

**VANTAGE WORD LIST**

**French**

Module 1					
pp 4-5	POS	Pronunciation	Translation	Definition	Examples
attend	Verb	/ə'tend/	assister	to be at an event or in a place	<i>She needs to attend the meeting on Friday.</i>
company	Noun	/'kʌmp(ə)ni/	société	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/	cabinet d'expert-conseil	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/	contrôler	to limit someone's actions or behaviour	<i>Companies should control their online advertising carefully.</i>
flexitime	Noun	/'fleksi,tʌɪm/	horaires flexibles	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/	(en) indépendant	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/	groupe	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/	bureau partagé	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/	partage de poste	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	/'pa:t 'taɪm/	à temps partiel	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/	travail par postes	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/	réussite	getting positive results	<i>To achieve exam success, you must work hard.</i>
teleworking	Noun	/'teli,wɜ:(r)kɪŋ/	télétravail	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/	travail temporaire	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/	traiter	to find a way to manage something	<i>Please deal with this problem immediately – it's urgent.</i>
department	Noun	/'di:pɑ:(r)tmənt/	service	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/	impliqué dans	to spend a lot of time on something	<i>He's very involved in running the business.</i>
networking	Noun	/'net,wɜ:(r)kɪŋ/	travail en réseau	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/	être sous les ordres de qqn	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	having the job of doing something or taking care of something, so that you may be blamed if something goes wrong	<i>He's responsible for leading the project.</i>
run	Verb	/'rʌn/	diriger	to be in charge of something	<i>Do you want to run your own business?</i>
specialise in	Phrase	/'speʃəlaɪz ɪn/	se spécialiser dans	to spend most of your time doing one type of business	<i>I specialise in examining international contracts.</i>
Module 2					
pp 14-15	POS	Pronunciation	Translation	Definition	Examples
bonus	Noun	/'bɒnəs/	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/	motivation	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/	congé parental	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/	retraite	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/	avantages	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/	promotion	a move to a higher level in a company	<i>Are there any opportunities for promotion?</i>
reward	Verb	/'rɪ'wɔ:(r)d/	récompense	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/	poste	a job	<i>I would like to apply for the position of Sales Representative.</i>
take part in	Phrase	/'teɪk 'pɑ:(r)t ɪn/	participer à	to be actively involved in something	<i>They've taken part in the consultancy programme.</i>
trademark	Verb	/'treɪd,mɑ:(r)k/	déposer	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/	filiale	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)/	centre d'appels	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/	société	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)/	centre de distribution	a place where goods are sent out to be sold	<i>The distribution centre deals with many deliveries each day.</i>
division	Noun	/'dɪvɪʒ(ə)n/	division	a separate part of a large company	<i>How many people are employed in this division?</i>
found (a company)	Verb	/'faʊnd/	fonder	to start a company or organisation	<i>The company was founded in 1985.</i>
headquarters	Noun	/'hed'kwɔ:(r)tə(r)z/	siège	the head office of a company	<i>The company operates from its headquarters in Norwalk.</i>
holding company	Noun	/'həʊldɪŋ ,kʌmp(ə)ni/	société à portefeuille	a company which controls others with the largest stake (over 51%)	<i>The holding company wants better results.</i>
plant (factory)	Noun	/'plɑ:nt/	usine	a factory with industrial machinery	<i>The plant needs more investment.</i>
R&D (research and development)	Noun	/'ɑ:r ən 'di:/	R&D (recherche et développement)	ones	<i>Our R &amp; D department is very creative.</i>
subsidiary	Noun	/'səb'sɪdiəri/	filiale	a company owned by a holding company	<i>We will focus our financial interests on the smaller subsidiary.</i>

turnover	Noun	/ˈtɜː(r)nəʊvə(r)/	chiffre d'affaires	a company's total profits	<i>The turnover was just under half a million last year.</i>
warehouse	Noun	/ˈweə(r)haʊs/	entrepôt	a place where goods are stored	<i>The warehouse isn't big enough for all the products.</i>
<b>pp 20–21</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
manufacturing	Noun	/ˌmænjʊˈfæktʃərɪŋ/	fabrication	the business of producing goods in large numbers	<i>We must reduce manufacturing costs.</i>
<b>Module 3</b>					
<b>pp 24–25</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
branch out	Phrasal verb	/ˈbrɑːntʃ aʊt/	étendre ses activités	to start to do something different	<i>A franchise helps you to branch out and build your business.</i>
budding	Adjective	/ˈbʌdɪŋ/	en herbe	starting to show ability	<i>She's a budding entrepreneur.</i>
charge	Verb	/tʃɑː(r)dʒ/	faire payer	to ask an amount of money for something	<i>The bank has to charge interest on loans.</i>
concept	Noun	/ˈkɒnsept/	concept	an idea	<i>Their new concept is very exciting.</i>
entrepreneur	Noun	/ˌɒntɹəprəˈnɜː(r)/	entrepreneur	someone who starts their own business	<i>China has many young entrepreneurs.</i>
fee	Noun	/fiː/	frais	a payment	<i>The franchisor will charge a high fee.</i>
franchise	Noun, Verb	/ˈfræntʃaɪz/	franchise/accorder une franchise à	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	/ˈfræntʃaɪzə(r)/, /fræntʃaɪˈziː/	franchiseur/franchisé	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	/frəm ˈskɹætʃ/	de zéro	from nothing	<i>It's a difficult process to start a new business from scratch.</i>
grant (a licence)	Verb	/ˌgrɑːnt ə ˈlaɪs(ə)nɪs/	octroyer (une licence)	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/	lancer	to introduce something new	<i>We couldn't launch the product until the website was ready.</i>
partnership	Noun	/ˈpɑː(r)tənə(r)ʃɪp/	partenariat	a company owned by two or more people	<i>We started our partnership last year.</i>
readily	Adverb	/ˈredɪli/	facilement	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/	créer	to start a new business	<i>Did you set up your business from nothing?</i>
sole trader	Noun	/ˌsəʊl ˈtreɪdər(r)/	entreprise individuelle	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	/ˈtreɪd neɪm/	dénomination commerciale	a name on a product	<i>Coca-Cola™ is a trade name.</i>
trademark	Noun	/ˈtreɪdˌmɑː(r)k/	marque	a name or symbol on a product	<i>The company has given us permission to use their trademark.</i>
<b>pp 32–33</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
subscription	Noun	/səbˈskɹɪpʃ(ə)n/	abonnement	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>
<b>Module 4</b>					
<b>pp 34–35</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
banners	Noun	/ˈbænə(r)z/	bandeau	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	/ˈbrəʊʃə(r)z/	brochures	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	/ˌɛkspekˈteɪʃ(ə)nz/	attentes	what a someone hopes will happen	<i>What are the expectations in your business culture?</i>
Internet advertising	Noun	/ˌɪntə(r)net ˈædvə(r)taɪzɪŋ/	publicité sur Internet	promoting products or services on the Internet	<i>Internet advertising can be expensive.</i>
link	Noun	/lɪŋk/	lien	a connection between documents or pages on the Internet	<i>Click on the link to visit the site.</i>
mailshots	Noun	/ˈmeɪlʃɒt/	mailing	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	/ˈmɑː(r)kɪtɪŋ/	marketing	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	/ˌnjuːzpeɪpə(r) ˈædvɜː(r)tɪs/	annonce publicitaire (dans le journal)	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	/əbˈdʒektɪvz/	objectifs	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	/ˈsɑːmp(ə)l/	échantillon	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	/ˈsɜːtʃ ˌendʒɪn/	moteur de recherche	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/	pourriel	unwanted email	<i>My new anti-virus software blocks any spam from my inbox.</i>
TV commercials	Noun	/tiː ˌviː kəˈmɜː(r)ʃ(ə)lɪz/	publicités télévisées	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	/ˌwɜːd əv ˈmaʊθ/	bouche à oreille	people telling other people about something	<i>The business grew mainly by word-of-mouth.</i>
<b>pp 36–37</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
promotional	Adjective	/prəˈmɔʊʃ(ə)nəl/	promotionnel	intended to advertise something	<i>We're planning a promotional tour next month.</i>
<b>Module 5</b>					
<b>pp 44–45</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
commission	Verb	/kəˈmɪʃ(ə)n/	commander	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	/ˌɪnstəˈleɪʃ(ə)n/	installation	a form of modern art, often sculpture	<i>The new installation in the reception area is huge.</i>
<b>pp 48–49</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
attend a meeting	Phrase	/əˌtend ə ˈmiːtɪŋ/	assister à une réunion	to be at a meeting	<i>The business owner will attend the meeting next week.</i>
give a presentation	Phrase	/ˌgɪv ə ˌprez(ə)nˈteɪʃ(ə)n	faire une présentation	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	/ˌgəʊ ə ˈlɒŋ/	accepter	to agree with someone	<i>I'll go along with you on that decision.</i>
hold a meeting	Phrase	/ˌhəʊld ə ˈmiːtɪŋ/	tenir une réunion	to make a meeting happen	<i>We'd like to hold a brief meeting this afternoon.</i>
move on (to the next point)	Phrase	/ˌmuːv ˈɒn/	passer à	to start to discuss a new subject	<i>Let's move on to the next point.</i>
reach an agreement	Phrase	/ˌriːtʃ ən əˈɡriːmənt/	parvenir à un accord	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	/ˌrʌn ə ˈmiːtɪŋ/	mener une réunion	to lead a meeting	<i>As the chairperson, Mike will run the meeting.</i>
see your point	Phrase	/ˌsiː jə(r) ˈpɔɪnt/	comprendre	to understand someone's opinion	<i>I see your point, but I don't agree.</i>
set the agenda	Phrase	/ˌset ðiː əˈdʒendə/	fixer l'ordre du jour	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	/ˌteɪk ðə ˈmɪnɪtɪz/	rédiger le procès-verbal	to write down what is discussed	<i>Who's going to take the minutes?</i>
<b>Module 6</b>					
<b>pp 54–55</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
employ	Verb	/ɪmˈplɔɪ/	employer	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	/dɪsˈmɪs/	licencier	to remove someone from their job	<i>We will dismiss you if you're late for work again.</i>

fire	Verb	/ˈfaɪə(r)/	virer	to remove someone from their job	<i>This time it's a warning but next time she'll be fired.</i>
give notice	Phrase	/,ɡɪv 'nəʊtɪs/	notifier	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	/ˈhaɪə(r)/	embaucher	to give somebody a job	<i>How many part-time workers do we need to hire?</i>
lay off	Phrasal verb	/,leɪ 'ɒf/	licencier	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/	licencier	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'kruːt/	recruter	to look for new members of a company	<i>The business can't afford to recruit new employees.</i>
resign	Verb	/rɪ'zaɪn/	démisionner	to give up a job	<i>I'm going to resign tomorrow.</i>
sack	Verb	/sæk/	mettre à la porte	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	engager	to start employing someone	<i>Why don't we take on some younger employees?</i>
take voluntary redundancy	Phrase	/teɪk ,vɒlənt(ə)rɪ rɪ'dʌndənsi/	accepter un départ volontaire anticipé	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	/wɔːk 'aʊt/	partir	to suddenly leave	<i>All the canteen staff walked out today after the workers complained about the food.</i>

**pp 58–59 POS Pronunciation Translation Definition Examples**

address	Noun	/ə'dres/	adresse	the place where you live	<i>Please state your name and address.</i>
attach	Verb	/ə'tætʃ/	joindre	to join something to something	<i>Don't forget to attach your CV to your letter.</i>
back up	Phrasal verb	/'bæk ʌp/	sauvegarder	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/	pause	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/	bouton	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/	vérifier	to make certain that something is correct	<i>Always check your work before saving it.</i>
click on	Phrasal verb	/'kɪk ɒn/	cliquer sur	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)/	ordinateur	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/	mettre en copie	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/	supprimer	to remove something	<i>Don't delete that email, it's important!</i>
document	Noun	/'dɒkjʊmənt/	document	a computer file that you can write in	<i>Copy the information and save as a new document.</i>
email	Noun	/'i:meɪl/	e-mail	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/	fichier	information stored on a computer	<i>Attach a file to the email.</i>
fire off	Phrasal verb	/'faɪə(r) ɒf/	balancer	to write and send a message very quick;y	<i>Just stop to think before you fire off a reply.</i>
icon	Noun	/'aɪkɒn/	icône	a small picture or symbol on a computer screen	<i>Click on the icon to send the email.</i>
inbox	Noun	/'ɪn,bɒks/	boîte de réception	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/	se connecter à	to connect to a computer system	<i>When you log on to the site, look for the Sales icon.</i>
mouse (computing)	Noun	/'maʊs/	souris	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)/	s'inscrire	to put you information into an official record	<i>Customers who register on-line will receive a discount.</i>
reply	Noun, Verb	/rɪ'plai/	réponse/répondre	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/	redémarrer	to start a computer again instead of shutting it down	<i>Please restart your computer to complete registration.</i>
save	Verb	/seɪv/	sauvegarder	to put information into a computer's memory	<i>Don't forget to save your work regularly.</i>
send	Verb	/send/	envoyer	to make something go from one place to another	<i>I'll send her an email.</i>
sender	Noun	/'sendə(r)/	expéditeur	a person who sends something	<i>An email from an unknown sender may contain a virus.</i>
shut down	Phrasal verb	/'ʃʌt ,daʊn/	éteindre	to stop something from operating	<i>Shut down the computer before you leave.</i>
type	Verb	/taɪp/	taper	to write using a machine	<i>A memorable domain name that people can easily type is important.</i>
username	Noun	/'juːzə(r),neɪm/	identifiant	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/	site Internet	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 Translation Definition Examples**

aspect	Noun	/'æspekt/	aspect	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	/'kruːʃ(ə)l/	crucial	extremely important	<i>Coffee is crucial for Brazil's economy.</i>
empathy	Noun	/'empəθi/	empathie	the ability to share someone else's feelings	<i>Good salespeople also have the key skill of empathy.</i>
extrovert	Noun	/'ekstreɪvɜ:(r)t/	extraverti	an energetic person who enjoys being with other people	<i>Not all successful salespeople are extroverts.</i>
myth	Noun	/mɪθ/	mythe	a commonly believed but false idea	<i>The biggest myth of all is that salespeople are born, not made.</i>
rappport	Noun	/ræ'pɔ:(r)/	rappport	a good relationship between people	<i>He has the ability to build rapport quickly.</i>
version	Noun	/'vɜ:(r)ʃ(ə)n/	version	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 Translation Definition Examples**

boring	Adjective	/'bɔ:(r)ɪŋ/	ennuyeux	not interesting or exciting	<i>The most boring job ever was working in a call centre.</i>
challenging	Adjective	/'tʃælɪndʒɪŋ/	stimulant	difficult	<i>You must have the determination to meet challenging commercial targets.</i>
frustrating	Adjective	/,frʌ'streɪtɪŋ/	frustrant	making you feel annoyed	<i>Trying to write a sales report can be very frustrating.</i>
repetitive	Adjective	/rɪ'petətɪv/	répétitif	doing the same thing many times	<i>Some jobs are more repetitive than others.</i>
responsible	Adjective	/rɪ'spɒnsəb(ə)l/	chargé	to have the duty of taking care of something	<i>I'm responsible for booking the conference.</i>
varied	Adjective	/'veəriəd/	varié	containing several different things	<i>We manage a varied business portfolio.</i>
well-paid	Adjective	/,wel 'peɪd/		earning a lot of money	<i>Company directors are usually well-paid.</i>

**Module 8 pp 74–75 POS Pronunciation Translation Definition Examples**

achieve results	Phrase	/ə,tʃi:v rɪ'zʌlts/	obtenir des résultats	to obtain a good outcome	<i>You must lead people in order to achieve results.</i>
action	Noun	/'ækʃ(ə)n/	action	the process of doing something	<i>Decide what action the speaker is recommending.</i>

course	Noun	/kɔ:(r)s/	ligne	a way of doing something	<i>She followed the correct course of action.</i>
duration	Noun	/dʒu'reɪf(ə)n/	durée	how long something lasts	<i>The duration of the programme is two hours.</i>
effective	Adjective	/ɪ'fektɪv/	efficace	successful	<i>The sales team's plan has been very effective.</i>
face-to-face training	Phrase	/feɪs tə feɪs 'treɪnɪŋ/	formation présentielle	directly, meeting someone in the same place	<i>We offer face-to-face training in the office.</i>
joint responsibility	Phrase	/dʒɔɪnt rɪ,spɒnsə'bɪləti/	responsabilité collective	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/	facteurs déterminants	main points	<i>What key factors make teams effective?</i>
lead a project	Phrase	/,li:d ə 'prɒdʒekt/	diriger un projet	to be in charge of a project	<i>It is his turn to lead the project next month.</i>
leader	Noun	/'li:də(r)/	leader	the person in control	<i>A successful leader listens to their team members.</i>
meet objectives	Phrase	/,mi:t əb'dʒektɪvz/	atteindre ses objectifs	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/	rôle	job	<i>Consider the role that you are applying for.</i>
single user	Noun	/,sɪŋg(ə)l 'ju:zə(r)/	utilisateur unique	one person using something	<i>This is an online product and for a single user.</i>
strengthen/maintain the team	Phrase	/'streŋθ(ə)n, meɪn'teɪn ðə ,ti:m/	renforcer/entretenir l'équipe	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/	consolidation d'équipe	encouraging people to work together	<i>Everyone needs to attend the team building course.</i>
<b>pp 76-77</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
cross-cultural awareness	Phrase	/krɒs ,kʌltʃ(ə)rəl ə'weə(r)nəs/	sensibilisation interculturelle	understanding two or more different cultures and customs	<i>This company values cross-cultural awareness very highly.</i>
databases	Noun	/'deɪtə,beɪsɪz/	bases de données	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/	inscrire	to put someone on a list	<i>We will enrol you on the next training course.</i>
negotiate	Verb	/nɪ'gəʊʃieɪt/	négocier	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/	techniques de présentation	the ability to give a talk about something	<i>Her presentation skills were really good at the meeting.</i>
spreadsheets	Noun	/'spredʃi:ts/	feuilles de calcul	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>
<b>pp 78-79</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
avoid interruption	Phrase	/ə,vɔɪd ɪntə'rʌpʃən/	éviter toute interruption	to try not to stop something happening	<i>Effective listening means avoiding interruption when someone is speaking.</i>
coach	Verb	/kəʊtʃ/	préparer	to teach	<i>Managers need to coach their staff.</i>
<b>pp 80-81</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
complaint	Noun	/kəm'pleɪnt/	réclamation	a statement that something is wrong	<i>We've had too many complaints from customers recently.</i>
<b>pp 82-83</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
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>
<b>Module 9</b>					
<b>pp 84-85</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
brand	Noun	/'brænd/	marque	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/	facile à retenir	easy to remember	<i>Brands using audio marketing often include a catchy tune in their adverts.</i>
connotations	Noun	/,kɒnə'teɪʃ(ə)nz/	connotations	a feeling suggested by something	<i>That tune has positive connotations.</i>
consumers	Noun	/kən'sju:mə(r)z/	consommateurs	people who buy goods or services	<i>We need to attract younger consumers.</i>
emotions	Noun	/'ɪməʊʃ(ə)nz/	émotions	feelings	<i>It's all about trying to market to consumers primarily via their emotions.</i>
emotional	Adjective	/'ɪməʊʃ(ə)nəl/	affectif	relating to the emotions	<i>They appeal to us on an emotional level.</i>
iconic	Adjective	/'aɪkɒnɪk/	emblématique	very famous	<i>The Apple iPhone™ has an iconic design.</i>
instrumental	Adjective	/,ɪnstɹu'ment(ə)l/	décisif	affecting something strongly	<i>The shape of a perfume bottle could be instrumental in creating a feeling of luxury.</i>
interact	Verb	/,ɪntə'rækt/	interagir	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/	(de) luxe	expensive and beautiful	<i>The proportion of luxury goods purchased nowadays is 40%.</i>
marketing campaign	Noun	/,mɑ:(r)kɪtɪŋ kæm'peɪn/	campagne de marketing	a series of planned marketing activities	<i>The summer marketing campaign looks very exciting.</i>
permeate	Verb	/'pɜ:(r)mieɪt/	se répandre dans	to spread through	<i>The smell of smoke permeated the whole office.</i>
persistent	Adjective	/pə(r)'sɪstənt/	incessant	lasting for a long time	<i>Most of us have experience of having a persistent tune run through our heads.</i>
senses	Noun	/'sensɪz/	sens	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/	sensoriel	connected with the physical senses	<i>The topic of perfume brings us to the fifth area of sensory marketing: smell.</i>
smell	Noun	/'smel/	parfum	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>
<b>pp 86-87</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
fragrance	Noun	/'freɪgrəns/	fragrance	a pleasant smell	<i>David Van Epps sells over 1,480 fragrances.</i>
obsession	Noun	/'əb'seɪʃ(ə)n/	obsession	something you think about all the time	<i>The Chinese have an obsession with luxury.</i>
scent	Noun	/'sent/	parfum	a pleasant smell	<i>The scent of roses always works well in a clothes shop.</i>
<b>pp 88-89</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
(on) hold	Phrase	/(ɒn) həʊld/	en attente	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)/	patienter	to be patient	<i>Can you bear with me for a second?</i>
put through	Phrasal verb	/'pʊt 'θru: /	passer la communication à	to connect a person on the phone	<i>Can you put me through, please?</i>
quality assurance	Noun	/,kwɒləti ə'ʃɔ:rəns/	assurance qualité	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	/'spi:tʃ rekəg'nɪʃ(ə)n tek,nɒlədʒi/	technologie de reconnaissance vocale	technology that allows a computer to understand spoken words	<i>The automated system uses speech recognition technology.</i>
suit (be convenient)	Verb	/'su:t/	aller	to be right for someone	<i>What time would suit you?</i>
unavailable	Adjective	/,ʌnə'veɪləb(ə)l/	indisponible	not able to talk or meet	<i>When I called back you were unavailable.</i>
urgent	Adjective	/'ɜ:(r)dʒ(ə)nt/	urgent	very important	<i>Please give her this urgent message.</i>

voicemail	Noun	/ˈvɔɪsmɛɪl/	boîte vocale	a message recorded on a phone	<i>Just leave a message on my voicemail if I'm not in.</i>
<b>pp 90–91</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
attachment	Noun	/əˈtætʃmənt/	pièce jointe	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/	capitales	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		ligne d'objet	where it says what the email is about	<i>The subject line of the message is 'Conference'.</i>

<b>Module 10</b>					
<b>pp 94–95</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
endorsement	Noun	/ɪnˈdɔː(r)smənt/	publicité	a liking and recommendation of something	<i>They gave us an endorsement for our new product.</i>
exploit	Verb	/ɪkˈsplɔɪt/	exploiter	to make full use of	<i>Exploit your strengths and recognise your weaknesses.</i>
get on with	Phrasal verb	/get 'bɒn wɪð/	continuer	to continue working on	<i>We need to get on with the job!</i>
hands-on	Adjective	/,hænd'zɒn/	pratique	very involved in something	<i>The new manager is very hands-on.</i>
hand over	Phrasal verb	/hænd 'əʊvə(r)/	passer	to give something to someone or to delegate a job	<i>Can I hand over this project to you?</i>
portfolio	Noun	/pɔː(r)t'fəʊliəʊ/	portefeuille	collection of something, eg a collection of business interests	<i>She has a very varied portfolio.</i>
recognise weaknesses	Phrase	/,rekəɡnaɪz 'wiːknəsɪz/	reconnaitre ses faiblesses	understand where your qualities are not strong	<i>Exploit your strengths and recognise your weaknesses.</i>
the bottom line	Noun	/ðə ,bɒtəm 'laɪn/	bénéfice net	the final line in a company's accounts showing the total profit or loss	<i>Focus on the bottom line.</i>
tolerate	Verb	/'tɒləreɪt/	tolérer	to allow something negative to continue	<i>Why do we have to tolerate his bad behaviour?</i>

<b>pp 100–101</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
ahead of schedule	Phrase	/ə ,hed əv 'fedjuːl/	plus tôt que prévu	earlier than planned	<i>The client is ahead of schedule.</i>
behind schedule	Phrase	/bɪ ,haɪnd 'fedjuːl/	en retard	later than planned	<i>We mustn't get behind schedule.</i>
in time	Phrase	/ɪn 'taɪm/	à temps	early enough	<i>The brochure will be ready in time for the meeting.</i>
on schedule	Phrase	/ɒn 'fedjuːl/	comme prévu	exactly as planned	<i>Are you on schedule with the ticket sales?</i>
on time	Phrase	/ɒn 'taɪm/	à l'heure	as planned	<i>Will the new logo be ready on time?</i>
out of time	Phrase	/,aʊt əv 'taɪm/	hors délais	to have no time left	<i>Unfortunately we're out of time for the discussion.</i>
over budget	Phrase	/,əʊvə(r) 'bʌdʒɪt/	hors budget	to spend more money than planned	<i>The sales team has gone well over budget this year.</i>
under budget	Phrase	/,ʌndə(r) 'bʌdʒɪt/	en deçà du budget	to spend less money than planned	<i>Marketing costs have come in under budget.</i>
within budget	Phrase	/wɪðɪn 'bʌdʒɪt/	respecter le budget	to spend the same amount of money as planned	<i>We must stay within budget next month.</i>

<b>Module 11</b>					
<b>pp 104–105</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
change hands	Phrase	/tʃeɪndʒ 'hændz/	changer de propriétaire	to change ownership	<i>The business has changed hands several times.</i>
commodity	Noun	/kə'mɒdəti/	marchandise	a raw material such as coffee which is bought and sold	<i>Coffee is a key commodity for Brazil.</i>
disparity	Noun	/dɪ'spærəti/	disparité	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/ (/,dʒɪː .diː'piː/)	fluctuations	rapid and irregular changes	<i>The price fluctuations in the market have affected sales.</i>
gross domestic product (GDP)	Noun		produit intérieur brut (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	/'mɑːkʌp/	majoration	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/	intermédiaires	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/	frais généraux	regular and necessary costs	<i>The overheads on the office building are very reasonable.</i>

<b>pp 106–107</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
charities	Noun	/'tʃærətɪz/	associations caritatives	an organisation giving money, food, or help free	<i>Charities need lots of support from volunteers.</i>

<b>pp 108–109</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
crash	Noun, Verb	/kræʃ/ /'diːkriːs/ (Noun), /diː'kriːs/ (Verb)	krach	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		baisse	becoming smaller, to become smaller	<i>Sales are continuing to decrease.</i>
drop	Noun, Verb	/drɒp/	déclin	to become weaker, lower or less	<i>We stopped buying this brand because of the drop in quality.</i>
fall	Noun, Verb	/fɔːl/	chute	becoming lower, to become lower	<i>There will be a fall in prices because the market has fallen.</i>
fluctuate	Verb	/'flʌktʃueɪt/	fluctuer	to change continuously	<i>Prices fluctuate according to the season.</i>
go down	Phrasal verb	/gəʊ 'daʊn/	baisser	to become lower	<i>The price of sugar has gone down and it's now very cheap.</i>
go up	Phrasal verb	/gəʊ 'ʌp/ /'ɪŋkriːs/ (Noun), /ɪn'kriːs/ (Verb)	augmenter	to become higher	<i>The cost of potatoes has gone up and chips are more expensive.</i>
increase	Noun, Verb		augmenter	becoming bigger / to become bigger	<i>The increase in sales is slow. / Profits are continuing to increase. / There has been a jump in the number of people applying for jobs. / The birth rate jumped 20 years ago.</i>
jump	Noun, Verb	/dʒʌmp/	bondir	a quick increase / to increase quickly	<i>Unemployment rose to ten per cent and then levelled off.</i>
level off	Phrasal verb		se stabiliser	to stay at the same level	<i>Green energy production continues to overtake non-renewables.</i>
overtake	Verb	/,əʊvə(r)'teɪk/	dépasser	to go past something	<i>Progress remains slow but steady.</i>
remain steady	Phrase	/'riːmeɪn 'stedi/	rester stable	to stay smooth and regular	<i>There is a rise in unemployment. / The population is rising.</i>
rise	Noun, Verb	/'raɪz/	augmenter	an increase / to increase	

<b>Module 12</b>					
<b>pp 114–115</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
case (legal matter)	Noun	/'keɪs/	affaire	a question to be decided in court	<i>Our lawyer thinks we have a good case.</i>
court	Noun	/'kɔː(r)t/	court	the place where legal cases are heard	<i>She might win in court.</i>
defence	Noun	/'dɪ'fens/	défense	the case to prove someone is innocent	<i>The defence is very weak.</i>
judge	Noun	/'dʒʌdʒ/	juge	the person in charge of a court who makes legal decisions	<i>The judge decided to delay the case.</i>
lawyer	Noun	/'lɔːjə(r)/	avocat	the person who gives legal advice and represents a person in court	<i>This lawyer is an expert in trademark law.</i>
litigation	Noun	/,lɪtɪ'geɪʃ(ə)n/	litige	the process of taking a case to court	<i>They took out litigation against an Irish petrol company.</i>

prosecute	Verb	/'prɒsɪ,kju:t/	engager des poursuites contre	try to prove someone is guilty
rights	Noun	/raɪts/	droits	what you are legally allowed to do
sue	Verb	/su:/	intenter un procès à	to make a legal case against someone and claim for money
trademark	Noun	/'treɪd,mɑ:(r)k/	marque	a name or symbol on a product

*We're going to prosecute him for doing that.*  
*Trademarks mean firms have rights over anything like colour or shape.*  
*We may sue the company if they don't pay.*  
*The company has given us permission to use their trademark.*