs. Letter of reference may be requested by the organization that is considering (2) _____ or acceptance at an institution, or it may be offered by the **job seeker** or **applicant**.

A reference letter is a positive endorsement of a person's skills and attributes, written by someone familiar (3) _____, and accomplishments. The reference letter explains why the reader should select a **candidate**, and what **qualifies** him for the opportunity which he is applying for.

When writing a letter of reference, it is a good idea to (4) _____ of his **resumé** or **curriculum vitae**, even if you have known him for a long time. Along with asking for information about the candidate, ask to whom you should send the letter, when the **deadline** is, and what format (5) _____. Reference letter should include your contact information, the date, and the contact information for the (6) _____, typically, the **hiring manager** at the **Human Resources** Department.

- | | |
|----------------------------------|-------------------------------|
| a. the individual for employment | d. the letter should be in |
| b. person receiving your letter | e. someone you've worked with |
| c. with their work, character | f. ask the person for a copy |

8. Use the words from the box to complete the sentences.

**nail a deadline guinea pig reduce payroll weed out hiring and firing
long odds accountable for payroll management assignment redundant**

1. I have to _____, this work must be finished by tomorrow.
2. His cavalier approach to the _____ of senior staff became legendary.
3. You might set a goal to _____ by 15% over the next quarter.
4. People are entitled to compensation when they are injured, but we need to _____ the spurious claims.
5. Financial experts say the deal can be done despite the _____ to fail.
6. To find out how it worked, a senior manager of an internet company, volunteered to be the _____.
7. Most least developed countries undertook public financial management reforms, particularly, _____ and internal control systems.
8. Around 1000 footballers look likely to be made _____ when their contracts run out at the end of this season.
9. Should software makers be made more _____ damage caused by faulty programs?
10. Since they were studying poetry at the moment, they had an in-class _____ to write an original poem in any style.

9. Read and translate the sentences. Underline the right words in italics.

1. With her calm and assured on-camera *demeanor* / *hire*, she seems the most aristocratic of newswomen.
2. Children with dyslexia often have poor memory of spoken and written words and tend *to employ* / *to jumble* or mix up letters.
3. The player to the left of the dealer has the choice of playing with the given *trainer* / *trump* or passing.
4. It's always better to be early than *to miss a deadline* / *to fix a deadline*.
5. Mexican drug cartels have offered a bounty for the killing of a U.S. *law-enforcement* / *qualified* officer.
6. One approach is *to assign* / *to proceed* a new manager or an independent evaluator to assess a project or business.
7. For the first time in two decades I'm not on the *deadline* / *payroll* of a large media corporation.
8. Some roads were closed to the public to ensure that VIP vehicles could *proceed* / *recruit* smoothly to the palace.
9. The growing demand for skilled workers in today's construction industry can't be solved with a simple *want ad* / *rating sheet*.
10. He maintains that any scheme that requires humans *to input* / *to train* metadata with their data will fail.
11. You can also *embed* / *employ* video into Word documents, or share a document on Facebook.
12. They also *empower* / *screen* the directors to elect a chairman of the board.
13. In our library there are three qualified archivists and one *trainee* / *trainer*, all of whom read medieval Latin and ancient handwriting.

10. Read and translate the text below.
Fill in the gaps with the correct answers (A-D).

EFFECTIVE JOB SEARCHING PROCESS

The job searching process can be exciting and challenging, but it is often necessary for finding a new job that meets your needs. You should do anything you can to make yourself positively stand apart from other (1) _____. This can include increasing your understanding of how to do well in the application process, including during (2) _____.

There are many reasons to look for a new job, but you may find that regardless of your reasons, the approach to the job searching process is similar. Before beginning your job search, it's helpful to create a plan. Determine what industry you want to work in, what types of roles you're looking for, your ideal salary range and what



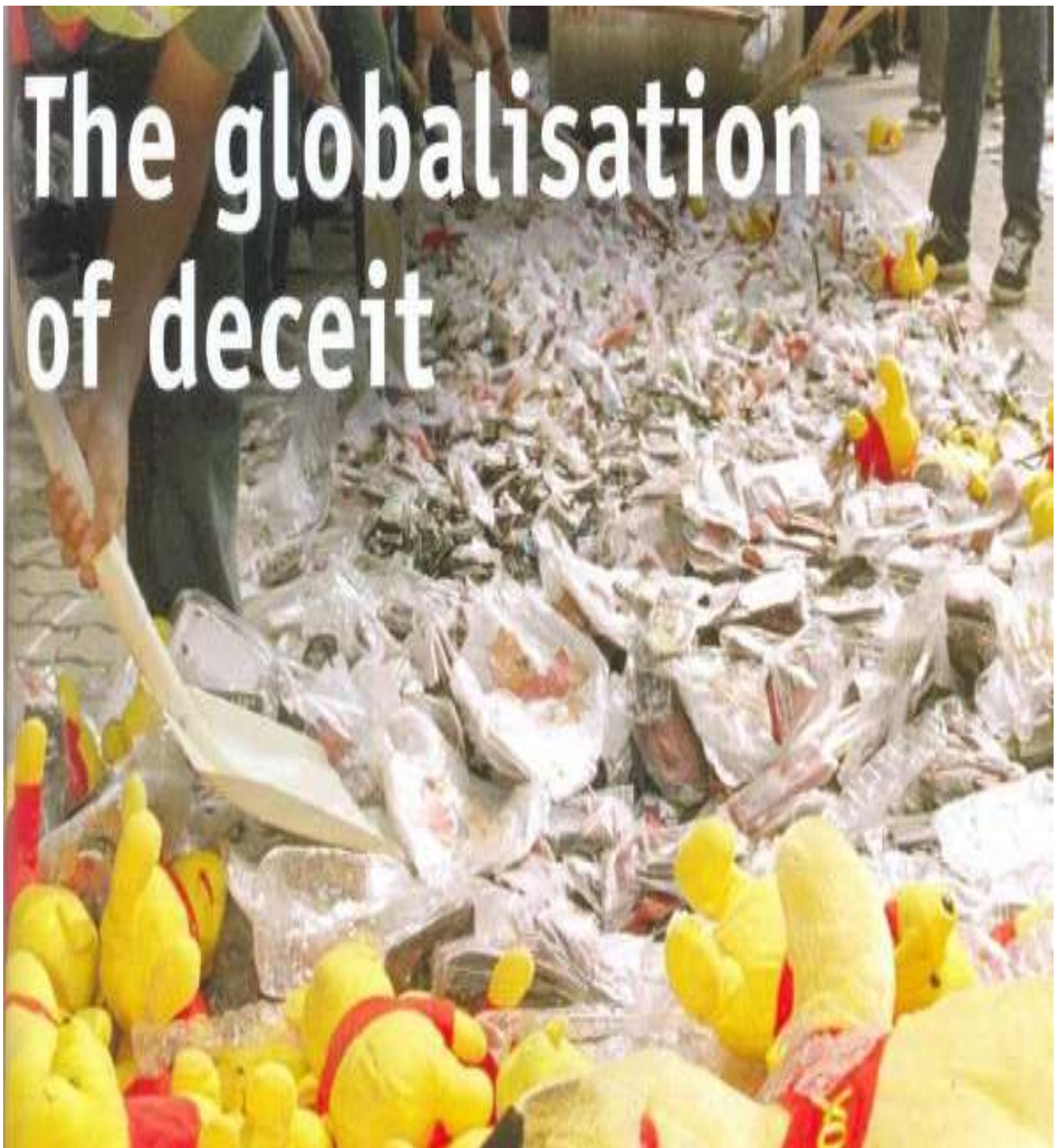
type of company you want to work at. It can also be helpful to set yourself goals such as the number of jobs to (3) _____ per week, a goal for hours spent on job research each day or a (4) _____ for improving your (5) _____ and (6) _____.

Sometimes the job searching process is time-consuming, and you can use many social media sites in your job search. Most businesses have some sort of social media presence, and, if they post a job or mention they are (7) _____, you can be among the first to know, and you can use information you've gathered from social media to help you with your (8) _____.

If you're looking for a job in an industry you already have some experience in, you have an advantage as you likely understand the nuances of that industry better than other (9) _____. Whether you're looking for a new opportunity in your current field or you're hoping to start a career in a new field, you will probably find value in meeting other professionals in that industry. You can do this at industry-specific events, conferences, online platforms or through other people you know.

1.	a. applicants	b. qualifications	c. payrolls	d. redundants
2.	a. demeanors	b. law-enforcement	c. trumps	d. interviews
3.	a. input	b. jumble	c. apply for	d. embed
4.	a. deadline	b. trainer	c. trainee	d. training
5.	a. candidate	b. job hunter	c. want ad	d. resumé
6.	a. interview	b. cover letter	c. assignment	d. behavior
7.	a. assigning	b. reducing payroll	c. hiring	d. qualifying
8.	a. full house	b. application	c. empowerment	d. guinea pig
9.	a. long odds	b. rating sheet	c. job hunters	d. hire

Unit 10
Counterfeiting



Vocabulary

copycat	імітатор
to crack down on copycat	боротися із імітацією
copyright	авторське право
currency	валюта
hard currency	тверда валюта
currency dealer	валютний дилер
currency exchange rate	обмінний курс
currency trading	торгівля валютою
to defraud = to cheat	обманювати, обдурювати
to enforce	забезпечити виконання
enforcement	дотримання закону
enforceable	що має позивну силу
fake = copy = counterfeit	підробка, фальшивка
to fake = to copy = to forge	підробляти
genuine	справжній, непідроблений
file-swapping	обмін файлами
infringement = breach	порушення (<i>закону, права</i>)
to sue	подавати до суду
intellectual property	інтелектуальна власність
patent	патент
to patent	патентувати
patented	запатентований
patent pending	заявка на патент
patent office	патентне бюро
piracy	піратство, порушення права
profitability	прибутковість
profit	прибуток, дохід
to profit (from)	отримувати прибуток
profitable	прибутковий
trademark	торгівельна марка, знак
deceit	обман, облуда
to deceive	обманювати
counterfeiting	підробка, контрафакція
counterfeiter	підроблювач
digitization	оцифрування, кодування
to reckon	підраховувати, вважати
to churn out	штампувати
vulnerable	уразливий
perpetrator	злочинець, порушник
sweatshop	потогінне виробництво
shoddy	дешева підробка
flattery	лестощі, підлесливість
peril	небезпека
indistinguishable	нерозрізнений
to bribe	підкупати, давати хабара
production master	робочий фотошаблон
substitute	замінник, сурогат

**1. Give the transcription of the words below.
Translate these words.**

counterfeiting	perpetrator
substitute	deceit
infringement	genuine
enforcement	piracy
copyright	digitization

2. Translate the following words into English.

обмінний курс	обмін файлами
робочий фотошаблон	валютний ділер
заявка на патент	патентне бюро
інтелектуальна власність	штампувати

3. Fill in the missing letters and translate the words.

cu__ency	__adem__k
cou__er__iter	fl__tery
in__sting__shable	__lnera__le
profi__bi__ty	copy__t
en__ceab__	paten__d

**4. Read and translate the words.
State and underline the odd words in each group.**

-
- to bribe, to forge, to deceive, breach, to cheat, to defraud, to reckon, to sue, profit, to copy, to patent, to crack down on copycat, to fake.
 - fake, counterfeiting, copy, sweatshop, deceit, shoddy, substitute, counterfeit.
 - currency trading, currency, peril, currency exchange rate, patent, hard currency, currency dealer.
-

5. Word building. Add the suffixes to the verbs. Translate the words paying attention to these suffixes.

	- ment	- able
to enforce
to profit

Lexical exercises

6. Match the words and their definitions.

1. production master	a. the business of trading in different currencies in order to profit from exchange rate.
2. file-swapping	b. to persuade someone that something false is the truth.
3. currency trading	c. an ability of a business to make money.
4. profitability	d. is given to a manufacturing plant or company to mass replicate.
5. to defraud	e. the conversion of text, pictures, or sound into a digital form that can be processed by a computer.
6. digitization	f. the practice of distributing computer files, for example, images, films, or music, among several computers.
7. hard currency	g. a person or thing acting or serving in place of another.
8. substitute	h. currency that is not likely to depreciate suddenly or to fluctuate greatly in value.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

The *International Chamber of Commerce* estimates that the negative (1) _____ and **piracy** will drain \$4.2 trillion from the global economy and put 5.4 million jobs at risk. Despite the laughably bad **shoddy**, the **copycat** manufacturing is a serious problem. **Counterfeit** consumer goods are (2) _____ they're practically cliché: "I know a **genuine** *Panaphonics* when I see it!"

Nowadays China leads the world in counterfeit (3) _____. In fact, 75% of the value of counterfeit and pirate goods seized by *U.S. Customs and Border Protection* in 2021 was from China and Hong Kong. The world's luxury brands face a major threat from "real **fakes**"— counterfeit goods so similar (4) _____ are nearly imperceptible. The distribution of Chinese counterfeit products has (5) _____, damage to brand integrity, **trademark** dilution, and high costs of **enforcing intellectual property** rights.

Counterfeiting is not a victimless crime, and luxury brands should (6) _____ trafficking victims who create these counterfeit goods, i.g. children in **sweatshops**.

- | | |
|---------------------------------------|------------------------------|
| a. to the real thing that differences | d. resulted in loss of sales |
| b. educate consumers on the human | e. impacts of counterfeiting |
| c. so common these days | f. and pirated products |

8. Use the words from the box to complete the sentences.

patents pending flattery deceived perpetrator bribed profitability
currency dealer breach indistinguishable churning out enforcement

1. The company has over 80 Internet security patents worldwide, and 100 _____.
2. The owner of a factory plans to increase _____ by making the factory more efficient.
3. She knew what had happened but she had completely forgotten the details - including the description of the _____.
4. The failing student tried to use _____ to persuade his teacher to up his grade, but no number of compliments was enough to convince her.
5. A worker is _____ for the purpose of inducing him to leave the union that he chose to join.
6. Our first objective is to make sure that there is effective _____ of consumer protection rules.
7. For the past two years, we have been told by the foreign _____ that sterling would remain extremely volatile until oil prices had fallen or stabilized.
8. The cigarette companies _____ the public about the health risks of cigarettes.
9. These forgeries are so good that they are more or less _____ from the originals.
10. Hollywood studios have been _____ some very bad movies over the past several years.
11. They felt that our discussions with other companies constituted a _____ of our agreement.

9. Read and translate the sentences.
Underline the right words in italics.

1. She alleged that Taylor had *forged* / *patented* her signature on the form.
2. To avoid *shoddy* / *peril*, Helen should leave her house before the hurricane gets any closer to shore.
3. The *patent office* / *currency trading* received 376,810 patent applications last year.
4. I'm not sure what time we're going to leave, but I *copy* / *reckon* it'll be no later than 7:00.
5. The bank highlighted four companies that look particularly *counterfeiting* / *vulnerable*.
6. In finance, a *currency exchange rate* / *production master* is the rate at which one currency will be exchanged for another currency.
7. The Advertising Standards Authority (ASA) has announced the launch of a high priority *intellectual property* / *crack down on copycat* websites who masquerade as official providers of government services.
8. Improved transport turned agriculture into a highly *profitable* / *indistinguishable* business.
9. The court decided that my claim was *enforceable* / *flattery*.
10. *Counterfeiter* / *currency* is a person who makes a copy that looks like the original of something, usually for dishonest or illegal purposes.
11. He was accused of lies and *profit* / *deceit*.
12. I hit on the terrific idea of *cheating* / *bribing* at cards by chance.

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

**TRADEMARK Vs. COPYRIGHT Vs. PATENT:
WHAT'S THE DIFFERENCE**

Have a brilliant new concept that you're sure will make you a fortune? There's a crucial step any inventor or artist should take before taking it to market: protecting it with a patent, trademark, or copyright. All three provide a legal shield against (1) _____ trying to make a buck off your idea; however, each designation applies to a specific type of (2) _____, so it's important to know the differences.

A (3) _____ protects original works of authorship including songs, books, movies, articles etc. The key is that the work must exist on a physical or digital medium, such as paper, film or a file. The duration of a copyright depends on the year it was created, as the laws have changed over the years. Since 1978, in the US, most compositions have been copyright-protected for 70 years after the author's death. After that time, works can be reproduced by anyone.

A (4) _____, on the other hand, protects items that help define a company brand. It can be a phrase, word or design that identifies your company such as a business logo or slogan. Any business can't use a symbol or brand name if it looks similar, sounds similar, or has a similar meaning. If the trademark holder believes there's a violation of these rights, he may decide (5) _____. Some examples of trademark (6) _____ are fairly straightforward. You'll probably run into trouble if you try to bottle a beverage and call it Coca-Cola or even use the famous wave from its logo since both have been protected for decades.

A (7) _____ is a granted property right to the creator of a unique invention, discovery or process. While most people associate patents with machines and appliances, they can also apply to software, business processes, and chemical formulations such as in pharmaceutical products. Patents allow you to bar others from making, using or selling your invention.

Overall, all of these intellectual property protections can be important if they're applicable to your business. And entrepreneurs who own a trademark, copyright or patent for a product or technology have an advantage over their competitors.

1.	a. peril	b. profit	c. counterfeit	d. copycats
2.	a. hard currency	b. patented	c. intellectual property	d. substitute
3.	a. perpetrator	b. copyright	c. indistinguishable	d. currency
4.	a. trademark	b. patent office	c. profitability	d. sweatshop
5.	a. to copy	b. to sue	c. to defraud	d. to bribe
6.	a. vulnerable	b. genuine	c. infringement	d. file-swapping
7.	a. deceit	b. patent	c. currency exchange rate	d. enforcement

Unit 11 Markets

The people's company

Keynotes

The **marketplace** brings together the buyers and sellers of goods and services and provides a framework for **negotiation** and **price setting**. The price at which goods and services are **exchanged** on a market fluctuates with **supply** – the quantity available for sale – and **demand** – the number of buyers. There are different types of markets which do not always have physical locations. Today, new **electronic marketplaces** have emerged on the internet where businesses can sell direct to consumers (**e-commerce**) or to other businesses (**B2B**). Some markets of this type use **auctions** where buyers submit **bids** and the highest bidder wins.



Vocabulary

bid	запропонована ціна, ставка
to bid = to make bid	пропонувати ціну
bidder	покупець, учасник торгів
bidding = auction	аукціон, торги
takeover bid	пропозиція про поглинення
business to business (B2B)	бізнес для бізнесу
dealer	дилер, торговець
deal	угода
to deal	торгувати
exchange dealer	біржовий дилер
raw deal	нечесна угода
to reach / to make (a deal)	заклучити угоду
demand	попит
supply	ек. пропозиція
e-business	інтернет компанія
e-commerce	електронна торгівля
glitch = malfunction = bug	несправність, глюк, баг
to gross	отримувати валовий дохід
gross	валовий
gross profit = gross margin	валовий прибуток
gross national product	валовий нац. продукт
gross domestic product	валовий внутрішній продукт
inventory = stock	запаси
market research	вивчення ринку
mass market	ринок масового виробництва
merchandising	торгівля атрибутикою
price setting	ціноутворення
real estate <i>AmE=realty BrE</i>	нерухомість
property	майно, власність
estate agent	агент з нерухомості
tender	тендер, заява, конкурс
to tender	брати участь у конкурсі
marketplace	ринок, сфера торгівлі
electronic marketplace	електронна сфера торгівлі
negotiation	обговорення умов
to exchange	обмінювати
to fluctuate	змінюватися, коливатися
to emerge	з'являтися, впливати
to submit	пропонувати, заявляти
commodity	товар, продукт
commodity market	товарний (сировинний) ринок
stock market	фондова біржа
labour market	ринок праці, робочої сили
operating cost	експлуатаційні витрати
casualty	жертва випадковості
shoplifting	крадіжка у магазині
to dilute	ослаблювати

**1. Give the transcription of the words below.
Translate these words.**

glitch	realty
negotiation	inventory
merchandising	raw deal
auction	shoplifting
casualty	demand

2. Translate the following words into English.

товарний ринок	ціноутворення
біржовий дилер	експлуатаційні витрати
електронна сфера торгівлі	агент з нерухомості
бізнес для бізнесу	фондова біржа

3. Fill in the missing letters and translate the words.

pro_er_y	_upp_y
b_g	bi_d__
de_l_r	ten_e_
s_oc_	ca_ual_y
_lfunc_ion	c_mmo_ity

**4. Read and translate the words.
State and underline the odd words in each group.**

-
- to bid, takeover bid, supply, bidder, bid, bidding, tender, to make bid.
 - gross margin, gross, gross domestic product, commodity, gross profit, gross national product, to gross, property.
 - market research, marketplace, e-business, labour market, mass market.
 - to dilute, to exchange, to submit, real estate, to reach a deal, to fluctuate, to emerge, e-commerce, to make a deal.
-

5. Word building. Form one-root nouns from the following verbs. Pay attention to these words and translate them.

Verb		→	Noun	
to bid		to gross
to deal		to tender

Lexical exercises

6. Match the words and their definitions.

1. business to business	a. when you proposed the idea of making a deal with someone, the other party agreed
2. to reach a deal	b. a company that does all or most of its transactions through the internet.
3. electronic marketplace	c. to produce or earn (an amount of money) as gross profit or income.
4. malfunction	d. a place where shares of public listed companies are traded.
5. e-business	e. a transaction or business conducted between one business and another, such as a wholesaler and retailer.
6. to gross	f. a failure to work or operate correctly
7. stock market	g. the total value of goods produced and services provided by a country during one year.
8. gross national product	h. a virtual online market in which business buyers and business sellers can buy and sell goods and services.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

An **auction** is usually a public event where goods or **property** are sold to the highest **bidder**. Therefore, it is a process of placing competitive **bids** on assets or services by potential (1) _____ or closed format. In an open format, all bidders are aware of the bids **submitted**. (2) _____, bidders are not aware of other bids. **Biddings** can be live, or they can be conducted on an online platform.

By increasing visibility of an item and therefore **demand**, auctions can make an extremely rare item more likely to (3) _____. However auctions are popular because buyers (4) _____ they will get a good **deal** buying or selling assets.

Biddings are applied for trade in diverse contexts (5) _____, rare collectibles, expensive wines, **commodities**, used cars, **real estate**, online advertising and many more. Examples of auctions include livestock markets where farmers (6) _____, car auctions, or an auction room at Sotheby's or Christie's where collectors **make bid** on works of art.

- a. such as antiques, paintings
- b. buy and sell animals
- c. in a closed format

- d. and sellers believe
- e. buyers either in an open
- f. sell for a higher price

8. Use the words from the box to complete the sentences.

inventory raw deal tenders estate agent merchandising shoplifting
emerged labour market fluctuate gross margin bugs takeover bid

1. If you say that you are getting a _____, you mean that you are being treated unfairly.
2. The dealer keeps a large _____ of used cars and trucks.
3. The _____ had pictures of the house from the outside but none of its interior.
4. The company said it will submit _____ to develop three oil fields in the area.
5. Many mergers are arranged amicably, but in other cases one firm will make a hostile _____ for the other.
6. The store is monitored by closed-circuit cameras at all times, in order to discourage _____.
7. Most of the movie's earnings came from _____ and not ticket sales.
8. The graph describes the co-operation between the participants in the _____, both employers and employees.
9. He said they had eliminated all the _____ in the software, and we hoped this was true.
10. In accounting, the _____ refers to sales minus cost of goods sold.
11. Vegetable prices _____ according to the season.
12. Richard was waiting outside the door as she _____.

9. Read and translate the sentences.
Underline the right words in italics.

1. A *price-setting / operating cost* mechanism refers to how the price of a commodity (or price relationship between multiple commodities) is determined by the market.
2. Prices change according to *stock / supply* and demand.
3. The Japanese electronics and media giant is not the only one to suffer electronic *glitches / deals*.
4. To reach the *mass market / stock market*, companies develop the same and standardized products for everyone.
5. A company's *gross profit / takeover bid* is the difference between its total income from sales and its total production costs.
6. *Business to business / market research* is information gathered about what people want, need and buy, carried out by producers or sellers to help develop their business strategies.
7. *Commodity markets / labour market* were once heavily regulated because they deal in raw materials that underpin the economy.
8. A *demand / casualty* is a loss resulting from an accident, or someone who is hurt or killed in an accident.
9. Many of the same managers worry that selling stock at low prices relative to book value will “*dilute / tender*” earnings per share.
10. We have had meaningful *negotiations / malfunctions* and I believe we are very close to a deal.
11. Retailers are aware of the potential profitability of *bug / e-commerce* or online shopping.
12. We need to test our strategies in the *marketplace / realty*.

10. Read and translate the text below.
Fill in the gaps with the correct answers (A-D).

BIDDING AT SOTHEBY'S

Founded in 1744, *Sotheby's* (/ˈsɒðəˌbiːz/) is the oldest and largest internationally recognized American firm of fine art auctioneers in the world. It is one of the world's largest brokers of fine and decorative art, jewellery, and collectibles. It has 80 locations in 40 countries, and maintains a significant presence in the UK. *Sotheby's Institute of Art* (an educational facility), *Sotheby's International Realty* ((1) _____ dealers), and *RM Sotheby's* (classic car (2) _____) are subsidiaries or partner organizations.



Nowadays *Sotheby's* has set a number of world records for auctioned works of art. For instance, in 2012 a version of the painting *The Scream* by Edvard Munk was sold for \$119.9 million or in 2016 Pablo Picasso's *Femme Assise* sold for \$63.7 million at Sotheby's in London makes it the most expensive Cubist painting ever sold at auction.

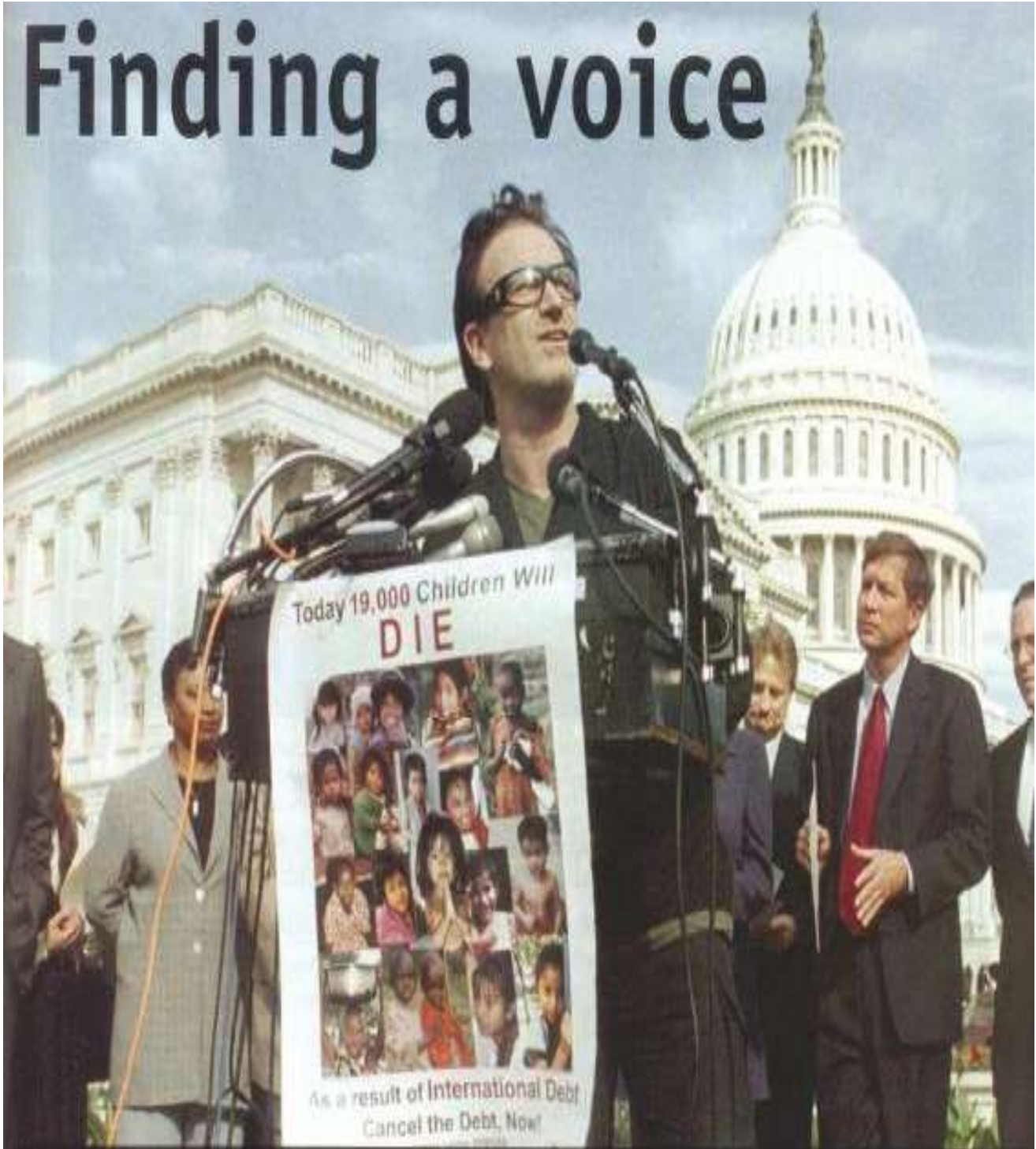
(3) _____ in person at *Sotheby's*, you will need to register for and collect a numbered paddle before the (4) _____ begins. To place your bid, simply raise your paddle until the auctioneer acknowledges you. The bidding increments are decided by the auctioneer, and will usually not exceed ten percent of the previous (5) _____. The auctioneer will take increasing bids on each lot, until only one bidder remains. The final bidder purchases the lot. If the (6) _____ fails to reach the price, the lot will remain unsold. Note that any local taxes will be payable on successful bids. Thus the “hammer price” – the actual winning bid – is smaller than the amount the purchaser will pay.

Please remember to bring government-issued proof of identity, such as a driving license or passport, with you. If you are a first-time (7) _____, you will also be asked for your address, telephone number, and signature to create your account.

1.	a. raw deal	b. stock market	c. marketplace	d. real estate
2.	a. shoplifting	b. dealers	c. market research	d. stock
3.	a. to bid	b. to deal	c. to dilute	d. to gross
4.	a. inventory	b. supply	c. auction	d. estate agent
5.	a. casualty	b. bid	c. operating cost	d. negotiation
6.	a. commodity	b. tender	c. merchandising	d. bidding
7.	a. glitch	b. bidder	c. exchange dealer	d. price setting

Unit 12 Lobbies

Finding a voice



Vocabulary

aid	допомога, підтримка
to aid	допомагати
boycott	бойкот
to boycott	бойкотувати
charity	благодійна організація
debt relief	полегшення боргу
demonstration	демонстрація
march	марш
sit-in	сидячий страйк
fair trade	справедлива торгівля
grant	грант, субсидія, дотація
to grant	надавати грант
income = revenue	дохід
income tax	прибутковий податок
gross income	валовий прибуток
net income	чистий прибуток
litigation	судовий процес
to litigate	судитися
litigator	сторона у судовому процесі
to lobby	лобіювати, впливати на когось
lobby	люди, що впливають
lobbyist	лобіст
petition	петиція, клопотання
to petition against	звертатися з петицією
pressure group	група тиску
industry group	промислова група
protectionism	протекціонізм
quota	квота, доля, частина
subsidy	субсидія, дотація
to subsidise	субсидувати, фінансувати
taxpayer	платник податків
signature	підпис
letter of protest	лист протесту
celebrity	знаменитість, зірка
awareness	обізнаність, знання
free-trader	вільний торгівець
energy-sapping	енерговитратний
subsistence farming	натуральне хазяйство
slum	нетрі
voter	виборець
duty	мити
selfish	егоїстичний
sacrifice	жертва; збиток
tariff barrier	тарифний бар'єр
to restrict	обмежувати
press coverage	висвітлення у пресі
junk mail	спам, поштовий непотріб

1. Give the transcription of the words below. Translate these words.

boycott	lobbyist
awareness	quota
sacrifice	signature
charity	junk mail
revenue	debt relief

2. Translate the following words into English.

звертатися з петицією	сидячий страйк
промислова група	тарифний бар'єр
висвітлення у пресі	енерговитратний
натуральне хазяйство	вільний торгівець

3. Fill in the missing letters and translate the words.

li__gation	c__ebr__y
__lf__h	l__ig__tor
sub__dy	tax__yer
v__t__r	__lfish
protec__o__sm	sa__ifice

4. Read and translate the words. State and underline the odd words in each group.

1. to aid, to restrict, to grant, to subsidise, slum, to boycott, to lobby, to litigate.
2. demonstration, letter of protest, aid, march, pressure group, lobby, petition.
3. income, net income, fair trade, gross income, revenue.
4. income tax, grant, duty, taxpayer.

5. Word building. Form one-root nouns from the following verbs. Pay attention to these words and translate them.

	Verb	→	Noun
to aid	to petition
to subsidise	to lobby
to grant	to boycott

Lexical exercises

6. Match the words and their definitions.

1. to aid	a. to let someone have something, especially something that they have requested.
2. signature	b. seeking or concentrating on one's own advantage, pleasure, or well-being
3. to grant	c. an amount of money brought into the company, typically by selling goods, products, or services.
4. junk mail	d. a person's name written in a distinctive way as a form of identification in authorizing a cheque or document or concluding a letter.
5. selfish	e. a total amount of money an individual or business earned in a given period of time, minus taxes, expenses, and interest.
6. revenue	f. to help or support someone in the achievement of something.
7. net income	g. a someone who takes a claim or complaint against a person or organization to a court of law.
8. litigator	h. unwanted advertising or promotional material received through the post or sent as email.

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Protectionism, sometimes referred to as trade protectionism, is the economic policy that **restricts** imports from (1) _____ such as **tariff barriers** on imported goods, product standards and a variety of other government regulations. Common examples of protectionism, or (2) _____ to implement a policy of protectionism include tariffs, **quotas**, and **subsidies**. All of these tools are meant to promote domestic companies by making (3) _____ or scarce.

Proponents of protectionism argue that the policies can (4) _____ jobs, increase gross domestic product (GDP), and make a domestic economy more competitive globally. However, there is a consensus (5) _____ protectionism has a negative effect on economic growth and economic welfare, while **free traders** and the reduction of trade barriers have a (6) _____ on economic growth.

- | | |
|------------------------------------|----------------------------------|
| a. among economists that | d. tools that are used |
| b. other countries through methods | e. significantly positive effect |
| c. help to create domestic | f. foreign goods more expensive |

8. Use the words from the box to complete the sentences.

**letter of protest boycotted press coverage subsidise industry group
gross income slum fair trade celebrity lobbyists subsistence farming**

1. He is working in a restaurant earning 35,000 rupees a month and has moved out of the _____ into a house of his own. 2. A family with a _____ of £150,000 would take home around £100,000 after tax. 3. The _____ review is the ideal tool to analyze the impact of your actions in the press and to improve your relations with journalists. 4. The last election was _____ by the opposition which said that it would not be fair. 5. An _____ is a way of grouping individual companies or stocks based on common business lines. 6. To _____ is to grant a subsidy – a direct payment made by a government to a company or other organization as a form of assistance. 7. He signed his first contract with Universal, changed his name and became a _____ almost overnight. 8. _____ is on the way out, slowly being replaced by the commercial farming of prized local crops. 9. Environmental _____ would be delighted because of the reduced carbon dioxide fumes. 10. Consumers could buy products marked with the _____ symbol knowing that, at home or abroad, more of the profit will go to the farmer. 11. She would fire off a _____ in the morning.

9. Read and translate the sentences.
Underline the right words in italics.

1. Politicians have used emotions to appeal to the *voters / grants* during election campaigns. 2. There are a number of economic reasons that the current *petition / debt relief* scheme could be harmful to the poor. 3. Employers should take legal advice before attempting to change a term of employment to avoid *litigation / subsidy*. 4. She was working as a volunteer at a homeless *slum / charity* in Cambridge. 5. Anita made many *sacrifices / fair trade* to get her daughter a good education. 6. Unions have begun *lobbying / subsidizing* against the deal because of concerns about job losses. 7. \$130 million of *junk mail / taxpayers'* money will be needed to build the new stadium. 8. A woman in the street saw that he was in trouble and came to his *quota / aid*. 9. This labor-intensive and *energy-sapping / selfish* type of manual harvesting is increasingly becoming uneconomical. 10. Most countries charge customs *duties / incomes* and tax on items shipped from the U. S. 11. After a short *march / boycott*, the column entered the village. 12. Politicians now have much greater *press coverage / awareness* of these problems. 13. They wanted me to sign a *petition / lobby* against experiments on animals.

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

GREENSBORO LUNCH COUNTER SIT-IN

When was the last time you sat in a public place? Were you in a park? Perhaps it was a coffee or ice cream shop. Did anyone ask you to leave? We sure hope not! But for many African Americans, things weren't always that way. In the middle of the 20th century Black Americans weren't allowed to be in the same restaurants or theaters as White people. During the Civil Rights Movement, many people protested against this practice. One way they did so was through (1) _____.



What is a sit-in? A sit-in or sit-down is a form of direct action that involves one or more people occupying an area for a protest, often to promote political, social, or economic change. These (2) _____ gather in a space or building, refusing to move unless their demands are met.

One of the most famous sit-ins was in the USA in 1960. On February 1, four African American freshmen from North Carolina Agricultural and Technical College in Greensboro walked into the *F. W. Woolworth* store, where the official policy was to refuse service to anyone but whites, and quietly sat down at the lunch counter. Denied service, they stayed until closing time. The next morning they came with twenty-five more students. On the third day, sixty-three students joined the sit-in. The fifth day *Woolworth* had more than three hundred demonstrators at the store. The next day the company said they were willing to negotiate, but only token changes were made. The students were so enraged by this that they launched a massive (3) _____ of stores with lunch counters. (4) _____ dropped by a third, forcing the store owners to relent. Six months from the very first sit-in, the four freshmen returned and were served at *Woolworth's* lunch counter. Within a year similar peaceful (5) _____ took place in over a hundred cities.

The *Greensboro Sit-In* was a critical turning point in Black history and American history, bringing the fight for civil rights to the national stage.

1.	a. charities	b. sit-ins	c. energy-sapping	d. petitions
2.	a. litigation	b. voter	c. pressure group	d. lobby
3.	a. boycott	b. duty	c. grant	d. debt relief
4.	a. awareness	b. sacrifice	c. taxpayer	d. income
5.	a. aid	b. income tax	c. demonstrations	d. letter of protest

Unit 13 Communication

Messaging meltdown

Keynotes

Effective **communication policies** ensure that vital **information flows** through the company to all the various members of the staff. Developments in **IT** (information technology) and **telecommunications** have changed the way people communicate, making it possible to contact people at any time through **email**, **voicemail** and **mobile phones**. This has sometimes led to an **information overload**, where businesspeople spend more time reading and listening to messages than acting upon them.

Vocabulary

communication policy	комунікаційна політика
information flow	інформаційний потік
information technology	інформаційні технології
telecommunication	дистанційний зв'язок
email	електронна пошта
voicemail	голосова пошта
mobile (phone)=cell phone	мобільний телефон
overload	перевантаження
to overload	перевантажувати
information overload	інформаційне перевантаження
correspondence	кореспонденція, листування
to correspond	листуватися
to overwhelm	приголомшити, переповнити
to prioritise	надавати перевагу
backlog	невиконання, заборгованість
to process	обробляти
process	процес, процедура
product recall	відкликання товару з ринка
to withdraw	відкликати, забирати
text messaging = SMS	відправлення повідомлень
white-collar	конторський, клерк
to enclose	прикладати, вкладати
preferential rate	пільговий, переважаючий ставка, тариф, ціна
junkie	наркоман
outstripping	випереджаючий
infoglut	інфоперенасичення
to cope with	справлятися з
deluge	потоп, повінь
culprit	злочинець, винуватець
beep = toot	гудок, звуковий сигнал
to spit out	випльовувати
intrusive	настирливий
meltdown	катастрофа, провал
to reinforce	посилювати
follow-up	додатковий
self-admitted	власнопроголошений
snail mail	звичайна пошта
obstacle	перепона
dispatch	відправка (<i>пошти</i>)
onwards	далі
gossip	плітки
to reckon	вважати
to whisper	шепотіти
to tolerate	дозволяти, допускати
to outline	обмалювати, намітити

1. Give the transcription of the words below. Translate these words.

overload	meltdown
dispatch	culprit
to overwhelm	preferential
to withdraw	to prioritise
outstripping	infoglut

2. Translate the following words into English.

відправлення повідомлень	відкликання товару з ринку
комунікаційна політика	інформаційні технології
справлятися з	мобільний телефон
власнопроголошений	інформаційне перевантаження

3. Fill in the missing letters and translate the words.

bac__og	go__ip
on__rds	j__kie
__tru__ve	b__p
d__uge	ob__ac__
pro__ss	ra__te

4. Read and translate the words. State and underline the odd words in each group.

1. to enclose, to outline, white-collar, to whisper, to spit out, to tolerate, to reinforce, toot, to reckon.

2. email, snail mail, correspondence, follow-up, telecommunication, voicemail, information flow.

5. Word building. Form one-root nouns from the following verbs. Pay attention to these words and translate them.

Verb		→	Noun	
to overload		to process
to correspond			

Lexical exercises

6. Choose the best definition for these words.

1. overload	a. a document that outlines an organisation's approach to its internal communication with its employees.
2. to correspond	b. to strengthen or support (an object or substance), especially with additional material.
3. communication policy	c. a transmission of information by various types of technologies over wire, radio, optical, or other electromagnetic systems.
4. to tolerate	d. to communicate by exchanging letters, emails, or other messages.
5. to reinforce	e. a sending of someone or something to a destination or for a purpose.
6. obstacle	f. an excessive amount of something.
7. telecommunication	g. a thing that blocks one's way or prevents progress.
8. dispatch	h. allow the existence, occurrence, or practice
9. rate	i. in a continuing forward direction; ahead.
10. onwards	j. a fixed price paid or charged for something.

7. Read and translate the sentences. Pay attention to the words in bold.

1. Do you **reckon** you'll be able to go to the grocery store after work? 2. **Product recalls** happen in every industry and can be production-related or stem from the raw material. 3. The building industry has been catching up with a **backlog** of work after delays due to bad weather. 4. With price rises **outstripping** wages, we are getting progressively poorer each month. 5. Her assistant has already scheduled a **follow-up** meeting on Monday. 6. Babies are always **spitting** their food **out**. 7. There was total agreement to start the peace **process** as soon as possible. 8. This chapter **outlines** the main financial reports included in the annual report and accounts of a business. 9. Even though the teacher told us not to speak at all, my sneaky classmates and I continued **to whisper**. 10. Mr Laws may find such a process difficult as he is likely to be asked **intrusive** questions about his personal life. 11. The firm has written to his mother explaining this and **enclosing** a cheque for \$ 50 as an apology. 12. He's a perfectionist, a **self-admitted** nitpicker who jokes of nagging his teammates about dirty cereal bowls left in the sink.

8. Use the words from the box to complete the sentences.

**junkies snail mail correspondence meltdown preferential voicemail
cope with information technology gossip white-collar culprits
withdrew overload**

1. Before e-planning, citizens could provide only their opinion via direct confrontation, _____, phone calls, or e-mails. 2. This agenda is driven by energy companies who have become subsidy _____. 3. What are strategies that cities can use to better _____ climate change? 4. Staying connected by phone, _____ and email wherever you are in the world is easier than you think. 5. One of the old issues that surfaced for me was a fear of financial _____. 6. It is not acceptable, in a modern company, to give _____ treatment to your relatives and friends. 7. Children in this country are getting much too fat, and sugar and sweets are the main _____. 8. Jane and Lyn sat in the kitchen having a good _____ about their friends. 9. Throughout the twentieth century all major industrial societies have undergone major technological changes that have greatly expanded the number of _____ jobs available. 10. Modern _____ has given rise to the virtual workplace, where physical location is less important than electronic access. 11. _____ is a situation in which extra power is taken from an electrical supply, and the increased current causes the cables to heat up, which may end in an electrical fault. 12. His interest in writing came from a long _____ with a close college friend. 13. They _____ 100 dollars from a bank account after checking out of their hotel.

9. Underline the two words that you could use to complete each sentence.

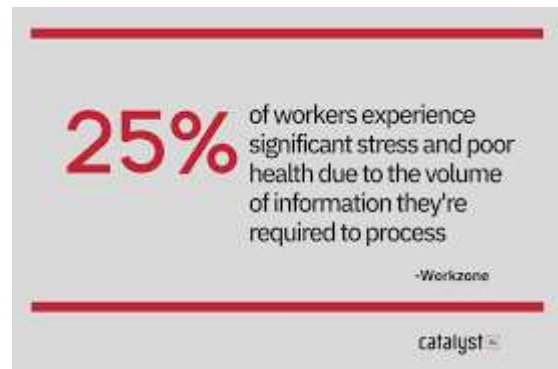
- | | | |
|------------------|-------------------------|-------------------|
| a. <u>beep</u> | b. rate | c. toot |
| a. voicemail | b. SMS | c. text messaging |
| a. mobile phones | b. cell phones | c. email |
| a. backlog | b. information overload | c. infoglut |

1. The continuous _____ of the cardiograph was music to his ears.
2. Schools are even being encouraged to use _____ or video-conferencing to communicate.
3. It found that 56 per cent of truckers said they used their _____ behind the wheel.
4. The problem of _____ is less a result of technology than of human nature.

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

INFORMATION OVERLOAD: HOW TO AVOID IT

When you try to consume too much data at one time, your brain may become (1) _____ by all the information. For example, if you tried to read a book while listening to music and watching television, you may experience (2) _____. Information overload or, is it sometimes called, (3) _____ is the difficulty in understanding an issue and effectively making decisions when one has too much information. It is when a system slows or even stops because the input of knowledge is too large for it to process. This can happen with machines like computers and (4) _____, but it can also happen to people.



We are living in a digital world where we are constantly bombarded with information from our daily lives. The rise of technology has made it so that we have more information at our fingertips than ever before, but that also means that we have more to keep up with and (5) _____ than ever before as well.

Information overload is a problem that many people are facing today. Emails, (6) _____, and other notifications are a great tool for staying connected. But they start to take up too much space in our life. To deal with it, (7) _____ tasks and avoid multitasking, find ways to eliminate unnecessary information, and take breaks to let your brain to process it.

Nowadays, innovative tools and techniques promise relief for those of us struggling with (8) _____. Some are technological solutions – software that automatically sorts and prioritizes incoming (9) _____, for instance – designed to regulate the (10) _____.

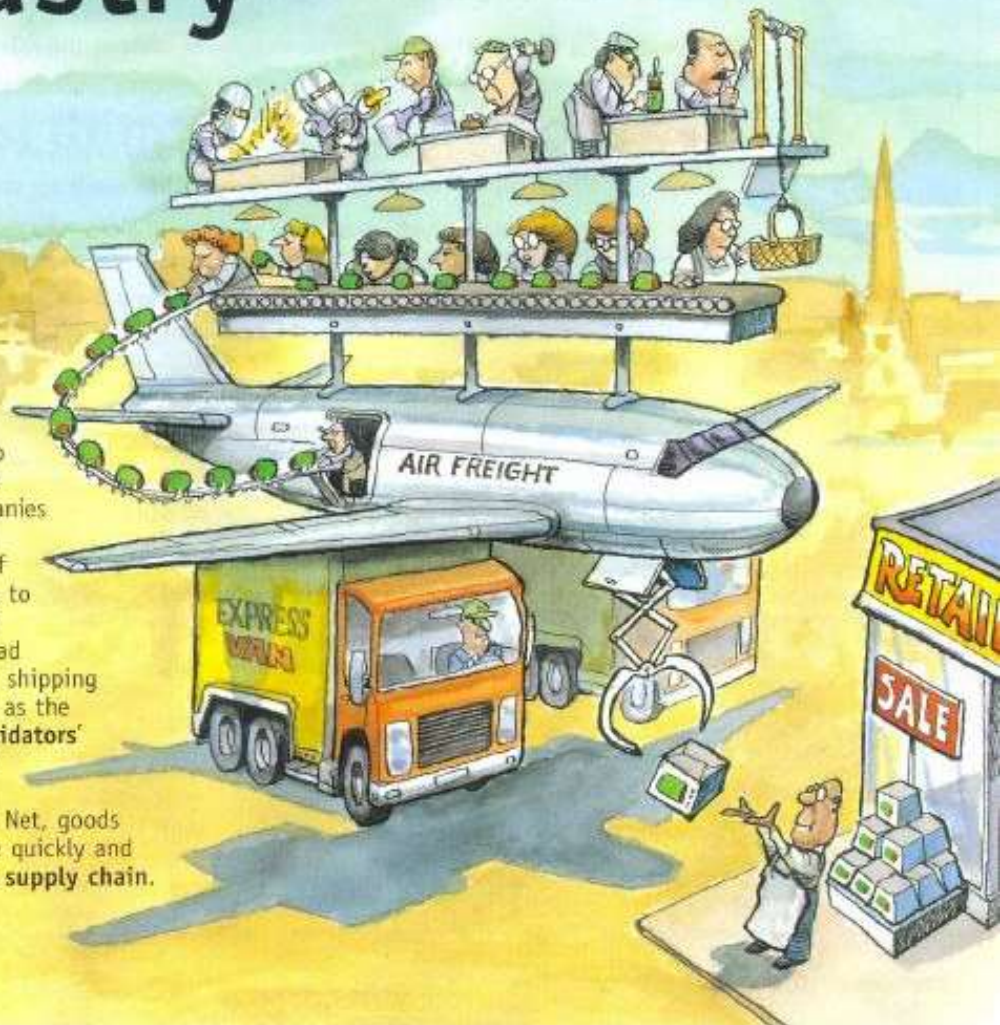
1.	a. overwhelmed	b. voicemail	c. processed	d. reinforced
2.	a. beep	b. dispatch	c. information overload	d. gossip
3.	a. meltdown	b. infoglut	c. telecommunication	d. junkie
4.	a. toot	b. culprit	c. mobile phones	d. rate
5.	a. process	b. whisper	c. outline	d. withdraw
6.	a. backlog	b. obstacle	c. text messaging	d. onwards
7.	a. reckon	b. tolerate	c. overload	d. prioritize
8.	a. cell phone	b. snail mail	c. information flow	d. product recall
9.	a. process	b. e-mail	c. white-collar	d. spit out
10.	a. self-admitted	b. preferential	c. outstripping	d. deluge

Unit 14 Logistics

The invisible industry

Keynotes

Logistics is the management of the **flow of products** from **raw materials** to finished goods. Smart logistics allow companies to reduce the costly **inventory** problem of overstocking. Thanks to improvements in the **freight industry** (road haulage, rail freight, shipping or air-cargo) as well as the international '**consolidators**' or '**integrators**' such as FedEx, UPS and Deutsche Post World Net, goods are moved ever more quickly and efficiently along the **supply chain**.



Vocabulary

logistics	логістика, система постачання
distribution	розповсюдження
finished goods	готові вироби
freight	вантаж; перевезення вантажу
to freight	фрахтувати, вантажити
freight forward	фрахт сплачено
freight industry	вантажоперевезення
grey marketing	сіра торгівля, продаж
to suspend	затримувати
to resort	прибігати до, звертатися за
(road-) haulage	буксировка, перевезення
loading bay	вантажний майданчик
to pilot=to trial=to test	тестувати, випробовувати
raw materials	сировина
to ship = to deliver	перевозити, відправляти
shipment	перевезення (<i>вантаж</i>)
shipping	завантаження, перевезення
ship	корабель, судно
supply chain	мережа постачальників
inventory	запаси
overstocking	затоварювання
consolidator	консолізатор, ущільнювач
integrator	інтегратор, накопичувач
theft	крадіжка
to alert	попереджати, сповіщувати
smart tag	бездротовий маяк
to tag	прикріплювати, маркувати
barcode	штриховий код
to object	противитися, протестувати
to shrink	зменшувати, скорочувати
invasive	загарбницький
to forego	відмовлятися, утримуватися
cost saving	економія у затратах
to broadcast	передавати (<i>по радіо</i>)
to catch on	завоювати популярність, увійти до моди
to run out of	витрачати, закінчуватися
to keep count	вести облік
labour-intensive	трудомісткий
error-prone	ненадійний
conveyor belt	стрічка конвеєрна
checkout	каса (<i>у магазині</i>)
traceable	відстежуваний, помітний
stray	випадковий
draft	проект
warranty	гарантія
returned goods	повернення товару

**1. Give the transcription of the words below.
Translate these words.**

logistics	freight
haulage	supply chain
to forego	conveyor belt
barcode	warranty
loading bay	to alert

2. Translate the following words into English.

вантажоперевезення	економія у затратах
повернення товару	бездротовий маячок
готові вироби	сировина
сіра торгівля	фрахт сплачено
крадіжка	передавати по радіо

3. Fill in the missing letters and translate the words.

in__nto__y	to t__s__
to p__lo__	con__li__at__
ch__ou__	to sh__nk
to o__j__ct	in__gra__r
__erstoc__ng	sh__p__nt

**4. Read and translate the words.
State and underline the odd words in each group.**

1. to run out of, to suspend, draft, to keep count, to resort, to trial, to deliver, distribution, to tag, to catch on,.

2. invasive, stray, ship, labour-intensive, traceable, to freight, error-prone.

**5. Word building. Add the suffixes to the noun.
Pay attention to these suffixes.**

	→ <i>ment</i>	→ <i>ing</i>
ship

Lexical exercises

6. Choose the best definition for these words.

1. draft	a. to attach a label to.
2. to tag	b. to test (a scheme, project, etc.) before introducing it more widely.
3. to ship	c. an activity of transporting things in large trucks
4. to pilot	d. a preliminary version of a piece of writing.
5. freight industry	e. a company that buys a supply of particular goods or services from different places and then offers them for sale to the public.
6. road-haulage	f. a person who orchestrates the major functions of an organization.
7. consolidator	g. all transportation-based and transportation-dependent enterprises involved in the supply chain from point of origin to point of consumption.
8. integrator	h. to transport (goods or people).

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Shipping is the transportation of cargo. The term *shipping* originally referred to transport by sea but in American English, it (1) _____ to transport by land or air. Two of the most important element of shipping and **delivering** goods is distribution and transportation. Transportation is (2) _____ one place to another while **distribution** is the system by which **finished goods** and **raw materials** are categorized, transported and distributed in their destination. Transportation is a part of distribution (3) _____ of moving products, while distribution is the overall **inventory**, warehousing, **supply chain** and **logistics**.

Meanwhile, a primary component of all supply chain and logistics systems is **freight** transportation. There are (4) _____ transportation: by air, by sea, by road and by rail. They can be utilized depending on the type of (5) _____ to be delivered, the size of the good, the location of the **shipment** or delivery and the time that the goods are needed to reach its destination. Approximately, 128 trillion tonne-kilometers a year (6) _____: 70% by **ship**, 18% by truck, 9% by train, 2% by inland waterways and less than 0,25% by cargo aircraft.

- | | |
|---|--------------------------------|
| a. process that determines the efficacy | d. four major types of freight |
| b. has been extended to refer | e. are transported worldwide |
| c. goods or merchandise | f. the movement of things form |

8. Use the words from the box to complete the sentences.

**error-prone grey marketing object conveyor belt returned goods
freighted loading bay labour-intensive keep count overstocking**

1. New electronic voting machines have proven _____, and may not be capable of accurate recounts. 2. From these ports the grain is _____ down to Addis Ababa. 3. _____ generally occurs when new securities are bought and sold before official trading begins. 4. If a _____ moves too fast, parts may be damaged or the workers may not be able to keep up. 5. Would anyone _____ if we started the meeting now? 6. _____ are any goods which a customer rejects or returns or indicates a wish to do so. 7. _____, also called "surplus stock," happens when stores purchase more product than they sell. 8. A lot of farming techniques have been abandoned because they were too _____. 9. Art storage, general stores, case stores and workshops are all located adjacent to the _____ with access to the goods lift. 10. Wait until your glass is completely empty to refill so you can _____ of how much you are drinking.

9. Read and translate the sentences. Underline the right words in italics.

1. Our gross domestic product *shrank / alerted* by 0.3% in the final three months of last year. 2. If a *freight / warranty* is offered with goods, the buyer is given a written guarantee that the manufacturer or retailer will repair or replace the goods, under certain conditions. 3. The ferry service has been *suspended / broadcasted* for the day because of bad weather. 4. They were talking on *traceable / error-prone* cellular phones. 5. If you love wine but don't care for desserts, you may choose to buy a bottle of wine and *forego / run out of* dessert. 6. Animal shelters provide a valuable service to the community by keeping the streets as free of *draft / stray* animals as possible. 7. Some schools have *freighted / resorted* to recruiting teachers from overseas. 8. An *invasive / labour-intensive* organism is one that has arrived in a place from somewhere else and has a harmful effect on that place. 9. I wonder if the game will ever *catch on / keep count* with young people? 10. A *freight forward / freight industry* specifically indicates who is responsible for the cost of freight and any addition charges incur during shipment. 11. The drug must first be *objected / tested* in clinical trials to see if it works on other cancers. 12. The concert will be *broadcast / trial* live on television and radio.

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

SMART SHELF TECHNOLOGY WILL CHANGE YOUR SUPERMARKET

You may want to start paying attention to supermarket shelves because they are changing rapidly. If you look at most shelves in a store today, you will see paper labels proudly announcing the prices and discounts sticking out over the edge. Electronic labels like (1) _____, *QR codes* and *RFID* (radio frequency identification reader) will eliminate all the paper and will make it easier to change the prices in an entire store within minutes.

Barcodes, *QR codes* and *RFID* are all systems for conveying large amounts of data in a small format. They offer speed, labor savings and (2) _____, among other benefits. But there are distinct differences between all of them and differences in the purposes they are best suited for.

Barcodes have been around for decades, are versatile, and have a lot of uses – in retail, grocery stores, manufacturing settings, and in transportation of products.

QR codes are well suited for marketing purposes, use on business cards, on a banner at a sales event and on all types of food products to provide a good explanation about the product, by using a *QR code* app on a Smart phone.

RFID usually has a (3) _____ that contains a microchip, reader and antenna to transmit and receive data. It uses radio waves to identify items and transmit information about them. In supermarkets, RFID technology can help retailers manage and track (4) _____. RFID tags can (5) _____ store associates when the shelves (6) _____ products and need restocking, when someone has put the wrong items on a shelf or when a (7) _____ has occurred. RFID tags on every item combined with robotic (8) _____ can automatically scan your purchases and make shopping faster.

In the future, smart shelves will change how you shop. From digital displays that show instant price changes to advertisements linked to your shopping list, you can expect the technology to become more personalized.

1.	a. theft	b. barcodes	c. returned goods	d. integrator
2.	a. overstocking	b. haulage	c. cost savings	d. draft
3.	a. smart tag	b. warranty	c. grey marketing	d. invasive
4.	a. ship	b. freight	c. traceable	d. inventory
5.	a. alert	b. forego	c. trial	d. suspend
6.	a. pilot	b. test	c. run out of	d. resort
7.	a. loading bay	b. theft	c. consolidator	d. freight industry
8.	a. stray	b. error-prone	c. conveyor belt	d. checkouts

Unit 15 Innovation

Pushing the limits

Keynotes

Innovation has become a critical factor for commercial success. Businesses can innovate in a number of different ways: by launching products with **new features**, by providing improvements to existing services, by introducing more **effective business practices** and by finding new markets and sources of supply. **Launching an innovation** involves a **degree of risk** but, if successful, an entrepreneur can produce better **returns** as **margins** will be high especially when competitors' products become **obsolete** as a result.



Vocabulary

innovation	нововведення, інновація
achievement	досягнення, успіх
accomplishment	досягнення, усіх
to achieve	добиватися, досягати
achiever	процвітаюча людина
borderline = boundary	границя, межа
brink = edge	край, границя, грань
boderline	пограничний
breakthrough	досягнення, відкриття
business practice	практика ділових відносин
to design	проектувати, розробляти
design	план, дизайн, креслення
designer	дизайнер, проектувальник
designer goods	дизайнерські товари
designer ware	дизайнерський посуд
feature = characteristic	особливість, риса
to feature	відрізняти, характеризувати
product feature	особливість продукту
special feature	особливі можливості
generic	непатентований
mass-production	масове виробництво
to mass-produce	масово випускати
prototype	прототип, макет, зразок
degree of risk	ступінь ризику
return	дохід
margin	прибуток, маржа
obsolete	застарілий
perseverant	наполегливий
sample	зразок, модель
household	хатній, побутовий
trendsetting	що задає моду
genius	геніальність, обдарованість
failure = flop = fiasco	неуспіх, провал
godfather	хрещений батько
to revel in	насолоджуватись
rein	вожжі
houseware	предмети побуту
squeezer	соковитискач
duds	одяг, ганчір'я
mundane	світський, земний
to reassure	переконувати
to veer	повертати, змінювати
stable	організація з філіями
to conquer	завойовувати, підкорювати
to revamp	ремонтувати
to come up with	вигадувати, розробляти
troubleshooting	діагностика

**1. Give the transcription of the words below.
Translate these words.**

fiasco	houseware
feature	to conquer
prototype	obsolete
to reassure	genius
perseverant	squeezer

2. Translate the following words into English.

ступінь ризику	дизайнерський посуд
вигадувати, розробляти	практика ділових відносин
дизайнерські товари	особливість продукту
нововведення	насолоджуватись
особливі можливості	хрещений батько

3. Fill in the missing letters and translate the words.

tre__set__ng	ge__ric
ma__gin	a__iev__
__der__ne	_ouse__ld
sam__e	troub__sho__ing
mass-pro__ct__n	mun__ne

4. Read and translate the words.

State and underline the odd words in each group.

1. to revamp, to achieve, duds, to veer, to design, to mass-produce, rein, to feature.
2. flop, achievement, breakthrough, failure, accomplishment.
3. borderline, edge, characteristic, brink, boundary, stable.

**5. Word building. Add the suffixes to the verbs.
Pay attention to these suffixes.**

Verb	→	Noun	Verb	→	+ suffixes (-ment, -er)
to design		to achieve	
to feature		to design	

Lexical exercises

6. Choose the best definition for these words.

1. squeezer	a. a line which marks the limits of an area; a dividing line.
2. trendsetting	b. a successful achievement of a task.
3. boundary	c. a distinctive attribute or aspect of something.
4. accomplishment	d. to change direction suddenly.
5. feature	e. to produce in quantity usually by machinery.
6. to veer	f. a device that removes the juice from fruit by pressing it.
7. to mass-produce	g. a plan or drawing produced to show the look of an object before it is made.
8. design	h. taking a leading role in setting trends, particularly in business or the arts.
9. prototype	i. an organization or establishment training or producing a particular type of person or product.
10. flop	j. a first version of a device or vehicle from which other forms are developed.
11. stable	k. a total failure.

7. Read and translate the sentences. Pay attention to the words in bold.

1. Hundreds of companies have already gone bankrupt and countries pushed to the **brink** of collapse. 2. Investments all come with a certain **degree of risk**, but you can manage these risks by picking safe and low-risks investment vehicles first. 3. **Housewares** are articles of **household** equipment, especially ones used in the kitchen, such as plates, glasses, and utensils like knives and forks. 4. The gas sector is clearly different and its own **special features** must be taken into account. 5. Managers must respond flexibly to new developments in **business practice**. 6. There are still lots of wealthy businessmen buying **designer goods**. 7. We **revamped** the management system, but the business is doing no better than it was before. 8. To say little and perform much is the **characteristic** of great minds. 9. Researchers say they have made a major **breakthrough** in cancer treatment. 10. **Mass production** is the manufacturing of large quantities of standardized products, often using assembly lines or automated technology. 11. We must **come up with** a solution that our shareholders will find acceptable. 12. You pull on both reins to stop or slow a horse, but only the left **rein** to turn left.

8. Use the words from the box to complete the sentences.

conquered duds margin mundane generic achieved genius
fiasco Godfather product feature troubleshooting design

1. Early in the eleventh century the whole of England was again _____ by the Vikings.
2. I've been working all day, but I feel as if I've _____ nothing.
3. This event is a lavish and formal affair, with celebrities donning their best designer _____ and walking the red carpet.
4. Parmesan is a _____ term used to describe a family of hard Italian cheeses.
5. Chaplin was not just a _____, he was among the most influential figures in film history.
6. A _____ is the difference between the selling price and the cost of an item.
7. You are too bored and lack enthusiasm for _____ tasks today.
8. They wanted to _____ a machine that was both attractive and practical.
9. It was utterly predictable that military intervention would be a _____.
10. The instruction manual includes a section on _____ to help you with any simple problems you might have with the TV.
11. A _____ describes a product's characteristics, what it is or what it does, often to differentiate its functionality.
12. The _____ trilogy is all about power, and how it corrupts people.

9. Read and translate the sentences. Underline the right words in italics.

1. Sandra had to *reassure* / *come up with* her nervous boss that the deal would continue as planned.
2. The government had brought the country to the *flop* / *edge* of a catastrophe.
3. He *revelled* / *designed* in his role as team manager.
4. I am an honest, loyal, hard working and *perseverant* / *mundane* person when it comes to realising the real estate dreams of my clients.
5. The *duds* / *designer* decided he would like to present a second layout during the council meeting the next day.
6. In this business to broadcast 4,000 programmes on the same radio station is a remarkable *prototype* / *achievement*.
7. Investment plans for the rest of this decade are based on technology already considered *obsolete* / *boderline* by the world's most competitive economies.
8. The *return* / *stable* on the money we invested was very low.
9. It was an enjoyable and memorable night on the *borderline* / *squeezer* of Galway and Mayo.
10. A *sample* / *margin* is a small quantity of a product, given free so that customers can try it or examine it before making the decision to buy.

10. *Read and translate the sentences.
Make new sentences with the words in bold.*

1. High **achievers** traditionally come from middle-class areas and go to university rather than colleges. 2. Product **innovations** lead to an increase in effective demand which encourages an increase in investment and employment. 3. If you're too scared of **failure**, you'll never try to achieve anything. 4. Throughout the country our criminal war party is actively recruiting **borderline** criminals for the armed forces. 5. Three years ago a group of scientists made a breathtaking **breakthrough** by publishing a genetic map showing the DNA breakdown of the human race. 6. For the last 20 years I've had the juice of four oranges for breakfast, using a classic manual **squeezer**, which I drink with toast and a cup of tea. 7. Three hours later, a blood **sample** showed he was twice the legal limit for alcohol. 8. He must learn programming scripts that allow a **generic** program to be tailored to a specific purpose. 9. In most cases, employers want to know if you can do the job and if there is a track record of **achievement**. 10. Techniques of industrial **mass production**, also known as *Fordism*, created mass consumption.

Answer Key

Unit 1.

Exercise 4.

1. ladder;
2. share, steep hierarchy, goodwill;
3. labor union, asset.

3. share issue
4. negotiation
5. trade unions

8. entrepreneurial
9. standardized
10. freelance
11. lifetime

Exercise 6.

1. b
 2. a
 3. b
4. a
 5. b
 6. b

Exercise 7.

1. e
 2. a
 3. c
4. d
 5. f
 6. b

Exercise 8.

1. joint-stock
 2. steep
6. rivalry
 7. shareholding

Exercise 9.

1. competition, rivalry
2. share, stock
3. takeovers, acquisitions
4. labor union, trade union
5. merger, amalgamation

Exercise 10.

1. takeovers
 2. entrepreneurs
 3. assets
 4. competitive
5. share price
 6. rivals
 7. shares
 8. shareholders

Unit 2.

Exercise 4.

1. to sack, to witness, apparently;
2. personnel, coach, staff;
3. temper, defeat.

5. appraiser

10. enables
11. disastrous

Exercise 6.

1. a
 2. b
 3. a
4. a
 5. b
 6. b

1. staff
2. autonomous
3. appraisal
4. upset
5. motivated

Exercise 9.

6. regulations
7. to emerge
8. authorisation
9. to assess

Exercise 8.

1. witness
 2. staff turnover
 3. scarce
 4. delegation
6. authoritative
 7. strangle
 8. supervisory
 9. sacked

1. to motivate
2. personnel
3. leadership
4. duties
5. subordinates

Exercise 10.

6. objectives
7. motivational
8. inspire
9. goals

Unit 3.

Exercise 4.

1. margin, sales;
2. harsh, threatening;
3. threat, supplier.

Exercise 6.

- | | |
|------|------|
| 1. a | 4. a |
| 2. b | 5. b |
| 3. a | 6. b |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. d |
| 2. a | 5. b |
| 3. c | 6. f |

Exercise 8.

- | | |
|----------------------|-----------------------|
| 1. clicked with | 6. market sharing |
| 2. apparel | 7. digging into |
| 3. harsh | 8. strategic alliance |
| 4. planning process | 9. threateningly |
| 5. industrialization | 10. beneath |

Exercise 10.

- | | |
|---------------|---------------|
| 1. campaign | 5. crucial |
| 2. strategy | 6. approaches |
| 3. marginally | 7. resources |

Unit 4.

Exercise 4.

1. law suit, board;
2. to vote, in limbo, to sink in, wage.

Exercise 6.

- | | |
|------|------|
| 1. f | 5. g |
| 2. h | 6. c |
| 3. a | 7. d |
| 4. b | 8. e |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. f |
| 2. a | 5. d |
| 3. c | 6. b |

Exercise 8.

- | | |
|-----------------------|--------------------|
| 1. board of directors | 6. outrageous |
| 2. in limbo | 7. fat cat |
| 3. law suit | 8. salaried |
| 4. golden parachute | 9. are on a budget |
| 5. cushion | 10. damages |

Exercise 9.

- | | |
|---------------------------|----------------------|
| 1. went over budget | 5. meet |
| 2. rewarding | 6. compensation deal |
| 3. pay freeze | 7. pay-as-you-earn |
| 4. remuneration committee | |

Exercise 10.

- | | |
|------------------|---------------------|
| 1. reward | 5. stock options |
| 2. pension funds | 6. severance pay |
| 3. remuneration | 7. golden parachute |
| 4. golden hello | |

Unit 5.

Exercise 4.

1. reserve, lobbying;
2. attempt, to cost, scar.

Exercise 6.

- | | |
|------|------|
| 1. f | 5. b |
| 2. d | 6. g |
| 3. h | 7. c |
| 4. a | 8. e |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. c |
| 2. b | 5. a |
| 3. d | 6. f |

Exercise 8.

- | | |
|----------------------|---------------------|
| 1. taking out a loan | 6. landowners |
| 2. pollution | 7. apply for a loan |
| 3. attempt | 8. negotiators |
| 4. approval | 9. sustained |
| 5. scar | 10. prosper |
| | 11. developer |

Exercise 9.

value, located, ownership, measure, terms, resources, organizations

Exercise 10.

- | | |
|---------------------|-----------------------|
| 1. bank loan | 4. take out a loan |
| 2. loan | 5. cost |
| 3. apply for a loan | 6. interest on a loan |

Unit 6.

Exercise 4.

1. benefit, logo;
2. beneficial, price war, evil.
3. kit, stamp.

Exercise 6.

- | | |
|------|------|
| 1. f | 5. b |
| 2. h | 6. c |
| 3. a | 7. e |
| 4. g | 8. d |

Exercise 7.

- | | |
|------|------|
| 1. f | 4. c |
| 2. a | 5. b |
| 3. d | 6. e |

Exercise 8.

- | | |
|--------------------|---------------------|
| 1. premium rate | 6. bombarded |
| 2. straightforward | 7. seduce |
| 3. aspiration | 8. commit |
| 4. consumption | 9. shooting down |
| 5. accuse | 10. distract |
| | 11. wholesale price |

Exercise 9.

beneficial, benefit, cross-branding, brands, premium.

Exercise 10.

- | | |
|----------------------|------------------|
| 1. barriers to entry | 4. brand loyalty |
| 2. benefit | 5. corrupt |
| 3. benefits | |

Unit 7.

Exercise 4.

1. offshore, call center;
2. consultancy, ample.
3. knowledge worker, shift.

Exercise 6.

- | | |
|------|------|
| 1. g | 5. h |
| 2. d | 6. e |
| 3. f | 7. b |
| 4. a | 8. c |

Exercise 7.

- | | |
|------|------|
| 1. b | 4. d |
| 2. e | 5. f |
| 3. c | 6. a |

Exercise 8.

- | | |
|------------------|-----------------|
| 1. consultancy | 6. manual work |
| 2. downsizing | 7. outbid |
| 3. pilot project | 8. implications |
| 4. redeploy | 9. dry up |
| 5. subcontract | 10. surplus |

Exercise 9.

- | | |
|----------------------|----------------|
| 1. consensus | 5. slash |
| 2. overheads | 6. backlash |
| 3. shortage | 7. shift |
| 4. help-desk support | 8. back office |

Exercise 10.

- | | |
|---------------------|-------------------|
| 1. offshoring | 5. offshore |
| 2. overseas | 6. knowledge work |
| 3. labor costs | 7. cost savings |
| 4. service provider | |

Unit 8.

Exercise 4.

1. regulator, expense account, sales;
2. forecast, balance sheet;
3. bankruptcy, statement of financial position, fixed assets.

Exercise 6.

- | | |
|------|------|
| 1. g | 5. d |
| 2. a | 6. b |
| 3. f | 7. h |
| 4. c | 8. e |

Exercise 7.

- | | |
|------|------|
| 1. b | 4. a |
| 2. f | 5. e |
| 3. d | 6. c |

Exercise 8.

- | | |
|--------------------|-----------------------|
| 1. overwhelming | 6. Expense Claim Form |
| 2. rebate | 7. insolvent |
| 3. wrong-doing | 8. expenditure |
| 4. trading profits | 9. trading profit |
| 5. mismanagement | 10. regulation |

Exercise 9.

- | | |
|------------------------|----------------------|
| 1. conceal | 6. retained earnings |
| 2. jail | 7. fixed assets |
| 3. claim expenses | 8. expense account |
| 4. interest receivable | 9. falsify |
| 5. indirect costs | |

Exercise 10.

- | | |
|------------------------|---------------------------------|
| 1. bankruptcy | 5. financial statements |
| 2. strict | 6. regulations |
| 3. financial reporting | 7. Securities Exchange omission |
| 4. balance sheet | 8. overstated |
| | 9. earnings |

Unit 9.

Exercise 4.

1. applicant, cover letter;
2. to hire, want ad;
3. to reduce payroll, full house, responsible for

Exercise 6.

- | | |
|------|------|
| 1. g | 5. b |
| 2. d | 6. e |
| 3. a | 7. c |
| 4. h | 8. f |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. f |
| 2. a | 5. d |
| 3. c | 6. b |

Exercise 8.

- | | |
|----------------------|-----------------------|
| 1. nail a deadline | 6. guinea pig |
| 2. hiring and firing | 7. payroll management |
| 3. reduce payroll | 8. redundant |
| 4. weed out | 9. accountable for |

Exercise 9.

- | | |
|--------------------|-------------|
| 1. demeanor | 7. payroll |
| 2. to jumble | 8. proceed |
| 3. trump | 9. want ad |
| 4. miss a deadline | 10. input |
| 5. law-enforcement | 11. embed |
| 6. assign | 12. empower |
| | 13. trainee |

Exercise 10.

- | | |
|---------------|-----------------|
| 1. applicants | 6. cover letter |
| 2. interviews | 7. hiring |
| 3. apply for | 8. application |
| 4. deadline | 9. job hunters |
| 5. resume | |

Unit 10.

Exercise 4.

1. breach, profit.
2. sweatshop
3. peril, patent

Exercise 6.

- | | |
|------|------|
| 1. d | 5. b |
| 2. f | 6. e |
| 3. a | 7. h |
| 4. c | 8. g |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. a |
| 2. c | 5. d |
| 3. f | 6. b |

Exercise 8.

- | | |
|--------------------|----------------------|
| 1. patents pending | 6. enforcement |
| 2. profitability | 7. currency dealer |
| 3. perpetrator | 8. deceived |
| 4. flattery | 9. indistinguishable |
| 5. bribed | 10. churning out |
| | 11. breach |

Exercise 9.

- | | |
|----------------------|--------------------------|
| 1. forged | 7. crack down on copycat |
| 2. peril | 8. profitable |
| 3. patent office | 9. enforceable |
| 4. reckon | 10. counterfeiter |
| 5. vulnerable | 11. deceit |
| 6. currency exchange | 12. cheating |

Exercise 10.

- | | |
|--------------------------|-----------------|
| 1. copycats | 5. to sue |
| 2. intellectual property | 6. infringement |
| 3. copyright | 7. patent |
| 4. trademark | |

Unit 11.

Exercise 4.

1. supply, tender;
2. commodity, property;
3. e-business
4. real estate, e-commerce

Exercise 6.

- | | |
|------|------|
| 1. e | 5. b |
| 2. a | 6. c |
| 3. h | 7. d |
| 4. f | 8. g |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. d |
| 2. c | 5. a |
| 3. f | 6. b |

Exercise 8.

- | | |
|-----------------|------------------|
| 1. raw deal | 7. merchandising |
| 2. inventory | 8. labour market |
| 3. estate agent | 9. bugs |
| 4. tenders | 10. gross margin |
| 5. takeover bid | 11. fluctuate |
| 6. shoplifting | 12. emerged |

Exercise 9.

- | | |
|--------------------|---------------------|
| 1. price-setting | 7. commodity market |
| 2. supply | 8. casualty |
| 3. glitches | 9. dilute |
| 4. mass market | 10. negotiations |
| 5. gross profit | 11. e-commerce |
| 6. market research | 12. marketplace |

Exercise 10.

- | | |
|----------------|------------|
| 1. real estate | 5. bid |
| 2. dealers | 6. bidding |
| 3. to bid | 7. bidder |
| 4. auction | |

Unit 12.

Exercise 4.

1. slum;
2. aid.
3. fair trade;
4. grant.

Exercise 6.

- | | |
|------|------|
| 1. f | 5. b |
| 2. d | 6. e |
| 3. a | 7. c |
| 4. h | 8. g |

Exercise 7.

- | | |
|------|------|
| 1. b | 4. c |
| 2. d | 5. a |
| 3. f | 6. e |

Exercise 8.

- | | |
|-------------------|------------------------|
| 1. slum | 6. subsidise |
| 2. gross income | 7. celebrity |
| 3. press coverage | 8. subsistence farming |
| 4. boycotted | 9. lobbyists |
| 5. industry group | 10. fair trade |
| | 11. letter of protest |

Exercise 9.

- | | |
|----------------|-------------------|
| 1. voters | 6. lobbying |
| 2. debt relief | 7. taxpayer |
| 3. litigation | 8. aid |
| 4. charity | 9. energy-sapping |
| 5. sacrifices | 10. duties |
| 13. petition | 11. march |
| | 12. awareness |

Exercise 10.

- | | |
|-------------------|-------------------|
| 1. sit-ins | 4. income |
| 2. pressure group | 5. demonstrations |
| 3. boycott | |

Unit 13.

Exercise 4.

1. white-collar, toot;
2. follow-up.

6. preferential

12. correspondence

13. withdrew

Exercise 6.

- | | |
|------|-------|
| 1. f | 6. g |
| 2. d | 7. c |
| 3. a | 8. e |
| 4. h | 9. j |
| 5. b | 10. i |

Exercise 9.

1. beep, toot
2. sms, text messaging
3. mobile phones, cell phones
4. information overload, infoglut

Exercise 10.

- | | | | |
|---------------|----------------------------|-------------------------|---------------------|
| 1. snail mail | 7. culprits | 1. overwhelmed | 6. text messaging |
| 2. junkies | 8. gossip | 2. information overload | 7. prioritize |
| 3. cope with | 9. white-collar | 3. infoglut | 8. information flow |
| 4. voicemail | 10. information technology | 4. mobile phones | 9. e-mail |
| 5. meltdown | 11. overload | 5. process | 10. deluge |

Unit 14.

Exercise 4.

1. draft, distribution
2. ship, freight

5. object

10. keep count

Exercise 6.

- | | |
|------|------|
| 1. d | 5. g |
| 2. a | 6. c |
| 3. h | 7. e |
| 4. b | 8. f |

- | | |
|--------------|---------------------|
| 1. shrank | 7. resorted |
| 2. warranty | 8. invasive |
| 3. suspended | 9. catch on |
| 4. traceable | 10. freight forward |
| 5. forego | 11. tested |
| 6. stray | 12. broadcast |

Exercise 9.

Exercise 7.

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|------|------|
| 1. b | 4. d |
| 2. f | 5. c |
| 3. a | 6. e |

Exercise 10.

- | | | | |
|-------------------|---------------------|-----------------|---------------|
| 1. error-prone | 6. returned goods | 1. barcodes | 5. alert |
| 2. freighted | 7. overstocking | 2. cost savings | 6. run out of |
| 3. grey-marketing | 8. labour-intensive | 3. smart tag | 7. theft |
| 4. conveyor belt | 9. loading bay | 4. inventory | 8. checkouts |

Unit 15.

Exercise 4.

1. duds, rein;
2. flop, failure.
3. characteristic, stable.

Exercise 6.

- | | |
|------|-------|
| 1. f | 6. d |
| 2. h | 7. e |
| 3. a | 8. g |
| 4. b | 9. j |
| 5. c | 10. k |
| | 11. i |

Exercise 8.

- | | |
|--------------|---------------------|
| 1. conquered | 7. mundane |
| 2. achieved | 8. design |
| 3. duds | 9. fiasco |
| 4. generic | 10. troubleshooting |
| 5. genius | 11. product feature |
| 6. margin | 12. Godfather |

Exercise 9.

- | | |
|----------------|----------------|
| 1. reassure | 6. achievement |
| 2. edge | 7. obsolete |
| 3. reveled | 8. return |
| 4. perseverant | 9. borderline |
| 5. designer | 10. sample |

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Електронне навчальне видання

ПЛОТНІКОВА Наталя Володимирівна

ПРИСТРАСТЬ ДО ПРИБУТКУ: ПРОФЕСІЙНА АНГЛІЙСЬКА МОВА

Навчальний посібник

(Англ., укр. мовами)

Відповідальний за випуск *О. Л. Ільєнко*

За авторською редакцією

Комп'ютерне верстання *Н. В. Плотнікова*

Підп. до друку 10.05.2023. Формат 60 x 84/16.

Ум. друк. арк. 6,3.

Видавець і виготовлювач:

Харківський національний університет
міського господарства імені О. М. Бекетова,
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Свідоцтво суб'єкта видавничої справи:

ДК № 5328 від 11.04.2017.