

VANTAGE WORD LIST
Spanish

Module 1					
pp 4-5	POS	Pronunciation	Translation	Definition	Examples
attend	Verb	/ə'tend/	asistir	to be at an event or in a place	<i>She needs to attend the meeting on Friday.</i>
company	Noun	/'kʌmp(ə)ni/	empresa	an organisation that sells goods or services to make money	<i>He's been with the same company since he left school.</i>
consultancy	Noun	/kən'sʌltənsi/	consultoría	a company which gives advice to businesses	<i>The world's leading brand consultancy has agreed to work for us.</i>
control	Verb	/kən'trəʊl/	controlar	to limit someone's actions or behaviour	<i>Companies should control their online advertising carefully.</i>
flexitime	Noun	/'fleksɪ,tʌɪm/	horario flexible	a system of working where people can control when they start and finish work	<i>My company provides opportunities for flexitime and home-working.</i>
freelance	Adverb, Verb	/'fri:lɑ:ns/	autónomo/a	doing/to do particular pieces of work for different organisations	<i>I enjoy my freelance writing work because I can freelance from home and don't have to go into an office.</i>
group	Noun	/gru:p/	grupo	a number of people or things that are put together	<i>I prefer to work in a group than on my own.</i>
hot-desking	Noun	/'hɒt'deskɪŋ/	compartir escritorio	using any available desk in an office rather than having your own desk	<i>Hot-desking works well here because a lot of staff are out of the office some of the time.</i>
job-sharing	Noun	/'dʒɒb'ʃeəriŋ/	trabajo compartido	doing a job for part of the week and another person doing it for the other part	<i>Job-sharing with Melissa is great because we get along well and share good ideas.</i>
part-time	Adjective	/'pɑ:t'taɪm/	a tiempo parcial	only doing something for some of the day or the week	<i>He studies part-time at college and has a part-time job too.</i>
shift work	Noun	/'ʃɪft,wɜ:(r)k/	trabajo en turnos	when you work at different times of the day or night	<i>The company is starting shift work so you will have to get up early this week.</i>
success	Noun	/sək'ses/	éxito	getting positive results	<i>To achieve exam success, you must work hard.</i>
teleworking	Noun	/'telɪ,wɜ:(r)kɪŋ/	trabajo a distancia	working for a company from home via email, phone or the Internet	<i>Teleworking is perfect for people who want a flexible job.</i>
temping	Noun	/'tempɪŋ/	trabajo temporal	working for different companies for a short time without a permanent contract	<i>She's temping until she finds the right long-term job.</i>
pp 8-9	POS	Pronunciation	Translation	Definition	Examples
deal with	Phrasal verb	/'di:l wɪð/	lidiar con	to find a way to manage something	<i>Please deal with this problem immediately – it's urgent.</i>
department	Noun	/'dɪ:pɑ:(r)tɪmənt/	departamento	part of an organisation	<i>The human resources department is having their summer party next week.</i>
in charge of	Phrase	/'ɪn'tʃɑ:(r)dʒ ɒv/	responsable de	to be responsible for something or someone	<i>I'd like you to be in charge of the sales team.</i>
involved in	Phrase	/'ɪn'vɒlvd ɪn/	participar en	to spend a lot of time on something	<i>He's very involved in running the business.</i>
networking	Noun	/'net,wɜ:(r)kɪŋ/	hacer contactos	meeting and talking to a lot of people who may be useful to you in your work	<i>Making contacts is an important part of networking.</i>
report to	Phrasal verb	/'rɪ'pɔ:(r)t tə, tu/	rendir cuentas a	to carry out work for someone in authority above you	<i>She reports to the managing director.</i>
responsible for	Phrase	/'rɪ'spɒnsəb(ə)l fə(r), fɔ:(r)/	responsable de	something goes wrong	<i>He's responsible for leading the project.</i>
run	Verb	/'rʌn/	llevar	to be in charge of something	<i>Do you want to run your own business?</i>
specialise in	Phrase	/'speʃəlaɪz ɪn/	especializarse en	to spend most of your time doing one type of business	<i>I specialise in examining international contracts.</i>
Module 2	POS	Pronunciation	Translation	Definition	Examples
pp 14-15	POS	Pronunciation	Translation	Definition	Examples
bonus	Noun	/'bɒsnəs/	bonus	an extra amount of money given for good work	<i>The end-of-year bonus is really good.</i>
flexible	Adjective	/'fleksəb(ə)l/	flexible	able to change easily	<i>Flexible working hours are more common these days.</i>
incentives	Noun	/'ɪn'sentɪvz/	incentivos	something that encourages a person to do something	<i>An incentive of this job is the possibility of working from home.</i>
parental leave	Noun	/'pæ.rent(ə)l 'li:v/	baja por maternidad/paternidad	time that a parent is allowed to spend away from work to look after their children	<i>Parental leave is important for fathers as well as mothers.</i>
pension	Noun	/'penʃ(ə)n/	pensión	money paid to a person who does not work any more because of their age	<i>It's only seven years until I stop work and my pension begins.</i>
perks	Noun	/'pɜ:(r)ks/	ventajas	an extra that you are given with your job	<i>One of the best perks of this job is the free lunch every day.</i>
promotion	Noun	/'prɒ'məʃj(ə)n/	ascenso	a move to a higher level in a company	<i>Are there any opportunities for promotion?</i>
reward	Verb	/'rɪ'wɔ:(r)d/	premiar	to give something in exchange for good work	<i>Some companies reward long-serving employees with shares in the business.</i>
pp 16-17	POS	Pronunciation	Translation	Definition	Examples
position (job)	Noun	/'pə'zɪʃ(ə)n/	puesto	a job	<i>I would like to apply for the position of Sales Representative.</i>
take part in	Phrase	/'teɪk 'pɑ:(r)t ɪn/	participar en	to be actively involved in something	<i>They've taken part in the consultancy programme.</i>
trademark	Verb	/'treɪd,mɑ:(r)k/	marca comercial	to protect a name or symbol on a product	<i>He was unable to trademark the logo.</i>
pp 18-19	POS	Pronunciation	Translation	Definition	Examples
branch	Noun	/'brɑ:ntʃ/	sucursal	an office or group that forms part of a larger company	<i>We're opening a new branch in Ireland.</i>
call centre	Noun	/'kɔ:l ,sentə(r)/	centro de atención telefónica	a place where a large number of people are employed to deal with customers by telephone	<i>My most boring job ever was working in a call centre.</i>
corporation	Noun	/'kɔ:(r)pə'reɪʃ(ə)n/	corporación	an organisation formed by a group of companies	<i>The Xerox Corporation is an international document-management and business-services company.</i>
distribution centre	Noun	/'dɪstrɪ'bju:ʃ(ə)n ,sentə(r)/	centro de distribución	a place where goods are sent out to be sold	<i>The distribution centre deals with many deliveries each day.</i>
division	Noun	/'dɪ'vɪʒ(ə)n/	división	a separate part of a large company	<i>How many people are employed in this division?</i>
found (a company)	Verb	/'faʊnd/	fundar	to start a company or organisation	<i>The company was founded in 1985.</i>
headquarters	Noun	/'hed'kwɔ:(r)tə(r)z/	oficina central	the head office of a company	<i>The company operates from its headquarters in Norwalk.</i>
holding company	Noun	/'həʊldɪŋ ,kʌmp(ə)ni/	holding	a company which controls others with the largest stake (over 51%)	<i>The holding company wants better results.</i>
plant (factory)	Noun	/'plɑ:nt/	planta	a factory with industrial machinery	<i>The plant needs more investment.</i>
R&D (research and development)	Noun	/'ɑ:r ən 'di:/	I+D (Investigación y desarrollo)	ones	<i>Our R & D department is very creative.</i>
subsidiary	Noun	/'sʌb'sɪdiəri/	filial	a company owned by a holding company	<i>We will focus our financial interests on the smaller subsidiary.</i>

turnover	Noun	/ˈtɜː(r)n.əʊvə(r)/	facturación	a company's total profits	<i>The turnover was just under half a million last year.</i>
warehouse	Noun	/ˈweə(r).haʊs/	almacén	a place where goods are stored	<i>The warehouse isn't big enough for all the products.</i>
pp 20–21	POS	Pronunciation		Definition	Examples
manufacturing	Noun	/,mænjʊˈfæktʃərɪŋ/	fabricación	the business of producing goods in large numbers	<i>We must reduce manufacturing costs.</i>
Module 3					
pp 24–25	POS	Pronunciation		Definition	Examples
branch out	Phrasal verb	/'brɑːntʃ aʊt/	expandirse	to start to do something different	<i>A franchise helps you to branch out and build your business.</i>
budding	Adjective	/'bʌdɪŋ/	en ciernes	starting to show ability	<i>She's a budding entrepreneur.</i>
charge	Verb	/tʃɑː(r)dʒ/	cobrar	to ask an amount of money for something	<i>The bank has to charge interest on loans.</i>
concept	Noun	/'kɒnsept/	concepto	an idea	<i>Their new concept is very exciting.</i>
entrepreneur	Noun	/,ɒntɹəpraː'nɜː(r)/	emprendedor/a	someone who starts their own business	<i>China has many young entrepreneurs.</i>
fee	Noun	/fiː/	tarifa	a payment	<i>The franchisor will charge a high fee.</i>
franchise	Noun, Verb	/'fræntʃaɪz/	franquicia	a licence to trade under a company's name/to sell a licence to trade under a company's name	<i>Running a franchise is hard work.</i>
franchisor/franchisee	Noun	/'fræntʃaɪzə(r)/, /,fræntʃaɪ'ziː/	franquiciador/franquiciado	someone who gives or sells a franchise/someone who is given or sold a franchise	<i>A franchisee trades under the trademark or trade name of the franchisor.</i>
from scratch	Phrase	/frɒm 'skɹætʃ/	desde cero	from nothing	<i>It's a difficult process to start a new business from scratch.</i>
grant (a licence)	Verb	/,graːnt ə 'laɪs(ə)ns/	conceder	to allow someone to have or do what they want	<i>We were granted a licence to set up a branch of Domino's Pizza™.</i>
launch	Verb	/lɔːntʃ/	lanzar	to introduce something new	<i>We couldn't launch the product until the website was ready.</i>
partnership	Noun	/'pɑː(r)tənə(r)ʃɪp/	sociedad	a company owned by two or more people	<i>We started our partnership last year.</i>
readily	Adverb	/'redɪli/	fácilmente	without delay or difficulty	<i>Banks will more readily lend money to a start-up using the franchise model.</i>
set up	Phrasal verb	/set ˈʌp/	establecer	to start a new business	<i>Did you set up your business from nothing?</i>
sole trader	Noun	/,səʊl 'treɪdə(r)/	comerciante por cuenta propia	someone who is self-employed and runs the business on their own	<i>I am a sole trader so I don't employ any staff.</i>
trade name	Noun	/'treɪd neɪm/	nombre comercial	a name on a product	<i>Coca-Cola™ is a trade name.</i>
trademark	Noun	/'treɪd,mɑː(r)k/	marca comercial	a name or symbol on a product	<i>The company has given us permission to use their trademark.</i>
pp 32–33	POS	Pronunciation		Definition	Examples
subscription	Noun	/'sʌb'skrɪpʃ(ə)n/	suscripción	an amount of money that you pay regularly to receive a product or service	<i>We pay a weekly subscription to this online service.</i>
Module 4					
pp 34–35	POS	Pronunciation		Definition	Examples
banners	Noun	/'bænə(r)z/	<i>banners</i>	an advertisement that appears across the top of a page on the Internet or in a newspaper	<i>Advertising banners can be effective on a website.</i>
brochures	Noun	/'brəʊʃə(r)z/	folletos	a type of small magazine that contains pictures and information on a product or a company	<i>The brochures need to be reprinted with new prices.</i>
expectations	Noun	/,ekspek'teɪʃ(ə)nz/	expectativas	what a someone hopes will happen	<i>What are the expectations in your business culture?</i>
Internet advertising	Noun	/,ɪntə(r)net 'ædvə(r),taɪzɪŋ/	publicidad en internet	promoting products or services on the Internet	<i>Internet advertising can be expensive.</i>
link	Noun	/lɪŋk/	enlace	a connection between documents or pages on the Internet	<i>Click on the link to visit the site.</i>
mailshots	Noun	/'meɪl ʃɒt/	buzoneo	the posting of advertising or similar material to a lot of people at one time	<i>Pizza delivery firms often do mailshots in the area.</i>
marketing	Noun	/'mɑː(r)kɪtɪŋ/	mercadotecnia	the ways in which a company encourages people to buy its products or services	<i>Many smaller companies are attracted by social media as a form of marketing.</i>
newspaper adverts	Noun	/,njuːzpeɪpə(r) 'ædvɜː(r)ts/	anuncios en periódicos	an arrangement of pictures and words put in a newspaper that is intended to persuade people to buy something	<i>There are a number of points to consider when placing a newspaper advert.</i>
objectives	Noun	/'ɒb'dʒektɪvz/	objetivos	something that you plan to do or achieve	<i>Many companies have found that staff exceed their objectives when they manage their own hours.</i>
sample	Noun	/'sɑːmp(ə)l/	muestra	a small amount of something that shows you what the rest is or should be like	<i>Promotional events with free samples are also planned.</i>
search engine	Noun	/'sɜːtʃ ,endʒɪn/	motor de búsqueda	typed in	<i>The more links you have elsewhere, the more likely people are to find you through a search engine.</i>
spam	Noun	/spæm/	<i>spam</i>	unwanted email	<i>My new anti-virus software blocks any spam from my inbox.</i>
TV commercials	Noun	/tiː ,viː kə'mɜː(r)ʃ(ə)lɪz/	anuncios de televisión	a short film that is intended to persuade people to buy something	<i>TV commercials cost huge amounts of money to make.</i>
word of mouth	Phrase	/,wɜːd əv 'maʊθ/	boca a boca	people telling other people about something	<i>The business grew mainly by word-of-mouth.</i>
pp 36–37	POS	Pronunciation		Definition	Examples
promotional	Adjective	/'prə'məʊʃ(ə)nəl/	promocional	intended to advertise something	<i>We're planning a promotional tour next month.</i>
Module 5					
pp 44–45	POS	Pronunciation		Definition	Examples
commission	Verb	/'kɒmɪʃ(ə)n/	encargar	to choose someone to do a special piece of work	<i>The company commissioned a work of art for the new building.</i>
installation	Noun	/,ɪnstə'leɪʃ(ə)n/	instalación	a form of modern art, often sculpture	<i>The new installation in the reception area is huge.</i>
pp 48–49	POS	Pronunciation		Definition	Examples
attend a meeting	Phrase	/ə,tend ə 'miːtɪŋ/	asistir a una reunión	to be at a meeting	<i>The business owner will attend the meeting next week.</i>
give a presentation	Phrase	/,gɪv ə ,prez(ə)n'teɪʃ(ə)n/	hacer una presentación	to talk in front of other people and give information about something	<i>The Sales Manager gave a presentation of the new product.</i>
go along (with you)	Phrase	/,gəʊ ə'lɒŋ/	estar de acuerdo	to agree with someone	<i>I'll go along with you on that decision.</i>
hold a meeting	Phrase	/,həʊld ə 'miːtɪŋ/	llevar a cabo una reunión	to make a meeting happen	<i>We'd like to hold a brief meeting this afternoon.</i>
move on (to the next point)	Phrase	/,muːv 'ɒn/	pasar	to start to discuss a new subject	<i>Let's move on to the next point.</i>
reach an agreement	Phrase	/,riːtʃ ən ə'grɪ:mənt/	llegar a un acuerdo	to get to the point of sharing the same opinion after discussing a subject	<i>The aim is to reach an agreement by midnight.</i>
run a meeting	Phrase	/,rʌn ə 'miːtɪŋ/	organizar una reunión	to lead a meeting	<i>As the chairperson, Mike will run the meeting.</i>
see your point	Phrase	/,siː jə(r) 'pɔɪnt/	entender tu postura	to understand someone's opinion	<i>I see your point, but I don't agree.</i>
set the agenda	Phrase	/,set ðɪː ə'dʒendə/	establecer el programa	to decide what is going to be discussed and in what order	<i>Please could you set the agenda for the meeting?</i>
take the minutes	Phrase	/,teɪk ðə 'mɪnɪtɪz/	redactar el acta	to write down what is discussed	<i>Who's going to take the minutes?</i>

Module 6					
pp 54–55					
	POS	Pronunciation		Definition	Examples
employ	Verb	/ɪm'plɔɪ/	dar empleo	to have someone work or do a job for you and pay them for it	<i>We employ over three thousand people.</i>
dismiss	Verb	/dɪs'mɪs/	despedir	to remove someone from their job	<i>We will dismiss you if you're late for work again.</i>
fire	Verb	/'faɪə(r)/	echar del trabajo	to remove someone from their job	<i>This time it's a warning but next time she'll be fired.</i>
give notice	Phrase	/,gɪv 'nəʊtɪs/	despido	to ask someone who works for you to leave their job, usually after a particular period of time	<i>They only gave me a month's notice.</i>
hire	Verb	/'haɪə(r)/	contratar	to give somebody a job	<i>How many part-time workers do we need to hire?</i>
lay off	Phrasal verb	/,leɪ 'ɒf/	despedir	to stop employing someone because there is no more work for them to do	<i>We're going to lay off eight workers in the factory.</i>
make redundant	Phrase	/,meɪk rɪ'dʌndənt/	cesar	to stop employing someone because there is no more work for them to do	<i>The news is that they are being made redundant.</i>
recruit	Verb	/rɪ'kru:t/	contratar	to look for new members of a company	<i>The business can't afford to recruit new employees.</i>
resign	Verb	/rɪ'zaɪn/	dimitir	to give up a job	<i>I'm going to resign tomorrow.</i>
sack	Verb	/sæk/	echar del trabajo	to remove someone from their job	<i>If you don't resign, they'll sack you anyway!</i>
take someone on	Phrasal verb	/teɪk ,sʌmwʌn 'ɒn	contratar	to start employing someone	<i>Why don't we take on some younger employees?</i>
take voluntary redundancy	Phrase	/teɪk ,vɒlənt(ə)ri rɪ'dʌndənsi/	aceptar la baja voluntaria	to agree to leave a job because your employer does not need you	<i>He decided to take voluntary redundancy.</i>
walk out	Phrasal verb	/wɔ:k 'aʊt/	marcharse	to suddenly leave	<i>All the canteen staff walked out today after the workers complained about the food.</i>
pp 58–59					
	POS	Pronunciation		Definition	Examples
address	Noun	/ə'dres/	dirección	the place where you live	<i>Please state your name and address.</i>
attach	Verb	/ə'tætʃ/	adjuntar	to join something to something	<i>Don't forget to attach your CV to your letter.</i>
back up	Phrasal verb	/'bæk ʌp/	hacer copia de seguridad	to copy on to the computer or another computer or device	<i>Did you back up your documents on the hard drive?</i>
break	Noun	/breɪk/	descanso	a short period of rest	<i>It's important to have regular breaks when you are working on the computer.</i>
button	Noun	/'bʌt(ə)n/	botón	a small part of a machine that you press to make it work	<i>Insert the disk and press the button to play.</i>
check	Verb	/tʃek/	comprobar	to make certain that something is correct	<i>Always check your work before saving it.</i>
click on	Phrasal verb	/'klɪk ɒn/	hacer clic sobre	to make a computer do something by pressing a button on the mouse	<i>Click on the link to visit the site.</i>
computer	Noun	/kəm'pjʊ:tə(r)/	ordenador	a machine that stores programs and information in electronic form and can be used for writing, calculating, and communicating on the Internet etc.	<i>Make sure you switch off the computer before you go home.</i>
copy (in)	Verb	/'kɒpi/	copiar	to send someone a copy of an email that you are sending to another person	<i>Please email the department and copy me in.</i>
delete	Verb	/dɪ'li:t/	borrar	to remove something	<i>Don't delete that email, it's important!</i>
document	Noun	/'dɒkjʊmənt/	documento	a computer file that you can write in	<i>Copy the information and save as a new document.</i>
email	Noun	/'i:meɪl/	correo electrónico	an electronic message sent from one computer to another	<i>Write an email to your staff about the English courses next month.</i>
file	Noun	/faɪl/	archivo	information stored on a computer	<i>Attach a file to the email.</i>
fire off	Phrasal verb	/'faɪə(r) ɒf/	enviar impulsivamente	to write and send a message very quickly	<i>Just stop to think before you fire off a reply.</i>
icon	Noun	/'aɪkɒn/	icono	a small picture or symbol on a computer screen	<i>Click on the icon to send the email.</i>
inbox	Noun	/'ɪn,bɒks/	bandeja de entrada	a place on a computer where emails that are sent to you are kept	<i>My inbox is full of messages.</i>
log on to	Phrase	/,lɒg 'ɒn tu/	ingresar	to connect to a computer system	<i>When you log on to the site, look for the Sales icon.</i>
mouse (computing)	Noun	/maʊs/	ratón	a small device that you move to operate the cursor on your computer screen	<i>You can move the cursor by using the mouse.</i>
register	Verb	/'redʒɪstə(r)/	registrarse	to put your information into an official record	<i>Customers who register on-line will receive a discount.</i>
reply	Noun, Verb	/rɪ'plaɪ/	responde, respuesta	an answer/to answer	<i>She hasn't received a reply from the company yet. Will you write and reply to her?</i>
restart (computer)	Verb	/,rɪ:'stɑ:(r)t/	reiniciar	to start a computer again instead of shutting it down	<i>Please restart your computer to complete registration.</i>
save	Verb	/seɪv/	guardar	to put information into a computer's memory	<i>Don't forget to save your work regularly.</i>
send	Verb	/send/	enviar	to make something go from one place to another	<i>I'll send her an email.</i>
sender	Noun	/'sendə(r)/	remittente	a person who sends something	<i>An email from an unknown sender may contain a virus.</i>
shut down	Phrasal verb	/'ʃʌt ,daʊn/	apagar	to stop something from operating	<i>Shut down the computer before you leave.</i>
type	Verb	/taɪp/	mecanografiar	to write using a machine	<i>A memorable domain name that people can easily type is important.</i>
username	Noun	/'ju:zə(r),neɪm/	nombre de usuario	a name or other word that you sometimes need to type in along with a password before you are allowed to use a computer or a website	<i>Please enter your username and password.</i>
website	Noun	/'web,sɑɪt/	página web	a set of pages of information on the Internet about a particular subject	<i>The company's website looks really good now.</i>
Module 7					
pp 64–65					
	POS	Pronunciation		Definition	Examples
aspect	Noun	/'æspekt/	aspecto	one part of a situation, problem, subject, etc	<i>The other aspect is linguistic and you can use language in different ways.</i>
crucial	Adjective	/'kru:ʃ(ə)l/	crucial	extremely important	<i>Coffee is crucial for Brazil's economy.</i>
empathy	Noun	/'empəθi/	empatía	the ability to share someone else's feelings	<i>Good salespeople also have the key skill of empathy.</i>
extrovert	Noun	/'ekstrə,vɜ:(r)t/	extrovertido/a	an energetic person who enjoys being with other people	<i>Not all successful salespeople are extroverts.</i>
myth	Noun	/mɪθ/	mito	a commonly believed but false idea	<i>The biggest myth of all is that salespeople are born, not made.</i>
rapport	Noun	/ræ'pɔ:(r)/	relación	a good relationship between people	<i>He has the ability to build rapport quickly.</i>
version	Noun	/'vɜ:(r)ʃ(ə)n/	versión	a particular form of something	<i>At a job interview you need to be a positive version of yourself.</i>
pp 66–67					
	POS	Pronunciation		Definition	Examples
boring	Adjective	/'bɔ:ɪŋ/	aburrido/a	not interesting or exciting	<i>The most boring job ever was working in a call centre.</i>
challenging	Adjective	/'tʃælɪndʒɪŋ/	difícil	difficult	<i>You must have the determination to meet challenging commercial targets.</i>
frustrating	Adjective	/,frʌ'streɪtɪŋ/	frustrante	making you feel annoyed	<i>Trying to write a sales report can be very frustrating.</i>
repetitive	Adjective	/rɪ'petətɪv/	repetitivo/a	doing the same thing many times	<i>Some jobs are more repetitive than others.</i>
responsible	Adjective	/rɪ'spɒnsəb(ə)l/	responsable	to have the duty of taking care of something	<i>I'm responsible for booking the conference.</i>
varied	Adjective	/'veərɪd/	variado/a	containing several different things	<i>We manage a varied business portfolio.</i>
well-paid	Adjective	/,wel 'peɪd/	bien pagado/a	earning a lot of money	<i>Company directors are usually well-paid.</i>

Module 8					
pp 74–75					
	POS	Pronunciation		Definition	Examples
achieve results	Phrase	/ə,tʃi:v rɪ'zʌltz/	obtener resultados	to obtain a good outcome	<i>You must lead people in order to achieve results.</i>
action	Noun	/'ækʃ(ə)n/	medida	the process of doing something	<i>Decide what action the speaker is recommending.</i>
course	Noun	/kɔ:(r)s/	línea	a way of doing something	<i>She followed the correct course of action.</i>
duration	Noun	/dʒu'reɪʃ(ə)n/	duración	how long something lasts	<i>The duration of the programme is two hours.</i>
effective	Adjective	/'ɪfektɪv/	efectivo/a	successful	<i>The sales team's plan has been very effective.</i>
face-to-face training	Phrase	/feɪs tə,feɪs 'treɪnɪŋ/	formación presencial	directly, meeting someone in the same place	<i>We offer face-to-face training in the office.</i>
joint responsibility	Phrase	/dʒɔɪnt rɪ,spɒnsə'bɪlətɪ/	responsabilidad conjunta	sharing with other people what you have to do	<i>I take joint responsibility with my team members.</i>
key factors	Phrase	/ki: 'fæktə(r)z/	factores principales	main points	<i>What key factors make teams effective?</i>
lead a project	Phrase	/,li:d ə 'prɒdʒekt/	gestionar un proyecto	to be in charge of a project	<i>It is his turn to lead the project next month.</i>
leader	Noun	/'li:də(r)/	líder	the person in control	<i>A successful leader listens to their team members.</i>
meet objectives	Phrase	/,mi:t əb'dʒektɪvz/	alcanzar objetivos	to be successful with your plans	<i>Many companies have found that staff meet their objectives when they are happy with their jobs.</i>
role	Noun	/rəʊl/	puesto	job	<i>Consider the role that you are applying for.</i>
single user	Noun	/,sɪŋɡ(ə)l 'ju:zə(r)/ /'streŋθ(ə)n, meɪn'teɪn də	usuario único	one person using something	<i>This is an online product and for a single user.</i>
strengthen/maintain the team	Phrase	,ti:m/	fortalecer/apoyar al equipo	to make, keep the team stronger	<i>Many skills are required to build, strengthen and maintain the team.</i>
team building	Noun	/'ti:m ,bɪldɪŋ/	creación de equipos	encouraging people to work together	<i>Everyone needs to attend the team building course.</i>
pp 76–77					
	POS	Pronunciation		Definition	Examples
cross-cultural awareness	Phrase	/krɒs ,kʌltʃ(ə)rəl ə'weə(r)nəs/	conciencia intercultural	understanding two or more different cultures and customs	<i>This company values cross-cultural awareness very highly.</i>
databases	Noun	/'deɪtə,beɪsɪz/	bases de datos	large amounts of information in a computer system in an organized way	<i>You need a course on maintaining databases.</i>
enrol	Verb	/'ɪn'rəʊl/	inscribirse	to put someone on a list	<i>We will enrol you on the next training course.</i>
negotiate	Verb	/'ni:ɡəʊʃieɪt/	negociar	to try to reach an agreement by discussing something in a formal way	<i>Can he negotiate effectively?</i>
presentation skills	Noun	/,prez(ə)n'teɪʃ(ə)n skɪlz/	habilidades para hacer presentaciones	the ability to give a talk about something	<i>Her presentation skills were really good at the meeting.</i>
spreadsheets	Noun	/'spredʃi:ts/	hojas de cálculo	a chart produced on a computer that shows numbers in a way that makes them easy to analyse	<i>I need some help with these spreadsheets.</i>
pp 78–79					
	POS	Pronunciation		Definition	Examples
avoid interruption	Phrase	/ə,vɔɪd ɪntə'rʌpʃən/	evitar interrupciones	to try not to stop something happening	<i>Effective listening means avoiding interruption when someone is speaking.</i>
coach	Verb	/kəʊtʃ/	instruir	to teach	<i>Managers need to coach their staff.</i>
pp 80–81					
	POS	Pronunciation		Definition	Examples
complaint	Noun	/kəm'pleɪnt/	queja	a statement that something is wrong	<i>We've had too many complaints from customers recently.</i>
pp 82–83					
	POS	Pronunciation		Definition	Examples
PowerPoint	Noun	/'paʊəpɔɪnt/	PowerPoint	a brand name for a computer program that helps you to create and give presentations	<i>Most presentations use PowerPoint.</i>
Module 9					
pp 84–85					
	POS	Pronunciation		Definition	Examples
brand	Noun	/'brænd/	marca	a type of product with its own name, made by a particular company	<i>There are many famous brands in the world, like Pepsi™.</i>
catchy	Adjective	/'kætʃi/	pegadizo/a	easy to remember	<i>Brands using audio marketing often include a catchy tune in their adverts.</i>
connotations	Noun	/,kɒnə'teɪʃ(ə)nz/	connotaciones	a feeling suggested by something	<i>That tune has positive connotations.</i>
consumers	Noun	/'kɒn'sju:mə(r)z/	consumidores	people who buy goods or services	<i>We need to attract younger consumers.</i>
emotions	Noun	/'ɪməʊʃ(ə)nz/	emociones	feelings	<i>It's all about trying to market to consumers primarily via their emotions.</i>
emotional	Adjective	/'ɪməʊʃ(ə)nəl/	emocional	relating to the emotions	<i>They appeal to us on an emotional level.</i>
iconic	Adjective	/'aɪ'kɒnɪk/	icónico	very famous	<i>The Apple iPhone™ has an iconic design.</i>
instrumental	Adjective	/,ɪnstru'ment(ə)l/	fundamental	affecting something strongly	<i>The shape of a perfume bottle could be instrumental in creating a feeling of luxury.</i>
interact	Verb	/,ɪntər'ækt/	relacionarse	to communicate with	<i>This will give us the opportunity to see how the different candidates interact with each other.</i>
logo	Noun	/'lɒgəʊ/	logo	a design or symbol used by a company to advertise its products	<i>The brand is known globally and no one can legally copy its trademark logo.</i>
luxury	Adjective	/'lʌkʃəri/	lujo, lujoso/a	expensive and beautiful	<i>The proportion of luxury goods purchased nowadays is 40%.</i>
marketing campaign	Noun	/,ma:(r)kɪtɪŋ kæm'peɪn/	campana de marketing	a series of planned marketing activities	<i>The summer marketing campaign looks very exciting.</i>
permeate	Verb	/'pɜ:(r)mieɪt/	penetrar	to spread through	<i>The smell of smoke permeated the whole office.</i>
persistent	Adjective	/'pɜ:(r)sɪstənt/	constante	lasting for a long time	<i>Most of us have experience of having a persistent tune run through our heads.</i>
senses	Noun	/'sensɪz/	sentidos	the five physical abilities to see, hear, smell, taste, and feel	<i>Sensory branding is an area of marketing which makes use of all five senses.</i>
sensory	Adjective	/'sensəri/	sensorial	connected with the physical senses	<i>The topic of perfume brings us to the fifth area of sensory marketing: smell.</i>
smell	Noun	/'smel/	olor	something that can be recognised using the nose	<i>The right kind of smell in a shop can keep customers shopping for longer periods of time.</i>
pp 86–87					
	POS	Pronunciation		Definition	Examples
fragrance	Noun	/'freɪgrəns/	fragancia	a pleasant smell	<i>David Van Epps sells over 1,480 fragrances.</i>
obsession	Noun	/'əb'seʃ(ə)n/	obsesión	something you think about all the time	<i>The Chinese have an obsession with luxury.</i>
scent	Noun	/'sent/	aroma	a pleasant smell	<i>The scent of roses always works well in a clothes shop.</i>
pp 88–89					
	POS	Pronunciation		Definition	Examples
(on) hold	Phrase	/(ɒn) həʊld/	(en) espera	waiting to speak to someone on the phone	<i>I'm just going to put you on hold.</i>
bear (with someone)	Phrasal verb	/'beə(r)/	aguardar	to be patient	<i>Can you bear with me for a second?</i>
put through	Phrasal verb	/'pʊt 'θru:/	pasar	to connect a person on the phone	<i>Can you put me through, please?</i>

quality assurance	Noun	/,kwɒləti ə'ʃɔ:ərəns/ /spi:tʃ rekəg'nɪʃ(ə)n	control de calidad tecnología de reconocimiento	the things a company does to make sure that its products and services are as good as they should be	<i>Your call may be monitored for quality assurance.</i>
speech recognition technology	Noun	tek,nɒlədʒi/	de voz	technology that allows a computer to understand spoken words	<i>The automated system uses speech recognition technology.</i>
suit (be convenient)	Verb	/su:t/	venir bien	to be right for someone	<i>What time would suit you?</i>
unavailable	Adjective	/,ʌnə'veɪləb(ə)l/	no estar disponible	not able to talk or meet	<i>When I called back you were unavailable.</i>
urgent	Adjective	/'ɜ:(r)dʒ(ə)nt/	urgente	very important	<i>Please give her this urgent message.</i>
voicemail	Noun	/'vɔɪsmel/	correo de voz	a message recorded on a phone	<i>Just leave a message on my voicemail if I'm not in.</i>
pp 90–91	POS	Pronunciation		Definition	Examples
attachment	Noun	/ə'tætʃmənt/	documento adjunto	a computer file sent with a message	<i>I've sent the document as an attachment.</i>
capitals (letters)	Noun	/'kæpɪt(ə)lz/ /'sʌbdʒɪkt ,laɪn/, /'sʌbdʒekt ,laɪn/	mayúsculas	the large form of the letters of the alphabet that you use at the beginning of a sentence or name	<i>Do not use CAPITALS. People will think you are SHOUTING!!!</i>
subject line	Noun	,'laɪn/	línea de asunto	where it says what the email is about	<i>The subject line of the message is 'Conference'.</i>
Module 10					
pp 94–95	POS	Pronunciation		Definition	Examples
endorsement	Noun	/ɪn'dɔ:(r)smənt/	respaldo	a liking and recommendation of something	<i>They gave us an endorsement for our new product.</i>
exploit	Verb	/ɪk'splɔɪt/	explotar	to make full use of	<i>Exploit your strengths and recognise your weaknesses.</i>
get on with	Phrasal verb	/get 'ɒn wɪð/	volver a	to continue working on	<i>We need to get on with the job!</i>
hands-on	Adjective	/'hænd'zɒn/	activo/a	very involved in something	<i>The new manager is very hands-on.</i>
hand over	Phrasal verb	/hænd 'əʊvə(r)/	pasar	to give something to someone or to delegate a job	<i>Can I hand over this project to you?</i>
portfolio	Noun	/pɔ:(r)'fəʊliəʊ/	portafolio	collection of something, eg a collection of business interests	<i>She has a very varied portfolio.</i>
recognise weaknesses	Phrase	/'rekəgnaɪz 'wi:knəsɪz/	reconocer los puntos débiles	understand where your qualities are not strong	<i>Exploit your strengths and recognise your weaknesses.</i>
the bottom line	Noun	/'ðə ,bɒtəm 'laɪn/	balance	the final line in a company's accounts showing the total profit or loss	<i>Focus on the bottom line.</i>
tolerate	Verb	/'tɒləreɪt/	tolerar	to allow something negative to continue	<i>Why do we have to tolerate his bad behaviour?</i>
pp 100–101	POS	Pronunciation		Definition	Examples
ahead of schedule	Phrase	/ə ,hed əv 'fedju:l/	adelantado/a	earlier than planned	<i>The client is ahead of schedule.</i>
behind schedule	Phrase	/'bi,hɑɪnd 'fedju:l/	retrasado/a	later than planned	<i>We mustn't get behind schedule.</i>
in time	Phrase	/'ɪn 'taɪm/	a tiempo	early enough	<i>The brochure will be ready in time for the meeting.</i>
on schedule	Phrase	/'ɒn 'fedju:l/	según lo previsto	exactly as planned	<i>Are you on schedule with the ticket sales?</i>
on time	Phrase	/'ɒn 'taɪm/	a tiempo	as planned	<i>Will the new logo be ready on time?</i>
out of time	Phrase	/'aʊt əv 'taɪm/	no tener tiempo	to have no time left	<i>Unfortunately we're out of time for the discussion.</i>
over budget	Phrase	/'əʊvə(r) 'bʌdʒɪt/	por encima del presupuesto	to spend more money than planned	<i>The sales team has gone well over budget this year.</i>
under budget	Phrase	/'ʌndə(r) 'bʌdʒɪt/	por debajo del presupuesto	to spend less money than planned	<i>Marketing costs have come in under budget.</i>
within budget	Phrase	/'wɪðɪn 'bʌdʒɪt/	ajustarse al presupuesto	to spend the same amount of money as planned	<i>We must stay within budget next month.</i>
Module 11					
pp 104–105	POS	Pronunciation		Definition	Examples
change hands	Phrase	/'tʃeɪndʒ 'hændz/	cambiar de dueño	to change ownership	<i>The business has changed hands several times.</i>
commodity	Noun	/'kɒmədɪti/	artículo de consumo	a raw material such as coffee which is bought and sold	<i>Coffee is a key commodity for Brazil.</i>
disparity	Noun	/'dɪ'spærəti/	disparidad	a large difference, eg in price	<i>Is there a large disparity between rich and poor in your country?</i>
fluctuations	Noun	/'flʌktʃu'eɪʃ(ə)nz/ /,grəʊs də,mestɪk 'prɒdʌkt/ (/,dʒɪ:.di:'pi:)/	fluctuaciones	rapid and irregular changes	<i>The price fluctuations in the market have affected sales.</i>
gross domestic product (GDP)	Noun	/'grɒs də,mestɪk 'prɒdʌkt/	producto interior bruto (PIB)	the total value of goods and services produced by a country in one year	<i>Coffee production represents around 50% of Ethiopia's gross domestic product (GDP).</i>
markup	Noun	/'mɑ:kʌp/	margen	the amount of money added to a product's cost in order to profit or cover overheads	<i>The markup on luxury goods is very high.</i>
middlemen	Noun	/'mɪd(ə)l,men/	intermediario/a	people who handle a product after it leaves the producer and before it reaches the consumer	<i>The middlemen are taking too much profit.</i>
overheads	Noun	/'əʊvə(r)'hedz/	gastos generales	regular and necessary costs	<i>The overheads on the office building are very reasonable.</i>
pp 106–107	POS	Pronunciation		Definition	Examples
charities	Noun	/'tʃærətɪz/	organizaciones benéficas	an organisation giving money, food, or help free	<i>Charities need lots of support from volunteers.</i>
pp 108–109	POS	Pronunciation		Definition	Examples
crash	Noun, Verb	/'kræʃ/ /'di:kri:s/ (Noun), /di:'kri:s/ (Verb)	quiebra, quebrar	a sudden serious fall in the price or value of something; a business failure; to become unsuccessful	<i>The financial crash was huge and many people's savings crashed.</i>
decrease	Noun, Verb	(Verb)	diminuir	becoming smaller, to become smaller	<i>Sales are continuing to decrease.</i>
drop	Noun, Verb	/'drɒp/	descenso, descender	to become weaker, lower or less	<i>We stopped buying this brand because of the drop in quality.</i>
fall	Noun, Verb	/'fɔ:l/	caída, caer	becoming lower, to become lower	<i>There will be a fall in prices because the market has fallen.</i>
fluctuate	Verb	/'flʌktʃueɪt/	fluctuar	to change continuously	<i>Prices fluctuate according to the season.</i>
go down	Phrasal verb	/'gəʊ 'daʊn/	bajar	to become lower	<i>The price of sugar has gone down and it's now very cheap.</i>
go up	Phrasal verb	/'gəʊ 'ʌp/ /'ɪŋkri:s/ (Noun), /ɪn'kri:s/ (Verb)	subir	to become higher	<i>The cost of potatoes has gone up and chips are more expensive.</i>
increase	Noun, Verb	(Verb)	aumentar	becoming bigger / to become bigger	<i>The increase in sales is slow. / Profits are continuing to increase.</i>
jump	Noun, Verb	/'dʒʌmp/	fuerte subida	a quick increase / to increase quickly	<i>There has been a jump in the number of people applying for jobs. / The birth rate jumped 20 years ago.</i>
level off	Phrasal verb		estabilizarse	to stay at the same level	<i>Unemployment rose to ten per cent and then levelled off.</i>
overtake	Verb	/'əʊvə(r)'teɪk/	superar	to go past something	<i>Green energy production continues to overtake non-renewables.</i>
remain steady	Phrase	/'ri,meɪn 'stedɪ/	mantenerse estable	to stay smooth and regular	<i>Progress remains slow but steady.</i>
rise	Noun, Verb	/'raɪz/	aumento, aumentar	an increase / to increase	<i>There is a rise in unemployment. / The population is rising.</i>

Module 12 pp 114–115					
	POS	Pronunciation		Definition	Examples
case (legal matter)	Noun	/keɪs/	caso	a question to be decided in court	<i>Our lawyer thinks we have a good case.</i>
court	Noun	/kɔː(r)t/	juzgado	the place where legal cases are heard	<i>She might win in court.</i>
defence	Noun	/dɪˈfens/	defensa	the case to prove someone is innocent	<i>The defence is very weak.</i>
judge	Noun	/dʒʌdʒ/	juez	the person in charge of a court who makes legal decisions	<i>The judge decided to delay the case.</i>
lawyer	Noun	/'lɔːjə(r)/	abogado/a	the person who gives legal advice and represents a person in court	<i>This lawyer is an expert in trademark law.</i>
litigation	Noun	/.lɪtɪˈgeɪʃ(ə)n/	litigio	the process of taking a case to court	<i>They took out litigation against an Irish petrol company.</i>
prosecute	Verb	/'prɒsɪˌkjuːt/	procesar	try to prove someone is guilty	<i>We're going to prosecute him for doing that.</i>
rights	Noun	/raɪts/	derechos	what you are legally allowed to do	<i>Trademarks mean firms have rights over anything like colour or shape.</i>
sue	Verb	/suː/	demandar	to make a legal case against someone and claim for money	<i>We may sue the company if they don't pay.</i>
trademark	Noun	/'treɪd,mɑː(r)k/	marca comercial	a name or symbol on a product	<i>The company has given us permission to use their trademark.</i>