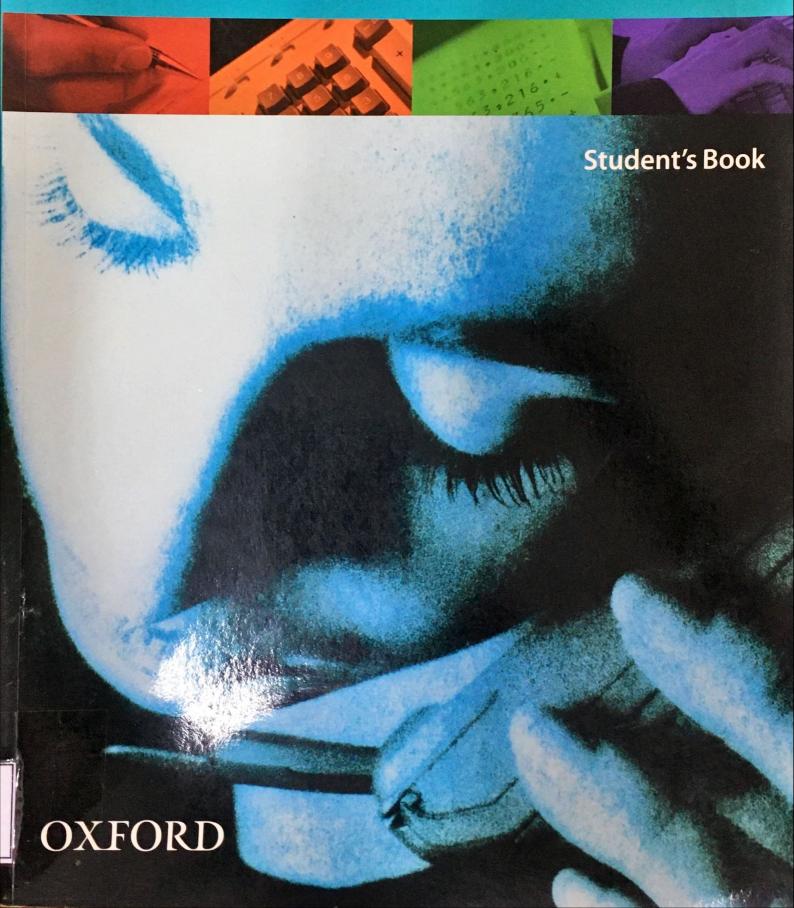
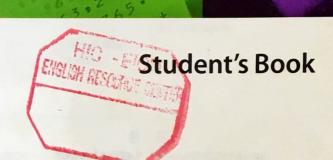
Mark Irvine and Marion Cadman

Commercially Speaking



Commercially Speaking



TRUỜNG ĐẠI HỌC CÔNG NGHIỆP HÀ NỘI TRUNG TẨM THỐNG TIN THƯ VIỆN 0807



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Glossary

- accommodation /əkpməˈderʃn/ a place to live, work, or stay, e.g. a hotel
- an **account** /ə'kaont/ a financial arrangement with a bank or company
- accounting /əˈkaontɪŋ/ keeping and checking accounts
- an acknowledgement /ak'nplidgmant/ a letter or telephone call to say that something has been received
- an **adjustment** /a' d5Astment/ a change (in figures) to make something correct
- administration /ədmmi'stretʃn/ the routine organization of a business
- to advertise /ˈædvətaɪz/ to publicize, give information to the public
- an advertisement / od'va:tismont / publicity in newspaper, TV, etc. offering (or asking for) a product or service; sometimes abbreviated to advert or ad
- to **afford** /a'fo:d/ to have enough money to pay for something
- an agent /'eidjant/ someone who finds customers for another person, often in a different country
- an agreement /əˈgriːmənt/ a promise or contract between people or organizations
- an answerphone / d:nsəfcon/ a telephone, or machine attached to one, that can answer calls automatically and record messages left by the caller
- to apologize /əˈpɒləʤarz/ to say you are
- applicable /ˈæplɪkəbl/ relevant
- an **application** /æpli'kei ʃn/ a formal request for something, e.g. a job, a bank account
- to **apply for** /ə'plɑɪ/ to ask for something, e.g. a job, a place on a course
- an **appointment** /əˈpəɪntmənt/ a meeting that has been arranged for a particular date and time
- approval /əˈpruːvl/ acceptance of something
- to **approve** /ə'pru:v/ to say that something is acceptable
- to arrange /əˈreɪndʒ/ to organize
- an **arrangement** /əˈreɪnʤmənt/ a plan, or preparations for a future event
- the asking price /ˈɑːskɪŋ praɪs/ the price at which something is offered for sale; the seller may be willing to accept less
- available /o'vailabl/ not busy, free to talk (of people); ready for immediate sale (of products)

- a **bank** /bænk/ institution which holds money on behalf of its customers
- to **bank** /bænk/ to deposit money in a bank account
- a bargain /'bɑ:gm/ something that is sold below the asking price
- to **bargain** /'ba:gɪn/ to ask the seller to lower the price
- to **bear (the) cost** /bea ða kpst/ to be responsible for payment
- a **benchmark**/'bentfma:k/ a reference point, or standard, for measuring the quality of other items
- a **bill** /bɪl/ a written list of money owed for goods or services; see **invoice**
- a **boardroom** /'bo:dru:m/ a room where directors of a company have meetings
- capital /ˈkæpɪtl/ money used to start a business or which belongs to a business
- to **charge** /tfɑ:ʤ/ to ask for payment for goods or a service
- to chase (up) payment /,tfeis 'permant/ to ask the person or company which owes money to pay
- a **cheque** /tfek/ a special printed form for transferring money from one bank account to another, which is signed by the account holder
- to clear /klia/ to pay (a bill, a debt)
- a client /klarent/ someone who buys a service; see customer
- a **colleague** / 'kpli:g/ someone who works with you in the same organization
- commerce /'kpm3:s/ buying and selling goods and services, and all the activities related to this; see **trade**
- a **commissioner** /kəˈmɪʃənə/ an official in a commission (government department)
- communication /kəmjonr'kerʃən/ exchange of information between people
- communications /kəmjonr kerfənz/ systems which allow transport of goods and people
- a **company** / kampani/ an organization that makes, buys, or sells goods, or offers a service for profit
- to **compensate** /'komponseit/ to pay money (or goods) to someone whose property has been damaged or lost
- a competitor /kəmˈpetɪtə/ a person (or company) that works in the same market to complain /kəmˈpleɪn/ to say you are

- unhappy about goods or a service
- a **complaint** /kəmˈplemt/ a statement from someone who is complaining
- conditions /kənˈdɪʃənz/ terms in a contract or agreement
- a **conference** / konforons/ a meeting or series of meetings, for a group of people with a common interest, e.g. a sales conference in a company
- to **confirm** /kənˈfɜːm/ to say that something is correct
- a **consignee** /kənsar'ni:/ a customer, person receiving goods
- a **consignment** /kənˈsaɪnmənt/ a quantity of goods sent to a customer or agent
- consignment note /kən'sammənt _nəot/a document sent with goods with details about the goods and sender / consignor, and signed by the consignee on arrival
- a **consignor** /kənˈsaɪnə/ a person sending goods to a customer
- a **container** /kənˈteɪnə/ a box or bottle, etc. in which goods are transported and sold
- convenient /kən'vi:njənt/ suitable, e.g. a
 convenient time for a meeting
- correspondence /kpris'pondens/ communication in writing (letters, faxes, etc.)
- the **cost** /kpst/ the amount of money you pay for something
- to **cost** /kpst/ to be the price of a product or service
- costing /ˈkɒstɪŋ/ a breakdown of what something will cost
- cost price /'kpst ,prais/ the price you pay when you buy goods to resell at a higher price
- a **courier** / 'korra/ a person or company that delivers goods quickly
- current /'karant/ happening now, e.g. a current price list has today's prices
- a **cv** (curriculum vitae) /sr: vi:/ a document which summarizes a person's education, qualifications, and work experience
- credit /'kredit/ an arrangement where goods or services can be paid for later
- a **customer** /'kʌstəmə/ a person or organization that buys goods or services
- customer base / 'kʌstəmə, beɪs/ regular customers
- customs /'kʌstəmz/ (7A) habits, or behaviour which is usual in certain cultures; (9A) the place where goods are examined before export or import

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- a **deadline** /'dedlam/ the time and date when something must be completed
- to **deal with** / 'diəl ,wið/ to give your attention to something or someone, often to solve a problem; to do business with; to discuss
- a debt /det/ money that is owed
- to **deduct** /dr'dAkt/ to take away an amount of money from a bigger amount
- to **deliver** /dr'lrvə/ to take goods, etc. to where they are wanted
- a **demand** /dr'ma:nd/ a strong request e.g. for payment; a product or service which is wanted by the public is in demand
- a **deposit**/dr'posit/ payment of part of a larger sum of money
- a **depot** /'depao/ a place where goods are stored while being transferred from one place to another
- a **design** /dɪ'zaɪn/ how something looks or works; a drawing that shows this; a new design can be a product that is given new characteristics
- a **destination** /destr'nersin/ the place where people or goods go; the end of a journey
- a discount / diskaont/ a reduction in price
- to **dispatch** /dɪs'pætʃ/ to send goods, letters, etc. (also: *despatch*)
- to **disregard** /disraga:d/ not to take into consideration; ignore
- a **display** /dɪs'pleɪ/ an arrangement of goods for sale in a place where people can see them
- a **distributor** /dɪs'trɪbjotə/ a person or organization that supplies goods to shops from the producer or manufacturer
- a **document**/'dokjoment/ a written or printed paper that records an agreement or event, or gives proof of identification or ownership
- documentary credit /dokjo,mentri 'kredit/ a letter of credit to which an exporter attaches other documents (e.g. a Bill of Lading, an insurance certificate) to obtain payment from a bank
- a **draft**/dra:ft/ an early version of a letter/ document; a bank draft
- to **earn** /3:n/ to make money by working or from investments
- efficient / i'fifant/ when a system, machine, or person produces good results quickly to employ / im'plai/ to give work to

- someone: an employer gives work to an employee
- to **enclose** / in 'kləoz/ to include something in an envelope with a letter
- engaged /mˈgeɪʤd/ busy (on the phone) an enquiry /mˈkwaɪrɪ/ a question you ask to get information (also: *inquiry*)
- **equipment** /r'kwrpmant/ the things used for a particular job or hobby
- to **estimate** /'estiment/ to give an approximate cost or value of something
- **EU**/i: ju:/ the European Union to **exchange**/iks'tfemd3/ to give or receive
- goods or money, etc. for something of equal value
- expense /ik'spens/ money spent by someone while doing a job
- an **expiry date** / ik'spairi_deit/ the date after which something is no longer valid
- an **export agency** / 'ekspo:t ,erdənsı/ a business that promotes the export of goods or services
- to **export** / Ik'spo: t/ to send goods or services into another country
- an **exporter**/Ik'spo:tə/ the person or organization that exports goods
- an **extension number** / ik'sten n , nambə/ a telephone number inside a company to which you can be connected from a switchboard
- facilities /fə'sɪlətɪz/ equipment, rooms, services e.g. conference facilities might include a flip-chart and an overhead projector
- **faulty goods** / fo:ltr 'godz/ goods that are damaged or imperfect
- a fax /fæks/ a copy of a document sent or received electronically through telephone lines
- a **fee** /fi:/ money paid for a professional service
- a file /faɪl/ a collection of information or documents kept in a particular place; containers for keeping documents
- to **fill in** / fil 'm/ to complete something, often a pre-printed form
- financial /far næn [l/ to do with money
- a flight /flart/ a journey on a plane
- a **flow chart** /'floo ˌtʃɑːt/ a diagram, which is often used in business, to show the stages of a process and how long they take
- a font /font/ a typeface

- a fortune / fo:tfu:n/ a lot of money
- a forwarding company / fo:wodm
- franchising /ˈfræntʃaɪzɪŋ/ an agreement where a franchisee buys the right to use a franchisor's trade name
- free /fri:/ something which you don't need to pay for; someone who is not busy at the moment
- free of charge /fri: əv tʃa:ʤ/ for no payment
- freight /freit/ the transportation of goods from one place to another by sea or air; goods transported in this way
- **full-time** /fol tarm/ for all the normal working hours in a week
- a function / faŋktʃn/ an event
- a **garment** /'ga:mont/ an item of clothing, usually when talking about the manufacture or sale of clothes
- to **get through** / get 'θru:/ to make contact with someone on the telephone
- a gift/qift/ a present
- to **give away** /,gɪv əˈweɪ/ to give free without charging
- to **go ahead with** / gəʊ ə'hed wið/ to continue with something
- to **go in with** / goo 'm wið/ to do something with other people
- **goods**/godz/ manufactured products for
- **gross**/graus/ total cost / price / weight etc. before discount
- **guarantee** /gærən'ti:/ to promise (vb); a written promise (n)
- handcrafted / 'hænd kra:ftid/ made by hand
- to handle /'hændl/ to deal with
- handling / hændlin/ moving, packing, storing goods
- to hold /hauld/ to wait (on the phone)
- to import /m'po:t/ to bring goods or services into a country
- an **importer** /m'po:tə/ the person or organization that imports things
- in charge of /m 'tfa:ds av/ responsible for income /'mkam/ money received

incoterms / inkout3:mz/ words used to describe transport and insurance costs (issued by the International Chamber of Commerce), used in international trade contracts; the incoterms used in this book are listed here

Air Waybill (AWB) /eəˈweɪ bɪl /a document that accompanies goods when they are transported by air

Bill of Lading /bil av 'leidin/ a document that gives details of goods that are being transported

cIF /si: ar ef/ an export price which includes cost, insurance, and freight ex-works / eks wa:ks / delivery takes place at the seller's factory; the buyer pays for transit costs and takes the risk

FOB /ef eo bi:/ free on board, an export price that does not include the cost of shipping

SAD /es et di:/ Single Administrative Document: the customs document used in Europe

industry /'mdastri/ the production of goods or services to sell

an in-service course /'mss:vis \ko:s/a training course in specific skills for people who already work for a company

insurance /m' Ju:rons/ a system of guarding against loss, damage, or injury to property and people by paying money to a company that agrees to pay for repairs or replace property that is damaged or stolen

to **invest** /m'vest/ to put money into a business with the hope of making a profit

an **investment** /In'vestment/ the money put into a business

an **invoice** /'invois/a list of goods or services sold and of how much must be paid for them; see **bill**

to **invoice** /'mvois/ to send or prepare an invoice

IT /aɪ ti:/information technology, e.g. the IT department of a company

an irrevocable letter of credit

/ˈrrevəkəbl ˌletə(r) əv ˈkredɪt/a letter of credit which can only be cancelled with the agreement of the payee

an item /'aɪtəm/ a thing, e.g. items in a list

to **itemize** /'aɪtəmaɪz/ to separate or specify every item on a bill or list

a label /'leɪbl/ the name of the producer of

particular products; a piece of paper, etc. that is attached to a product and gives information about it

letterhead /'letahed/ the part of a letter with the printed name, address, and logo of an organization or company

layout /'leaot/ the position and design of words and pictures in e.g. a letter or newspaper

a **leaflet** / li:flət/a piece of printed paper that provides information or advertises something

legal /'li:gl/allowed by the law

a **letter of credit** /'letə(r) əv 'kredɪt/a letter that is sent from one bank to another so that a customer can get money

liable for /ˈlaɪəbl/responsible for paying a debt or making good damage or loss

literature / litratfa/ printed information about a product or service, e.g. brochures, leaflets, and catalogues

a loan /loon/money lent on condition that it will be paid back at a later date, usually with interest

a logo / ˈləʊgəʊ/ a symbol or design used on products, buildings, stationery, etc. to advertise a company

a loss /los/ money lost in business; when a company gets back less than it invests, it makes a loss

Ltd (Limited) /'Immtud/private limited company (in the UK); a company which is owned by its members, and which cannot offer its shares for sale

mail order /,meil 'o:də/ buying and selling by post

to manage /ˈmænɪʤ/ to be in charge or in control of something

a manager /ˈmænɪʤə/ a person involved in managing something

manufacturing industries

/mænjo'fæktfərm ,mdʌstrɪz/factories producing large quantities of goods with machinery

marketing /ˈmɑːkɪtɪŋ/ the activity of identifying potential buyers for a product and stimulating a demand

market research / ma:kit ri: 's3:tf/ studying a market to discover facts about it

a meeting /'mi:tɪŋ/an organized occasion when people get together to discuss / decide something a **mission statement** /'mrʃn ,stertment/a statement of the objectives and policy of an organization

a module /'mpdgol/part of a course a motif /mpo'ti:f/a design

notification /nəotifi'kei in/ the process of informing somebody about something (formal)

to **notify** /'nəʊtɪfaɪ/ to inform somebody about something (formal)

on behalf of /pn br'ha:f əv/for somebody / an organization

an **operator** /'opparenta/someone who works at a telephone switchboard, or controls a machine

an **option** /'ppʃn/the right to sell or buy something at an agreed amount

an **order** /'ɔːdə/ a request for goods to be supplied or made; the goods supplied

to **order** / 'o:də/ to ask for something to be supplied or made

an outcome /'autkam/a result

an **outlet** /'autlet/a place where goods are sold to the public, e.g. a shop

outstanding /aut'stændin/unpaid

overdue /əuvədju:/late

overleaf /əʊvə'li:f/ on the other side of a piece of paper

overtime /'aovatam/work that is extra to the usual working time

to owe /au/ to be in debt to

an **owner** /'əʊnə/ the person to whom something belongs

a **PA** /pi: er:/ a personal assistant to a manager

a **pack** /pæk/ things that are sold or given together, e.g. an *information pack*

to **pack** /pæk/ to put in containers to sell or transport

a **package** /'pækɪʤ/ a number of things packed together

packaging /ˈpækɪʤɪŋ/ materials that protect products during transportation

a partner /'pa:tnə/ one of two or more people who own or run a business together

a **partnership** /'pa:tnəʃɪp/ an association of two or more people who own or run a

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business together

part-time /'pa:t,taim/ working for only part
 of the full working week

a pattern / pætn/ a design

payable /'perabl/ that should be paid

a **payee** /per'i:/ the person who receives a payment, e.g. a cheque or letter of credit

a **payment** /' permant/ an amount of money to be paid

percentage /pəˈsentɪʤ/ part of a hundred; 100% is the total amount

performance /pəˈfɔ:məns/ the way something is done

perishables / 'perishlz/ goods, like food, that go bad (perish) quickly

a **personal organizer** / ,p3:sənl 'o:gənaizə/ a kind of diary which you can add pages to or remove pages from

a **plan** /plæn/ a detailed drawing of a building; an arrangement

PLC /pi: el si:/ public limited company (in the UK); a company which can sell its shares to the public

policy /'pɒləsɪ/ a plan of action; a description of a company's position on an important issue

a **postal order** /'poostl_,o:do/ a piece of paper bought from a post office which represents the amount of money paid for it and which can be exchanged for cash by the person who receives it and is named on it

prepaid / pri: 'peɪd/ paid in advance

a presentation / prezn'ter in/ an occasion when someone talks about or presents something at a meeting

a **price** /prais/ the amount of money that something costs

a **product** /'prodakt/ something that is made to sell

production /prəˈdʌkʃn/ the activity of producing; a theatrical show

a **profit** /'profit/ the money made by / from a business

profitable / profitabl/ making money by selling goods or services

a **proforma invoice** /prəu,fə:mə 'invə:s/ an invoice that is sent before the goods are supplied

to **promote** /prə'məut/ to advertise; to give someone a more important job in a company

a **proof** /pru:f/ a copy of something printed to show what it will finally look like

property / 'propati/ things people own; land and buildings

a **proposal** /'prə'pəozl/ a suggested idea or plan for people to consider

publicity /pAb'lisəti/ attracting people's attention by giving information about something, often with the intention of selling it

public relations /ˌpʌblɪk rɪˈleɪʃnz/ the job of giving information about a company to help maintain or improve its public image

publishing / 'pʌblɪʃɪŋ/ preparing and printing books / newspapers / etc.

to **purchase** /'pa:tfis/ to buy something (formal)

to **put through** /,pot 'θru:/ to connect two people on the telephone

quality /'kwplati/ how good something is; the condition of something

a quantity /ˈkwɒntətɪ/ an amount quarter /ˈkwɔːtə/ three months of a year;

a **questionnaire** /ˈkwestʃəˈneə/ a list of questions for people to answer, e.g. when doing market research

a **quotation** /kwəo'terʃn/ the price given for some work or a service before it is done

to raise cash / reiz 'kæʃ/ to obtain money a range / reindy/ a group or collection of

similar products

25% of something

a **receipt** /rɪ'si:t/ a document that shows that goods have been paid for; on receipt: when you receive

a **recipient** /rɪˈsɪpɪənt/ someone who receives something

redundant /rr'dandant/ no longer needed; a person who is made redundant loses his / her job

a **reference** /'reforms/ a letter from a previous employer about the quality of your work and personality

a refund /'ri:fand/ money given back

to regret /'rigret/ to be sorry

to reject /ri'dekt/ to say no to something

a **repayment** /rr'permant/ money given back, e.g. because goods are faulty

a **replacement** /rr'pleismant/ a substitute for something that is damaged or wrong in **reply** /m rr'plai/ in answer

to request /rɪˈkwest/ to ask for

to **require** /rɪˈkwaɪə/ to need; to ask for a **requirement** /rɪˈkwaɪəmənt/ something that is needed or asked for

a reservation /rezəˈveɪʃn/ a booking

to **retail** /'ri:terl/ to sell to the general public a **retail chain** /'ri:terl ,tfern/ a chain of shops

owned by the same company
a retailer / ri:terlə/ a person or company

that sells directly to the public a **risk** /risk/ you take a risk when you do something that may not be successful

a **rubber band** / rAbə 'bænd/ a thin circle of elastic rubber used to hold things together

to **run** /rʌn/ to *run* a company or office means to manage it

a **safe** /serf/ a strong box with a key for keeping money, etc. secure

a **salary** /'sælərı/ regular payment for work done for a company

a sales department /'seilz di,pa:tment/ the part of a company responsible for selling goods or services

a sample /'sa:mpl/ an example of a product to schedule /'fedju:1/ to programme; to reschedule is to change the time of an arrangement

a **selling point** /'selin ,poi:nt/ a special feature of a product that will make people want to buy it

selling price /'selin prais/ the cost of goods to the general public

a **service** /'sa:vis/ the work or job that a non-manufacturing company does; an organization that helps with something useful, e.g. the health service

a **share** / so/ a part; a company's capital can be divided into shares, and the people who have the shares are shareholders in the company and can vote on important decisions

to **share** / Jea/ to divide something between a number of people

a **shelf**/felf/ plural: *shelves*; a surface where things are kept, e.g. a book shelf

to $\mathbf{ship}/\mathrm{Jip}/\mathrm{to}$ send products by sea or air

a **shipment** / \(\int \text{Ipment} / \) a quantity of goods being shipped

a shipping company /ˈʃɪpɪŋ ˌkʌmpənɪ/ an organization that arranges for goods to be sent to another country by sea, air, rail, or road

- shipping documents / 'ʃɪpɪŋ ˌdɒkjomənts/
 the documents sent by an exporter to a
 bank or agent in the importer's country,
 e.g. a bill of lading, an insurance
 certificate, a certificate of origin, an export
 licence
- to **shortlist** /'ʃɔ:tlɪst/ to select a small number of people from a large number of people who have applied for a job
- a **signature** /'signitʃə/ a handwritten name on a letter or document
- a **slogan** /'slaugan/ a memorable expression associated with company or one of their products
- a sole trader / səʊl 'treɪdə/ a person who owns and runs a business by him / herself
- a **solicitor** /səˈlɪsɪtə/ a lawyer (in the UK; attorney in the USA)
- speedy /'spi:dɪ/ fast
- to **spend** /spend/ to pay money for something you want
- staff /sta:f/ the people who work for a
 company
- a **stage** /steid₃/ a part of an activity, e.g. a phone conversation
- a **stand** /stænd/ a stall or shop at a trade fair to **stand out** /,stænd 'aot/ to be noticeable

to state /stert/ to say (formal)

- a **statement** / 'stertment/ a list of amounts paid and owed, that a seller sends a buyer, usually every month
- stationery /'ster[ənri/ writing materials, e.g. paper, envelopes, pens
- statistics /stə'tɪstɪks/ information presented in a numerical form in stock / ˌɪn 'stɒk/ available for sale

- a **storeroom** /'sto: ,ru:m/ a place where goods are kept
- to **submit** /səb'mɪt/ to give something to someone for consideration or for action
- a **supplier** /sə'plaɪə/ the person or company that gives goods or services to a shop or another company
- to **supply** /sə'plaɪ/ to give goods (supplies) to a customer
- support /sə'po:t/ help, assistance
- a **switchboard** /'swɪtʃbo:d/ equipment used for receiving and transferring telephone calls in a company
- time out /'taɪm ˌaʊt/ a break from a job or activity
- a tip /tip/ a suggestion
- tourism /'toarizm/ the industry that provides accomodation, transport, etc. for people who travel for pleasure
- a **track record** / træk 'reko:d/ the success, or lack of it, of a business or person in business over a period of time
- trade /treid/ buying and selling
- a **trade fair** /'treid ,fea/ an exhibition where manufacturers and sellers display their goods to potential customers
- training /'tremmy/ teaching people how to do a particular job
- **transport** / 'tra:nspo:t/ movement of people or goods from one place to another by car / train / etc.
- a **trip** /trip/ a short journey you make to another place and back again, often for

- business
- unbeatable /ˌʌn'bi:təbl/ when no one can do better, e.g. *an unbeatable offer*
- unconditional /,Ankən'dɪʃənl/absolute
 to undertake /,Andə'teɪk/ to agree to do
 something
- unsaleable /An'serlabl/ goods which are unsaleable cannot be sold, usually because they are of poor quality or damaged
- **up-to-date** / Aptə 'deɪt/ modern, following the most recent ideas
- valid /'vælɪd/ legally acceptable
- of value /'vælju:/ worth a lot
- **VAT** /vi: er ti:/Value Added Tax (in the UK); tax on goods which are sold
- a **voucher** /'vaotj'a/ a piece of paper that can be exchanged for goods or services for the amount shown
- a warehouse / weehaus/ a large building where goods are stored
- wholesaler / 'haulseila/ a person or company that buys in large quantities from the manufacturer and sells to the retailer
- will /wil/ a legal document that states what must happen to someone's money and property after his / her death
- wrapping /ˈræpɪŋ/ the material used for covering or packing goods

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