CAMBRIDGE

Cambridge University Press 978-0-521-74940-4 - Business Vocabulary in Use Advanced Bill Mascull Table of Contents More information

Contents

INTRODUCTION	8	8 Managing talent 2	24
THE HUMAN DIMENSION		A Talent management 1B Talent management 2C Mentoring and coaching	
 Job satisfaction A My work is so rewarding B I like the teamwork C I like the perks 	10	 9 Team building A Teams B Team players C Stages of team life 	26
 2 Management styles 1 A Motivation 1 B Motivation 2 C Theory X and Theory Y 	12	 10 The right skills A Hard and soft skills B Emotional intelligence 1 C Emotional intelligence 2 	28
 3 Management styles 2 A Hygiene factors B Motivator factors C Empowerment 	14	 Equality and diversity A Equality B Diversity C Word combinations with 'diversity' 	30
 4 Employment and employability A Outsourcing B Employability 	16	QUALITY 12 What is quality?	32
 C Freelancers and portfolio workers 5 Flexibility and inflexibility A Ways of working 	18	A Quality in manufacturingB Quality in servicesC Widening the definition of quality	
B Job flexibilityC Job protection		13 Quality standards A Standards and certification	34
 6 Work–life balance A Stress B The causes of stress C Quality of life 	20	 B ISO 9000 and others 14 Quality and people A Investors in People B The EFQM Excellence Model 	36
 7 Managing talent 1 A Talent B Recruiting talent C Managing talent 	22	 15 Striving for perfection A Benchmarking and best practice B Six Sigma quality 	38

COMPETITIVE STRATEGY

	Strategic thinking Strategy	40
В	Word combinations with 'strategic' Companies and markets	
17	Competition	42
A B	Competition 'Competing' and 'competitive'	
18	Companies and their industries	44
	Competitive forces	
	SWOT analysis Be good at something	
19	Key strategic issues	46
	Industries and their players	
	Mergers and acquisitions (M&A) Make or buy?	
20	Innovation	48
	Innovation and the development process	
	Pioneers and followers Shakeout and consolidation	
21	Preparing for the future	50
	Scenario planning	
	Futurology Risk management	
C	Kisk management	
MA	RKETING	
22	The four Ps and beyond	52
A B	The four Ps Three more Ps	

23 Customer satisfaction

- A The four Cs
- **B** Customer expectations
- C Customer dissatisfaction

24	Knowing your customers 1	56
Α	Market intelligence and market research	ı
	Research stages	
C	Marketing plans	
25	Knowing your customers 2	58
	Segmentation	
	Customer groups	
С	New technologies, new concerns	
26	Knowing your customers 3	60
Α	Data and databases	
В	Customer relationship management	
27	Brands and branding	62
Α	Brand equity	
В	Brand positioning and differentiation	
С	Brand stretching	
28	Global brands	64
А	Steps abroad 1	
	Steps abroad 2	
С	Think global, act local?	
LOG	ISTICS	
29	Supply chain management	66
А	Manufacturing	
В		

- **C** Retailing

30 Logistics 68

- A Logistics
- B Word combinations with 'logistical'
- **C** Reverse logistics

31 Outsourcing and offshoring 70

A Outsourcing

54

- B Business process outsourcing
- C Offshoring

THE INTERNET AND ITS USES		40 Balance sheet 1
 32 The evolving Web 1 A Broadband Internet B Mobile Internet 	72	A Assets B Depreciation
C Moore's law		41 Balance sheet 2 A Liabilities
33 The evolving Web 2	74	B Shareholders' equity
A Web 2.0B Keeping in touch		42 Cashflow statement
C Website attractiveness		A Cash inflows and outflowsB Types of cashflow
34 Knowledge and the Internet	76	43 Comparing performance
A Knowledge creationB Intranets		A Profit and profitability B Investment ratios
C Global communities		C Return on equity
35 Internet security	78	D Leverage
A Attack and defenceB Cybercrime		44 Shareholder value
C Privacy and confidentiality		A Yield B Price–earnings ratio
36 Internet selling	80	C Maximizing shareholder value
A E-commerce B B2C		45 Accounting standards
C B2B		A Audits and their transparencyB International standards
37 Intellectual property	82	
A DownloadingB Copyright infringement		BOOM AND BUST
C Digital rights management		46 The business cycle
COMPANY FINANCE		A Key indicatorsB The business cycleC Boom and bust
38 Financial performance	84	47 Bursting bubbles
A FinanceB Financial reporting		A Bubbles
C The financial year		B The credit crunchC The real economy
D Shareholders, bondholders and lenders		
39 Profit and loss account	86	
A Accruals accounting B Profit and loss		

5

88

90

92

94

96

98

100

102

B Profit and lossC Earnings

CORPORATE RESPONSIBILITY

48	Corporate social responsibility	104
Α	Ethics	
В	Accountability and transparency	
С	Corporate social responsibility	
49	Social reporting	106
Α	Social reporting	
В	Word combinations with 'social'	
С	Labour standards	
50	Green issues	108
Α	Environmental damage	
С	Recycling	
51	Climate change	110
А	Global warming	
	Carbon management	
	Carbon trading	
	Carbon capture	
52	Corporate governance	112
Α	Board organization	
В	Separation of roles	
С	÷	
53	Ethical investment	114
A	Activist shareholders	
	Controversial products	
c	Socially responsible investment	
2	·····	

THE GLOBAL ECONOMY

54	Globalization	116
	Paths to prosperity	
B	GDP and GNI Globalizing trends	
	Globalizing trends	
55	Investment and debt	118
	Direct investment	
	Borrowing Word combinations with 'debt'	
	word combinations with debt	
56	Trade	120
	Dismantling the barriers	
-	Protected industries Fair trade	
C	Fair trade	
57	The BRIC economies	122
	Emerging economies	122
A B	Emerging economies Similarities	122
A B	Emerging economies	122
A B C	Emerging economies Similarities	122 124
A B C 58 A	Emerging economies Similarities Differences International aid Humanitarian aid	
A B C 58 A B	Emerging economies Similarities Differences International aid Humanitarian aid Development aid	
A B C 58 A	Emerging economies Similarities Differences International aid Humanitarian aid Development aid	
A B C 58 A B C	Emerging economies Similarities Differences International aid Humanitarian aid Development aid	
A B C 58 A B C 59	Emerging economies Similarities Differences International aid Humanitarian aid Development aid The aims of aid	124
A B C 58 A B C 59	Emerging economies Similarities Differences International aid Humanitarian aid Development aid The aims of aid Sustainable development Sustainability New technologies	124

INTERCULTURAL ISSUES

60	Intercultural teams	128
Α	Cultural issues	
В	International teams	
61	Intercultural meetings	130
	Meeting preparation	
	Cultural preparation Running the meeting	
62	Intercultural networking	132
	The right attitude	
	Good etiquette Business cards	
Ū		
WR	ITING	
63	Business writing 1	134
	CVs	
В	Job enquiry	
64	Business writing 2	136
	Invitation	
В	Acknowledgement	
65	Business writing 3	138
	Outlines	
	Openings and introductions Describing visuals	
	Describing visuals	
66	Business writing 4	140
	Linking ideas	
В	Forecasts	
Ansv	ver key	142
Inde	x	161