



Business BENCHMARK

Pre-intermediate wordlist: English to Czech

Page No.	English	Part of Speech	Definition	Czech
UNIT 1				
10	accountant	n	a person who keeps the records of money that is received and spent by a company	účetní
11	accounts	n	the records of all the money that a company has received or spent	účty
11	atmosphere	n	the character or feeling of a place or situation	atmosféra
10	book-keeping	n	the job of keeping a record of the money that is received and spent by a company	účetnictví
11	consultant	n	a person who advises people on a subject that they are an expert in	poradce, konzultant
11	coordinate	v	make all the different people and different parts of an activity work together in an organised way	koordinovat
T2	correspondence	n	letters, especially official or business letters	korespondence
11	deadline	n	a time or day by which something must be done	konečný termín, lhůta
11	executive	n	a person in a high position in an organisation who makes decisions	vedoucí pracovník
11	faulty	adj	not well-made or not working correctly	vadný
T1	hectic	adj	very busy and fast	hectický
10	human resources	pl n	the part of a business that deals with finding new employees, keeping records of employees and helping them with any problems, etc.	oddělení lidských zdrojů, personální oddělení
11	invoice	n	a list of things bought or work done with the price, for payment later	faktura
11	laboratory	n	a room or building with equipment for doing scientific tests	laboratoř
T1	manic	adj	very busy	horečný, šílený
10	marketing	n	a group of activities to help sell a product or service by considering buyers' wants and needs	marketing

T1	meticulous	adj	very careful and paying a lot of attention to detail.	pečlivý
T2	minutes	pl n	the official record of what people say and decide during a meeting	zápis ze schůze, z jednání
10	payroll	n	a list of people employed in a company, showing how much each person is paid	výplatní listina
11	personnel	pl n	the people who work in an organisation	zaměstnanci, personál
12	policy	n	a set of rules or a plan of what to do in a particular situation	zásady, postup
T2	prioritise	v	decide which tasks are the most important	stanovovat pořadí dle důležitosti
11	quality control	n	the activity of looking at goods or services to make sure that they are of the correct standard	kontrola kvality, jakosti
10	research and development (R and D)	n	the department in a business which deals with planning new products and trying to improve existing ones	výzkum a vývoj
11	retailer	n	a person who sells products to the public	maloobchodník
T1	springboard	n	something which provides energy at the start of an action	odrazový můstek
11	stock	v	provide something for people to buy	mít na skladě
12	wealthy	adj	rich	zámožný, bohatý
10	welfare	n	a person's health and happiness	spokojenost, blaho

UNIT 2

16	access	n	the opportunity to see or use something	přístup
T3	call off	v	decide not to do a planned activity	zrušit, odvolat
14	challenge	n	something that is difficult to do	náročný, ale zároveň lákavý úkol; výzva
15	challenging	adj	difficult in a way which tests your ability or determination	náročný, ale zároveň lákavý
14	colleague	n	a person who you work with	kolega
15	come up with	v	produce (an idea or suggestion)	přijít s něčím (např. s nápadem, myšlenkou)
15	competitive	adj	equal to or better than others	konkurenceschopný
T3	face to face	adj	looking directly at one another	osobně, tváří v tvář
15	flexible	adj	able to be changed easily according to the situation	flexibilní, pružný, přizpůsobivý
16	open-door management style		a system where managers deal with employees' problems quickly and directly	manažerský styl "otevřených dveří" - systém, kdy manažeři řeší problémy zaměstnanců rychle a přímo s nimi
16	pension	n	money which is paid regularly to a person who has retired	starobní penze, důchod
16	pension scheme	n	a system into which an employee and employer make regular payments for a period of years, so that the employee can receive a pension when they retire	penzijní, důchodový systém
16	pool	v	allow something to be collected and shared by everyone in a group	dát dohromady (ke společnému prospěchu)

15	potential	n	a person's or product's ability to develop and succeed	potenciál
15	proposal	n	a suggestion, sometimes a written one	návrh
15	put forward	v	state (an opinion or suggestion) for other people to consider	předložit
15	rewarding	adj	satisfying because you feel it is important or useful	užitečný, prospěšný, vyplácející se
15	role	n	the position or purpose that a person has in an organisation	role, úloha
14	standard	adj	usual or normal	standardní, obvyklý, normální
14	strategy	n	a plan for achieving success	strategie
17	workforce	n	the group of people who work in a company	pracovní síly, zaměstnanci

UNIT 3

18	advertising campaign	n	a series of activities to advertise something	reklamní kampaň
18	award	n	a prize for achieving something	ocenění, cena (za něco)
18	billboard	n	a large board used to display advertisements	billboard, velkoplošná reklamní tabule
20	chain	n	a number of shops, hotels, etc. which are owned by the same company	řetězec (např. obchodů, hotelů)
T4	charitable trust		a trust which is formed with the aim of giving money to charity	dobročinná nadace, charita
20	collective	n	a business which is owned or controlled by the people who work in it	družstvo (výrobní, zemědělské)
18	commercial	n	an advertisement on TV or radio	reklama v rádiu nebo v televizi
18	decline	n	a situation where something becomes less in number or amount	pokles
18	depression	n	a long period when there is very little business activity and not many jobs	hospodářská krize
18	exhibition	n	an event where companies show their products to the public	výstava
18	founding	n	start (a new company or organisation)	založení
20	growth	n	the process of increasing in number or size	růst
18	inherit	v	receive money or a business from a person after they have died	zdědit
18	launch	v	show something for the first time	uvést na trh
21	leading	adj	the most important	přední, hlavní
21	merge	v	join together	fúzovat, sloučit se v jeden subjekt
20	mill	n	a building fitted with machinery for a manufacturing process	továrna, výrobní závod
21	packaging	n	the material put around goods before they are sold	obal

T4	pension fund	n	an amount of money which people can pay into while working, which is then used to make regular payments to them after they retire	penzijní fond
T4	philanthropist	n	a person who gives money and help to people who need it	filantrop, lidumil
T4	poverty	n	the situation of being poor	chudoba
20	privatise	v	sell a company which is owned by the government to a private company or a member of the public	privatizovat
18	rivet	n	a metal pin, usually used to join pieces of metal together	nýt
20	share	n	any of the equal parts into which a company's capital is divided	akcie
21	slogan	n	a short phrase used in advertising which is easy to remember	slogan
18	take over	v	get control of or responsibility for something (e.g. a company)	převzít (např. firmu)
T4	trust	n	an organisation which controls money or property for the benefit of other people	nadace
21	wrapper	n	a piece of paper or plastic which covers something that you buy (especially food)	obal

UNIT 4

23	backfire	v	have the opposite result of what you wanted	mít opačný účinek
25	booked up	adj	with no free places for extra appointments	mající plný program, zaneprázdněný
22	broadband	n	a telecommunications system which allows information to be sent quickly between computers and other electronic equipment	širokopásmový vysílací systém
23	cluttered	adj	full of unnecessary things	přecpaný
22	competitor	n	a person, company or product which is trying to be more successful than another in the same market	konkurent
22	download	v	copy data from one computer system to another or to a disk	natáhnout/načíst data
23	exchange rate	n	the amount of one currency which you can buy with a particular amount of another currency	směnný kurz
23	gimmick	n	something which is used to get people's attention but which isn't very useful	obrazový efekt k upoutání pozornosti
22	graphic	n	image which is shown on a computer screen	grafika
23	handling charge	n	the cost of moving goods from one place to another	manipulační poplatek
24	hard copy	n	a paper copy of information which came from a computer	papírová podoba elektronických dokumentů či informací

22	home page	n	the first page that you should see when you look at a website	domovská stránka
22	load	v	abbreviation of download	zkrácená podoba slova "download" - viz výše
23	logo	n	a design or symbol which is used by a company to advertise its products	logo
22	online	adj	connected to the internet	připojený k internetu, "online"
24	purchase	v	buy	koupit
22	search engine	n	a computer programme which finds information on the Internet using words that you type in	vyhledávač
24	set up	v	organise (an event); start (a new business)	nastavit
23	time-consuming	adj	needing a lot of time	časově náročný
23	up to date	adj	modern or containing the most recent information	aktuální, moderní
22	update	v	make something more modern or give the most recent information to	aktualizovat

UNIT 5

28	agricultural	adj	connected with farming	zemědělský
27	assemble	v	build something by joining different parts together	smontovat
26	blade	n	the sharp metal part of a machine or piece of equipment which is used to cut something	ostří
29	bulb (abbr. of light bulb)	n	a glass object which produces light from electricity	žárovka
26	cable	n	a wire, usually covered by plastic, which carries electricity or telecommunication signals	kabel
26	card index	n	a box for storing cards in a particular order	kartotéka, lístkový rejstřík
29	charge	v	store electrical energy in	nabít
T6	craftsman	n	a person who uses special skills to make things, especially with their hands	řemeslník
29	crash	v	suddenly stop working	porouchat se
26	device	n	a piece of equipment which does a particular job	zařízení, přístroj
27	dismantle	v	take something apart so that it is in several pieces	rozmontovat
27	fasten	v	fix something together, or fix one thing to another	připevnit, upevnit
26	file	n	a type of container used to store documents	šanon
26	gadget	n	a small piece of equipment which does a particular job	důmyslný přístroj, šikovný vynález
26	hole punch	n	a small piece of equipment used for making holes in paper	děrovačka papíru
29	jam	v	become unable to work because a part is stuck	zaseknout se

26	lead	n	a wire which connects a piece of electrical equipment to the electricity supply	přívodní kabel
26	lever	n	a handle that you push or pull to make a machine work	páčka
26	paper clip	n	a small piece of bent metal used for holding papers together	sponka na papíry
27	permanent	adj	lasting forever or for a very long time	trvalý
27	pliers	pl n	a piece of equipment with two handles for pulling small things (e.g. nails) or for cutting wire	kleště, "kombinačky"
28	premises	pl n	the land and buildings owned by an organisation	prostory
29	run out	v	use all of something so that there is none left	dojít (o zásobě něčeho)
29	seminar	n	a meeting of a group of people for discussion or training	seminář
26	shredder	n	a machine used for cutting documents into very small pieces	skartovačka
26	stapler	n	a small piece of equipment used to fix papers together by pushing a small piece of metal through them	sešíváčka
27	temporary	adj	lasting for only a short time	dočasný
27	tool	n	a piece of equipment which you use with your hands to make or repair something	nástroj, nářadí
28	upgrade	v	improve the quality or usefulness of something	zlepšit kvalitu či užitečnost něčeho (použitím např. dokonalejšího softwaru či hardwaru), "upgradovat"

UNIT 6

T8	authorise	v	give official permission for something	schválit, povolit
T7	blend	v	mix two or more things together	smísit
33	budget	n	a plan which shows how much money you have and how you will spend it	rozpočet
33	budget holder	n	the person responsible for a particular budget	správce rozpočtu nebo přidělených finančních prostředků
T7	dissolve	v	(of a solid) become part of a liquid	rozpustit (se)
31	evaporate	v	(of a liquid) change into gas	vypařit (se)
31	evaporation	n	the act of evaporating	vypařování
31	extract	v	take something out of something else	extrahovat
31	extraction	n	the act of extracting something	extrakce
33	filing cabinet	n	a piece of furniture in an office used for holding documents	registrační síň, registratura, skříň na spisy
31	ingredient	n	any of the substances used to make something, especially food	přísada, ingredience
32	in-house	adj	done within a company by its employees, not by people from outside the company	vlastní (interní, domácí)

32	label	n	a small piece of paper, material, etc. attached to an object which gives information about it	značka
31	production plant	n	a place where an industrial or manufacturing process takes place	výrobní závod
32	productivity	n	a measure which compares the value of what a company produces with the time and money which it spends producing it	produktivita
32	promote	v	encourage the popularity and sales of a product	propagovat
32	sample	n	a small amount of something which shows you what it is like	vzorek
T8	stationery	n	things which you use for writing (e.g. pens and paper)	kancelářské potřeby
32	supplier	n	a company which provides products or services	dodavatel
32	target	n	a result that you intend to achieve	cíl
32	target market	n	the group of people that a product is aimed at	cílová skupina zákazníků, cílový segment trhu
31	vat	n	a large container for mixing or storing liquids, especially in a factory	kád', nádrž, sud

UNIT 7

T10	backlog	n	a large amount of work or matters which are waiting to be done	nevyřízené věci, "resty"
35	banker's card (also bank card, cheque card)	n	a card which you show when you pay for something by cheque to show that the bank promises to pay your cheques	bankovní průkaz majitele šekového konta
37	bear with someone	v	wait while a person does something	mít s někým strpení
T10	catalogue	n	a book with a list of all the goods you can buy from a shop or company	katalog
37	courier	n	a person who transports documents or products	kurýr
35	customs	pl n	the place at an airport or port through which goods must pass to make sure they are not illegal and where any tax must be paid	celnice, celní odbavení
37	cut off	v	break the connection during a telephone call	přerušit (telefonní hovor)
34	discount	n	a reduction in the usual price	sleva
44	engaged	adj	(of a telephone line) unavailable because already being used by another person	obsazený (např. telefonní linka)
37	extension	n	a telephone, especially one with its own additional number on a line leading from the main switchboard	pobočná telefonní linka, "klapka"
36	freight	n	goods which are carried from one place to another by ship, rail, plane or truck	náklad

36	freight forwarding specialist	n	a person or company who arranges for goods to be transported from one place to another	speditér
37	get through	v	succeed in speaking to somebody on the telephone	dovolat se někam
37	hang up	v	finish a telephone conversation and put the telephone down	zavěsit, položit telefon
T10	heavy-duty	adj	especially strong so that it can be used in difficult conditions	trvanlivý, odolný
37	hold on	v	wait for a short time	nezavěšovat telefon, vyčkat
T10	hold the line	v	wait for a short time (on the telephone)	nezavěšovat telefon, vyčkat
36	intellectual property (IP)	n	a person's or company's rights to profit from their idea or design (without another person copying it)	duševní vlastnictví
35	log off	v	stop a computer being connected to a computer system, when you want to stop working	odpojit se, odhlásit se (při práci na počítači)
T9	packing list	n	a list of goods that are packed and ready to send	seznam zboží v určitém balení, konsignace
36	patent	n	the legal right to be the only person or company to make or sell an invention for a certain number of years	patent
37	put through	v	connect a person to another telephone extension	telefonicky spojit, přepojit
37	ring off	v	finish a telephone conversation and put the telephone down	zavěsit, položit telefon
35	sales channel	n	the way or place in which something is sold	způsob, jímž se zboží prodává, nebo místo prodeje, "prodejní kanál"
37	switchboard	n	a piece of equipment for the manual control of telephone connections	telefonní ústředna
36	trade fair	n	an event where companies show and sell their products to retailers or other companies who work in the same field	veletrh
36	trademark	n	a legally registered name or symbol which represents a company or product and cannot be used by another company	ochranná známka, obchodní značka
37	warehouse	n	a large building for storing goods before they are sold	skladiště

UNIT 8

39	banner	n	an advertisement that appears across the top of a webpage	reklama, která se objevuje na horním okraji webové stránky, "banner"
40	brand identity	n	the values and qualities which people associate with a particular brand	"identita značky", hodnoty a vlastnosti, které si lidé spojují s určitou značkou výrobků
40	carrier	n	a company, usually an airline, which transports goods or people from one place to another	dopravce, přepravce (zejména letecký)

39	channel	n	a way of getting something done or a way of communicating with people	postup, cesta, "kanál"
39	channel of distribution (also distribution channel)	n	the way in which goods are transported from producers to buyers	distribuční postupy/cesty/kanály
39	classified ad	n	a small advertisement in a newspaper or magazine	řádkový inzerát či malý plošný inzerát na tematicky rozčleněné inzertní straně
40	fare	n	the money a passenger must pay for a journey	jízdné, cena letenky
39	forecast	v	say what you expect to happen in the future	předpovědět
41	glamour	n	an attractive and exciting quality	kouzlo, zvláštní půvab, přitažlivost
41	green	n	concerned with the protection of the environment	spojený s ochranou životního prostředí, "zelený"
40	hospitality	n	the action of entertaining people in a welcoming and friendly way	pohostinnost
41	innovation	n	the use of new ideas and methods	inovace
39	lifecycle	n	the length of time that people continue to buy a particular product	životní cyklus výrobku; doba, po kterou zákazníci kupují určitý výrobek
38	lifespan	n	the length of time a machine or piece of equipment is expected to last	životnost
39	market leader	n	a company which sells more of a type of product than its competitors	firma s vedoucím postavením v prodeji určitého typu výrobků, vedoucí firma na trhu
39	market research	n	activities to obtain and study information about the things which people buy or want to buy	průzkum trhu
39	market share	n	the percentage of sales which a company has for a type of product compared with its competitors	podíl na trhu
39	pop-up	n	an advertisement which appears in a separate window on a webpage	reklama objevující se na webové stránce ve speciálním okně, "vyskakující" reklama
39	public relations (PR)	pl n	the activity of keeping good relationships between an organisation and the public	vztahy s veřejností
39	small ad	n	see classified ad	viz classified add
39	word of mouth	n	the process of getting to know about a product by hearing about it from friends, colleagues, etc.	ústní propagace výrobku

UNIT 9

45	agenda	n	a list of things to be discussed in a meeting	program schůze/jednání
43	branch	n	any of the offices or shops that belong to a large company	pobočka
43	brand	n	a type of product made by a company under a particular name	značka výrobku
43	catering	n	the activity of providing food and drink	zajišťování jídla a pití, catering

42	compact	adj	closely and neatly packed together to save space	zabírající co nejméně prostoru, kompaktní
42	connection	n	a train or plane which passengers arriving on another train or plane can catch to continue their journey.	spojení
43	demonstrate	v	show something (e.g. a product) and explain how it works	předvést, demonstrovat
43	demonstration	n	the act of showing something and explaining how it works	předvedení, demonstrace
T24	entertain	v	show hospitality to a business client (e.g. by taking them to an event or a restaurant)	bavit, hostit (např. obchodního partnera)
42	entertainment	n	action of showing hospitality	zábava
42	organiser	n	a small file or diary where you record your appointments and other useful information	diář (elektronický nebo papírový)
T14	pick someone up	v	collect a person or object from somewhere	vyzvednout, naložit někoho
43	rep	n	(abbr. of representative)	zástupce (zkrácená podoba slova "representative")
43	representative	n	an agent of a company who travels to clients to sell products	zástupce
44	retire	v	stop working because of old age or ill health	odejít do důchodu
42	stylish	adj	of high quality in appearance and design	velmi moderního vzhledu
42	voicemail	n	an electronic telephone answering system	hlasová schránka, telefonní záznamník
42	wall planner	n	a poster to put on the wall showing the days of the year so that you can write appointments on it	velký plánovací kalendář na zeď

UNIT 10

46	aisle	n	the passage between seats on an aeroplane	ulička mezi sedadly
46	boarding card (also boarding pass)	n	the card that a passenger must have to show that they have passed security checks before getting on a plane	palubní vstupenka
46	check-in desk	n	the place at the airport where you show your ticket, give in your luggage and receive your boarding card	odbavovací přepážka
48	debt	n	money that is owed to a person or company	dluh
46	departure lounge	n	the area in an airport where passengers wait before they get on a plane	odletová hala (prostor, kde se čeká na vlastní nástup do letadla)
49	dip	n	a movement downwards to a lower level or number	pokles
46	duty-free shop	n	a shop in an airport or on board a ship where you can buy goods without paying government tax	bezcelní obchod
49	fee	n	payment made to a professional person in exchange for advice or services	poplatek (např. členský)
T19	glove compartment	n	a small cupboard in the front of a car for storing small objects	příhrádka na palubní desce auta
48	heavy goods train	n	a train used for transporting large goods	těžký nákladní vlak

46	locker	n	a small cupboard which can be locked, usually one of several placed together in a public place	uzamykatelná skříňka, v letadle přihrádka na příruční zavazadla
47	put off	v	arrange to delay an event or appointment until a later time	odložit (na pozdější dobu)
46	reschedule	v	change the arranged time of something	přeložit na jiný termín (např. let)
T18	road tax	n	a tax you must pay on your vehicle before you are allowed to drive it on the road	silniční daň
48	shuttle	n	a vehicle or aeroplane that travels regularly between two places	kyvadlová doprava
49	soar	v	rise quickly to a high level or number	prudce stoupat
49	thriving	adj	growing and successful	prosperující
48	venue	n	the place where an event or meeting takes place	místo konání

UNIT 11

50	audiovisual equipment	n	equipment that allows you to hear and see something (e.g. a presentation)	audiovizuální technika
51	capacity	n	the total amount that can be contained or produced	výrobní kapacita
50	conference	n	a formal meeting of people from the same type of business or with the same interests, usually lasting a few days	konference
51	convert	v	to change in form, character or use	přestavět
51	delegate	n	a person sent to represent others at a conference	delegát
52	downgrade	v	reduce a person or thing to a lower position	zařadit do nižší kategorie
50	flipchart	n	a board with large pieces of paper fixed at the top which can be turned over	tabule s velkými listy papíru (které se otáčejí jako kalendář)
50	gym (abbr. of gymnasium)	n	a large room with equipment for doing physical exercises	tělocvična, posilovna
51	high-tech	adj	using the most advanced technology and equipment	technicky na vysoké úrovni
50	IDD (International Direct Dialling) phone	n	a phone which you can use to make international calls without going through an operator	telefon umožňující přímé volání do zahraničí
53	laundry service	n	a service offered by some hotels for washing, drying and ironing guests' clothes	praní prádla (hotelová služba)
51	lecture	n	a formal talk to a group of people on a particular subject	přednáška
51	partition	n	a structure, usually a thin wall, which separates one part of a room from another	přepažení, přepážka, příčka
50	safe	n	a locked cupboard where you can keep money and other valuable items	trezor
51	stage	n	the area of a theatre where actors perform or lecturers give their talks	pódium

51	state-of-the-art	adj	using the most recent technology and ideas	nejmodernější
52	suite	n	a set of connected rooms in a hotel	apartmá
50	video conferencing	n	a telecommunications system in which two or more people in different parts of the world can talk to each other and see each other on a TV screen	videokonference

UNIT 12

56	approach	n	a way of dealing with a situation or problem	přístup
56	autonomy	n	a company's ability to choose and organise its own systems and activities	samospráva, autonomie
57	ban	v	not allow a person to do or have something	zakázat
56	chairman (also chairwoman, chairperson)	n	the person in charge of a meeting, conference or organisation	předseda (předsedkyně), předsedající
56	diverse	adj	made up of a variety of different things or different types of people	rozmanitý, široký (např. škála)
56	feedback	n	information about a product or person, used as a basis for improvement	zpětná vazba
57	headquarters	n	the managerial centre of an organisation	sídlo
T21	negotiate	v	have formal discussions with a person in order to reach an agreement	vyjednávat
56	office politics	pl n	the relationships (good and bad) between people who work in the same office	vztahy mezi lidmi v téže kanceláři
56	panel	n	a small group of people brought together to decide or discuss something	diskusní skupina
57	parcel	n	an object wrapped in paper so it can be sent by post	balíček, malý balík
T22	questionnaire	n	a list of questions, usually with a choice of answers, in order to collect information about a subject	dotazník
56	rumour	n	an interesting story, which may or may not be true, that people are talking about	zvěst, pověst, šeptanda
T22	stand	n	a temporary display area where products are shown, often at a conference or trade fair	stánek
55	survey	n	a study of the opinions of a group of people, based on a list of questions	průzkum
56	task	n	a piece of work	úkol
56	team-building	n	activities to encourage people to build relationships with each other and work together as a team	vytváření/budování týmů

UNIT 13

58	associate	n	a person you know because of work or business	kolega, spolupracovník, partner
60	badge	n	a small piece of plastic or metal with words or design (e.g. your name and company) to attach to your clothes	odznak, visačka
59	be based in	v	live or work mainly in this place	mít sídlo, základnu
61	consultancy	n	a company that gives expert advice on a particular subject	poradenská firma
59	crate	n	a large box used for storing or moving things	bedna, bedýnka
60	draw	n	a competition where people are given numbered tickets which are chosen at random to decide winners of prizes	loterie
60	ethos	n	the set of beliefs and ambitions which are typical of a group or company	étos, charakter, mravní základ
61	floristry	n	the business of arranging and selling flowers	květinářství
60	framework	n	order or structure	rámec
60	insolvency	n	the situation when a company does not have enough money to pay its debts	platební neschopnost, insolventnost
60	lapel pin	n	a pin which is used to fasten something (e.g. a badge) to the front of your jacket	špendlík/svírací špendlík do klop
60	mailshot	n	a piece of advertising material sent to a large number of addresses	tištěný propagační materiál zasílaný spotřebitelům
60	mission	n	the purpose or aim of an organisation	poslání
60	motto	n	a short sentence or phrase which expresses a belief or purpose	motto
61	put down to	v	think something is caused by something else in particular	připisovat, přikládat něco něčemu
60	referral	n	the act of directing someone to another person or place for help or business	odkázání někoho na někoho jiného či nějaký jiný subjekt (prostřednictvím poskytnutí kontaktních informací)
61	staffing	n	the action of providing employees for an organisation	nábor zaměstnanců
60	telemarketing	n	selling goods or services by telephone	prodej zboží a služeb po telefonu, telemarketing
61	turnover	n	the amount of money taken by a business in a particular period	obrat (zboží, peněz)
60	wind up	v	gradually bring an activity to an end	končit, zakončovat

UNIT 14

T24	body language	n	the movements and positions of your body which show other people how you are feeling, often without you knowing it	informace vědomě či nevědomě zprostředkované gesty, posunky, očima
T25	bonus	n	an extra amount of money paid to a person for good performance	prémie

T25	commemorate	v	officially remember, with respect, people or an event, especially with a ceremony	připomínat památku něčeho
63	department store	n	a large shop selling a variety of goods in different departments	obchodní dům
62	eye contact	n	the situation when two people look at each other's eyes at the same time	kontakt pohledem do očí
63	giant	n	a very large, successful company	obří firma, gigant
63	harmony	n	peacefulness or agreement	harmonie
64	host	n	a person who invites other people as guests	hostitel
63	job description	n	a written list of the responsibilities you have and things you are expected to do in your work	pracovní náplň
62	minimal	adj	of a very small amount	minimální
T24	offence	n	feeling of annoyance or hurt	urážka
63	pharmaceutical	adj	concerned with the preparation of medicinal drugs	farmaceutický
63	product positioning	n	the way that people think about a product compared with competing products, or the way that the company would like them to think	image, jakou nějaký výrobek na určitém trhu má, nebo jakou mu chce firma vybudovat
65	punctual	adj	arriving or doing things at the correct time, not later	dochvilný
65	small talk	n	polite conversation about unimportant things	zdvořilostní, nezávazná konverzace
T24	spectrum	n	the range of possible opinions, feelings or ways of behaving	spektrum, škála
65	to the point	adj	directly expressed and suitable for the topic being discussed	k věci
64	unwrap	v	remove the paper or material that covers something	rozbalit
64	wrap	v	cover something with paper or material	zabalit

UNIT 15

69	act on	v	do what is suggested	jednat, chovat se, řídit se podle něčeho
69	at the cutting edge		at the most recent stage of development	na vrcholu
67	average	n	a standard or level which is considered to be normal or the number obtained by adding two or more amounts together and dividing the total by the number of amounts	průměr
67	block booking	n	a booking (e.g. for a hotel) for a group of people	hromadná rezervace
69	boom	n	a period when a country or industry is very successful	období prosperity, prudkého ekonomického růstu; konjunktura
67	break down barriers	v	improve understanding and communication between people	odstraňovat bariéry
67	break the ice	v	make people who do not know each other well feel more relaxed with each other	prolamovat ledy, odstraňovat (komunikační) bariéry

T26	committed	adj	willing to give your time and energy to something that you believe in	oddaný něčemu
63	conflict	n	a serious disagreement or argument	konflikt, střet
66	cooperate	v	work together for a particular purpose	spolupracovat
67	cooperative	adj	willing to work with people and do what they ask	ochotný spolupracovat
68	creative	adj	producing and using new and unusual ideas	kreativní, tvůrčí, tvořivý
T26	crisis	n	a situation which has reached a very difficult point, or a time of great disagreement and uncertainty	krize
T26	dominate	v	have control over a person or group of people	dominovat, ovládat, vládnout, být pánem něčeho
69	forum	n	a meeting for the exchange of opinions	fórum, jednání či setkání určené k výměně názorů
T26	handout	n	a piece of printed information, sometimes given by a speaker to their audience	syllabus či jiný písemný materiál rozdáváný posluchačům přednášejícím
69	implement	v	put into action	realizovat, uskutečnit, uvést do praxe
66	interact	v	communicate and work together	vzájemně na sebe působit, vzájemně se ovlivňovat
69	in-tray	n	a container on a desk for letters and documents to be dealt with later	příhrádka, košíček na došlou poštu
69	maintenance	n	the activity of keeping a building or machinery in good condition	údržba
67	object	n	the aim or purpose of doing something	cíl
69	objective	n	something you plan to achieve	cíl
68	original	adj	not the same as anything else and therefore special and interesting	originální
67	participant	n	a person who takes part or gets involved in something (e.g. a training course)	účastník
69	review	v	consider something in order to decide if changes should be made	přezkoumat, zrevidovat
66	stand for	v	be an abbreviation of or symbol for	znamenat, symbolizovat (např. o zkratce)
T26	talented	adj	having a natural ability to be good at something	talentovaný
69	wisdom	n	the ability to use your knowledge and experience to make good judgements	moudrost

UNIT 16

73	close a deal	v	finalise a business agreement	uzavřít obchodní dohodu, smlouvu
72	courteous	adj	polite and respectful	zdvořilý, ochotný
73	deal	n	a business agreement	obchodní dohoda, smlouva
73	demanding	adj	needing a lot of time, attention or energy	náročný
72	desalination	n	the process of removing salt from sea water	odsolování

73	etiquette	n	the usual rules of polite behaviour in a certain social situation	etiketa, zásady společenského chování
72	extend	v	offer or give	rozšířit, prodloužit, zde předat
73	get down to	v	begin to do or give serious attention to	pustit se do něčeho, přikročit k něčemu
72	impressed	adj	feeling admiration for something	stav, kdy na člověka něco učiní dojem; pociťující obdiv k něčemu
72	in due course	adv	at a suitable time in the future	v příhodnou dobu, až přijde pravý čas
72	irrigation	n	the process of supplying land with water so that plants can grow	zavlažování
72	machinery	n	a group of large machines or the parts of a machine which make it work	stroje, strojní zařízení
73	outing	n	a short trip taken for pleasure	výlet
70	speciality	n	a product for which a person, region or restaurant is famous	specialita

UNIT 17

70	account for	v	supply or make up (a certain amount)	činit (s číselným údajem)
74	bar chart (also bar graph)	n	a diagram in which different amounts are represented by rectangles of different length	sloupcový graf
75	fluctuate	v	rise and fall irregularly in number or amount	kolísat
75	fluctuation	n	an irregular rise and fall in number or amount	kolísání
76	gross domestic product (GDP)	n	the total value of goods and services which are produced within a country	hrubý domácí produkt (HDP)
75	level off	v	stop rising or falling and stay at the same level	ustálit se, zůstat na stejné výši, neklesat ani nestoupat
74	line graph	n	a diagram in which changes in amount over time are represented by a line	lineární graf, čárový graf
T28	make inroads	v	start to have a noticeable effect	začít něco výrazně ovlivňovat, zasáhnout do něčeho, proniknout někam
T28	make up	v	compose or form	tvořit
77	negligible	adj	too small in number to be important	zanedbatelný
77	overtake	v	become a greater amount (than something else)	předstihnout, předčít
75	peak	n	the highest point or value of something	vrchol
74	pie chart	n	a circle divided into parts that shows the way in which something (e.g. population or amount of money) is divided up	kruhový graf, "koláč"
75	recover	v	improve after a period of weakness or low value	vzpamatovat se, vzchopit se
75	recovery	n	the process of improving after a period of weakness or low value	vzpamatování se, vzchopení se

77	static	adj	staying at the same value without changing for a long period of time	neměnný, stabilní
74	trend	n	a general direction in which something is developing or changing	trend, tendence
76	unemployment rate	n	the percentage of the working population who do not have a job	míra nezaměstnanosti

UNIT 18

T29	acquisition	n	the purchase of one company by another	koupě jedné firmy jinou, nabytí, získání
79	assembly	n	the process of putting together parts (e.g. of a machine, product or structure)	montáž
78	bankrupt	adj	unable in law to pay debts and therefore forced to stop operating	bankrot, krach
78	break even	v	have neither profit nor loss at the end of a business activity	být v rovnováze (mít stejně vysoké náklady jako příjmy)
80	capital	n	money used to invest, lend or borrow	kapitál
80	capital employed	n	the money that a business invests back into the company	použitý kapitál, čistá aktiva
81	cashflow	n	the amount of money moving into and out of a business	hotovostní tok
78	chase payment	v	try to make a person pay the money that they owe	vymáhat dlužné částky
79	component	n	a part which combines with other parts to form something bigger	složka, komponent
78	cover costs	v	make enough money to pay for expenses	pokrýt náklady
78	creditor	n	a person or organisation that a company owes money to	věřitel
90	curriculum vitae	n	a written description of a person's qualifications and previous employment	životopis
78	debtor	n	a person or organisation that owes money to a company	dlužník
81	deficit	n	the amount of money that a business has lost in a particular period of time	deficit, schodek
78	gross	adj	total, before any costs or taxes are deducted	hrubý (ve finančním slova smyslu)
78	liquidation	n	the situation when a company closes because of financial difficulties and its assets are sold to pay its debts	likvidace (firmy)
78	net	adj	remaining after deduction of tax and other costs	čistý (ve finančním slova smyslu)
78	operating profit	n	the profit that a company makes from its usual activity	provozní zisk
78	overheads	n	the regular costs which are involved in running a business (e.g. rent or electricity)	provozní náklady, režie, režijní náklady
78	overspend	v	spend more than was originally planned	přesspěliš utrácet, překračovat rozpočet ve výdajích
78	pay off	v	pay back the full amount	vyrovnat účet, splatit dluh
80	pre-tax return	n	the money that a company earns from something before tax is deducted	výnos/výtěžek před zdaněním

T29	profitability	n	the state of producing a profit	ziskovost
90	résumé (US)	n	see curriculum vitae	životopis
T29	return	n	a profit from an investment	výnos, výtěžek
78	revenue	n	an organisation's income or the money it receives	příjem, tržba
81	subsidiary	n	one company which is owned or more than 50% owned by another	přidružená společnost (společnost, kterou z více než 50 % vlastní jiná společnost)
18	takeover	n	the action of taking control of one company by another after purchasing a majority of shares	kontrola/převzetí/získání jedné firmy jinou
78	write off a debt	v	cancel the record of a bad debt	odepsat/škrtnout dluh

UNIT 19

83	bear market	n	a financial market where prices are falling	finanční trh, kde klesají ceny akcií; "medvědí" trh
83	bond	n	a certificate issued by a government or public company which promises to repay money at a fixed rate of interest at a specified time	obligace
82	broker	n	a person who buys and sells shares for others	burzovní makléř
85	building society	n	a financial organisation that pays interest on member's savings and lends money for the purchase of property	stavební spořitelna
83	bull market	n	a financial market where prices are rising	finanční trh, kde stoupají ceny akcií; "býčí" trh
82	commission	n	an amount of money paid to an agent for arranging a sale or purchase	provize
83	commodity	n	a substance or agricultural product that can be bought or sold in large amounts	druh zboží (které lze nakupovat a prodávat ve velkém), komodita
82	dividend	n	the part of a company's profits which is divided between its shareholders	dividenda
83	dividend yield	n	the amount of profit paid to shareholders, calculated as a percentage of the current share price	dividendový výnos
84	downturn	n	a reduction in business activity	pokles, pohyb (cen apod.) směrem dolů
83	equities	n	stocks and shares which pay no fixed amount of interest	kmenové akcie
83	float	v	sell shares of a company on the stock market for the first time	uvést do oběhu/na trh (akcie)
83	flotation	n	the process of offering shares of a company for sale to the public for the first time	vedení akcií do oběhu/na trh
84	outperform	v	perform better than another	podat lepší výkon/výsledky než někdo jiný, předčít
84	portfolio	n	a collection of investments; all the products and services offered by a business	portfolio, soubor investic patřících témuž investorovi; veškeré výrobky a služby nabízené určitou firmou
85	racecourse	n	a ground or track for horse or dog racing	dostihová dráha
84	sector	n	a distinct part of the economy	sektor, část ekonomiky

82	shareholder	n	a person who owns shares in a company	akcionář
83	stake	n	a share or interest in a company	částka v sázce (peníze riskované v určitém podnikání), majetkový podíl
82	stock exchange	n	the place where stocks and shares in companies are bought and sold	burza (akciová)
82	stock	n	shares, or a certain number of shares	akcie

UNIT 20

86	asset	n	something valuable belonging to a business (e.g. machinery) which could be used for the payment of debts	aktivum, jmění, majetek
86	business angel	n	a private investor who provides money for new businesses	soukromý investor, který poskytuje peníze novým firmám; financier
87	business plan	n	a document giving details of a company's expected sales, costs and future financial planning	podnikatelský záměr/ plán
89	corporation	n	a large company or group of companies which acts as a single organisation and is recognised as such in law	společnost, firma, korporace; v USA (obvykle velká) akciová společnost
88	data management	n	control and organisation of information held on computer databases	správa dat
86	entrepreneur	n	a person who starts up their own business, especially one which involves risk	podnikatel, zejména začínající
89	flood	v	arrive in large numbers	zaplavit
88	format	n	the way in which information is arranged and stored	formát
86	loan	n	the act of lending something, or the money which is lent	půjčka
88	merger	n	the process when two or more companies join together to form a larger company	fúze
88	monitor	v	watch and check for a period of time	monitorovat
88	pump money into	v	spend a lot of money on something to try to make it successful	vkládat hodně peněz do něčeho (ve snaze zajistit tomu úspěch)
87	raise money	v	collect money	získat/opatřit/dát dohromady peníze
88	relocation	n	the process of moving to a new place	přemístění, přestěhování
108	resign	v	leave a job because you want to	rezignovat (na funkci), odstoupit
T31	savings	pl n	money kept in a bank to use later	úspory
86	secure a loan	v	make certain that money which is lent will be paid back by giving the lender the right to own an asset (e.g. the house) of the borrower, if the money is not paid back	zaručit půjčku (např. zastavením majetku)
108	shelf life	n	the length of time that a product, especially food, can be kept in a shop before it becomes too old to sell	skladovatelnost, trvanlivost zboží
88	tap into	v	make use of something, especially people's interest or ability	využívat něčeho, čerpat z něčeho

108	venture capitalist	n	a person who makes money available for investment in a new company, especially a risky one	člověk ochotný investovat kapitál do nového, zejména rizikového podniku či podnikání
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UNIT 21

91	applicant	n	a person who applies for something, especially a job	žadatel, uchazeč o pracovní místo
92	appoint	v	officially choose a person for a job	jmenovat
91	candidate	n	a person who applies for a job	kandidát
93	fulfilling	adj	making you feel happy and satisfied	přinášející uspokojení, naplňující
91	highlight	v	attract attention to	zvýraznit, zdůraznit
91	jobseeker	n	a person who is looking for a job	osoba hledající zaměstnání; uchazeč/zájemce o zaměstnání
91	profile	n	a short description of a person which gives only the most important details	osobní/osobnostní profil člověka
92	recruitment	n	the process of finding new people to work for a company	nábor, získávání pracovníků
92	recruitment agency	n	a business that makes its money by finding suitable people for employers who need new workers	náborová agentura
90	referee	n	a person who confirms in writing an applicant's character or ability	osoba, která může poskytnout reference; garant, ručitel
91	reference	n	a letter from a previous employer or teacher to confirm a person's ability or reliability	dobrozdání, reference
92	shortlist	v	put a person on a list of candidates from which a final choice is made	užší seznam kandidátů
92	turn down	v	reject or refuse	odmítnout, zamítnout
93	vacancy	n	a job that no one is doing (and therefore available for a new person to do)	volné pracovní místo
92	voluntary	adj	done willingly, without being paid for it	dobrovolný

UNIT 22

96	break the news	v	tell a person about something unpleasant which will affect or upset them	sdělit/přinést špatnou, nepříjemnou zprávu
95	computer-literate	adj	having knowledge of how to use and work with computers	počítačově gramotný; ovládající základy práce na počítači
96	credit checking	n	the activity of looking at a person's record of repaying loans and advising whether or not to give them a new loan	prověřování a hodnocení žadatelů o úvěr
97	discrimination	n	the act or system of treating different groups of people in different ways, especially unfairly	diskriminace
95	dismiss	n	remove from a job, especially when a person has done something wrong	propustit, dát výpověď (zejm. za určitý prohřešek)
95	fire	v	see dismiss	propustit, dát výpověď (zejm. za určitý prohřešek)

95	hand in your notice	v	tell your employer that you intend to leave your job	podat výpověď
95	hire	v	employ a person to do a particular job	zaměstnat, přijmout
95	interviewee	n	the candidate during an interview	uchazeč o zaměstnání, který se účastní pohovoru
94	interviewer	n	the person who asks the candidate questions during an interview	osoba, která vede pohovor s uchazečem o zaměstnání
97	job security	n	the situation of having a job which is likely to be permanent.	jistota zaměstnání, pracovní jistota
95	lay off	v	stop employing a worker temporarily or permanently because there is not enough work	propustit z práce (často jen dočasně) pro nadbytečnost
95	make someone redundant	v	stop employing a person because there is no longer enough work for them, or because the company cannot afford to continue employing them	propustit z práce pro nadbytečnost
94	promotion	n	the situation when a person is raised to a higher or more important position in their work	povýšení
96	pull funding	v	stop giving money for something	zastavit financování
95	quit	v	leave	odejít (např. z firmy, ze zaměstnání), opustit (např. své pracovní místo), rezignovat (na funkci)
95	redundant	adj	no longer employed because there is not enough work	nadbytečný
50	sack	v	see dismiss	propustit, dát výpověď (zejm. za určitý prohřešek)
96	sell off	v	get rid of something by selling it cheaply	rozprodávat něco, prodávat pod cenu
T32	stereotype	n	a fixed idea, especially one that is wrong, that people have about a type of person or thing	stereotyp, stereotypní představa
T32	surveyor	n	a person who measures and records the details of areas of land or a person who is trained to examine buildings and discover if there are any problems with the structure	zeměměřič, statik
89	venture	n	a new business activity which involves risk or uncertainty	nový podnik/podnikání, zejména riskantní

UNIT 23

T33	anonymous	adj	without the writer's name on it	anonymní
101	appraisal	n	a meeting between an employee and their manager to discuss the employee's progress, aims and needs at work, or the report which summarises this meeting	posouzení, zhodnocení (většinou výroční pohovor vedoucího pracovníka se zaměstnancem)
T33	appraisee	n	the employee who is receiving the appraisal	účastník pohovoru - viz appraisal
101	appraiser	n	the manager who gives the appraisal	vedoucí pohovoru - viz appraisal
99	balance sheet	n	a document which shows a company's financial position, i.e. its wealth, assets and debts, at a particular time	bilance, účetní rozvaha
101	compromise	n	ending an argument or difference of opinion by each side agreeing to some of the demands of the other	kompromis

100	corporate rate	n	a special price offered to companies	cena pro firmy
99	credibility	n	a person's ability to make other people believe and trust them	důvěryhodnost
100	expertise	n	a high level of knowledge or skill	odborné znalosti
T33	eye-opener	n	something that surprises you and teaches you new facts about people or life	informace, která člověku otevírá oči
99	follow-up	adj	thing done or action taken to continue something done before	následný
99	income statement	n	a statement showing the amount of money earned and spent by a company in a particular period of time	výsledovka, účet hospodářského výsledku
100	motivation	n	enthusiasm	motivace
101	on the ball	adj	showing up-to-date knowledge and/or an ability to think and act quickly	schopný, obratný, šikovný; zasvěcený, znalý nejnovějšího stavu věcí
98	refresher course	n	a training course to bring a person's knowledge up to date, especially knowledge needed for a job	doplňovací, opakovací kurz; školení mající za cíl aktualizaci vědomostí či dovedností
99	revolutionise	v	completely change something so that it is much better	provést revoluci, něco zcela změnit
101	stalemate	n	a situation where neither side in an argument can win and no action can be taken	slepá ulička, uváznutí na mrtvém bodě
98	trainee	n	a person who is being taught certain skills for a job	učeň

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105	absentee	n	a person who is not at work when they should be	absentér, osoba nepřítomná v práci (v době, kdy by přítomná být měla)
104	absenteeism	n	the problem of employees not being at work when they should be	absentérství, nepřítomnost v práci
104	audit	n	an official examination of something by an expert, usually the accounts of a business	audit, kontrola/revize (obv. účetnictví)
105	counselling	n	the process of listening to a person and giving them professional advice about their problems	poradenství
103	email overload		the situation when you receive more emails than you can manage	přetížení e-mailů
103	folder	n	a collection of files kept together on a computer	adresář (v počítači)
105	goal	n	an aim or purpose	cíl
103	icon	n	a small picture or symbol on a computer screen which the user can click on with the mouse	ikona (počítačová)
103	open question	n	a question to which the answer is not just 'yes' or 'no'	otázka bez jednoznačné či snadné odpovědi
103	overload	n	too much of something	přetížení, příliš velké množství něčeho

104	sick leave	n	the length of time that an employee is allowed to be absent from work because of illness and still receive pay	nepřítomnost v práci ze zdravotních důvodů, pracovní neschopnost
105	sick pay	n	the money that an employer pays to a person who is absent from work because of illness	nemocenská, dávky nemocenského pojištění
104	spreadsheet	n	a computer programme for doing financial calculations and plans	tabulkový procesor, tabulkový kalkulačtor (počítačový program)
103	voting buttons	n	an email system where a group of people are asked the same question which they answer by clicking a button with their chosen reply	e-mailový systém umožňující skupině lidí hlasovat či odpovídat na otázky (prostřednictvím stisknutí tlačítka s odpovědí)