

**VANTAGE WORD LIST**

**Italian**

<b>Module 1</b>					
<b>pp 4–5</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
attend	Verb	/ə'tend/	partecipare	to be at an event or in a place	<i>She needs to attend the meeting on Friday.</i>
company	Noun	/'kʌmp(ə)ni/	azienda	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/	azienda di consulenza	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/	controllare	to limit someone's actions or behaviour	<i>Companies should control their online advertising carefully.</i>
flexitime	Noun	/'fleksɪ,tʌɪm/	orario flessibile	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	Verb	/'fri:lɑ:ns/	freelance	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/	gruppo	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/	hot desking	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	/'dʒɔ:b ,ʃeəriŋ/	lavoro ripartito	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/	part-time	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/	lavoro su turni	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/	risultati positivi	getting positive results	<i>To achieve exam success, you must work hard.</i>
teleworking	Noun	/'teli,wɜ:(r)kɪŋ/	telelavoro	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/	lavoro a tempo determinato	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>
<b>pp 8–9</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
deal with	Phrasal verb	/'di:tl wɪð/	occuparsi di	to find a way to manage something	<i>Please deal with this problem immediately – it's urgent.</i>
department	Noun	/dɪ'pɑ:(r)tɪmənt/	reparto/ufficio	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/	a capo di	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/	coinvolto in	to spend a lot of time on something	<i>He's very involved in running the business.</i>
networking	Noun	/'net,wɜ:(r)kɪŋ/	networking	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/	rispondere 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)	responsabile di	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/	gestire/dirigere	to be in charge of something	<i>Do you want to run your own business?</i>
specialise in	Phrase	/'speʃəlaɪz ɪn/	specializzarsi in	to spend most of your time doing one type of business	<i>I specialise in examining international contracts.</i>
<b>Module 2</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
<b>pp 14–15</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
bonus	Noun	/'bʌʊnəs/	bonus/premio	an extra amount of money given for good work	<i>The end-of-year bonus is really good.</i>
flexible	Adjective	/'fleksəb(ə)l/	flessibile	able to change easily	<i>Flexible working hours are more common these days.</i>
incentives	Noun	/ɪn'sentɪvz/	incentivi	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	/pə'rent(ə)l 'li:v/	congedo parentale	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/	pensione	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/	benefici accessori	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	/prə'məʊʃ(ə)n/	promozione	a move to a higher level in a company	<i>Are there any opportunities for promotion?</i>
reward	Verb	/rɪ'wɔ:(r)d/	premio/gratificazione/riconoscimento	to give something in exchange for good work	<i>Some companies reward long-serving employees with shares in the business.</i>
<b>pp 16–17</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
position (job)	Noun	/pə'zɪʃ(ə)n/	posizione	a job	<i>I would like to apply for the position of Sales Representative.</i>
take part in	Phrase	/teɪk 'pɑ:(r)t ɪn/	partecipare a	to be actively involved in something	<i>They've taken part in the consultancy programme.</i>
trademark	Verb	/'treɪd,mɑ:(r)k/	registrare	to protect a name or symbol on a product	<i>He was unable to trademark the logo.</i>
<b>pp 18–19</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
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)/	call centre	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/	corporation	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 di distribuzione	a place where goods are sent out to be sold	<i>The distribution centre deals with many deliveries each day.</i>

division	Noun	/dɪ'vɪz(ə)n/	divisione	a separate part of a large company	<i>How many people are employed in this division?</i>
found (a company)	Verb	/faʊnd/	fondare (un'azienda)	to start a company or organisation	<i>The company was founded in 1985.</i>
headquarters	Noun	/hed'kwɔ:(r)tə(r)z/	sede centrale	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/	impianto (stabilimento)	a factory with industrial machinery	<i>The plant needs more investment.</i>
R&D (research and development)	Noun	/,ɑ:r ən 'di:/	R&S (ricerca e sviluppo)	the part of a business that tries to find ways to improve existing products, and to develop new ones	<i>Our R &amp; D department is very creative.</i>
subsidiary	Noun	/səb'sɪdiəri/	(società) controllata	a company owned by a holding company	<i>We will focus our financial interests on the smaller subsidiary.</i>
turnover	Noun	/'tɜ:(r)ŋ,əʊvə(r)/	fatturato	a company's total profits	<i>The turnover was just under half a million last year.</i>
warehouse	Noun	/'weə(r),haʊs/	magazzino	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	/,mænjʊ'fæktʃərɪŋ/	produzione	the business of producing goods in large numbers	<i>We must reduce manufacturing costs.</i>

**Module 3**  
**pp 24–25**

	POS	Pronunciation	Translation	Definition	Examples
branch out	Phrasal verb	/'brɑ:ntʃ aʊt/	diversificare	to start to do something different	<i>A franchise helps you to branch out and build your business.</i>
budding	Adjective	/'bʌdɪŋ/	in erba	starting to show ability	<i>She's a budding entrepreneur.</i>
charge	Verb	/'tʃɑ:(r)dʒ/	addebitare	to ask an amount of money for something	<i>The bank has to charge interest on loans.</i>
concept	Noun	/'kɒnsept/	idea	an idea	<i>Their new concept is very exciting.</i>
entrepreneur	Noun	/,ɒntreɪprə'nɜ:(r)/	imprenditore	someone who starts their own business	<i>China has many young entrepreneurs.</i>
fee	Noun	/fi:/	commissione	a payment	<i>The franchisor will charge a high fee.</i>
franchise	Noun, Verb	/'fræntʃaɪz/	franchising	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'zi:/	affiliante/affiliato	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 'skrætʃ/	da zero	from nothing	<i>It's a difficult process to start a new business from scratch.</i>
grant (a licence)	Verb	/,grɑ:nt ə 'laɪs(ə)ns/	concedere (una licenza)	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	/lɔ:ntʃ/	lanciare	to introduce something new	<i>We couldn't launch the product until the website was ready.</i>
partnership	Noun	/'pɑ:(r)tnə(r)ʃɪp/	società	a company owned by two or more people	<i>We started our partnership last year.</i>
readily	Adverb	/'redɪli/	prontamente	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 `ʌp/	avviare	to start a new business	<i>Did you set up your business from nothing?</i>
sole trader	Noun	/,səʊl 'treɪdə(r)/	ditta individuale	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/	nome commerciale	a name on a product	<i>Coca-Cola™ is a trade name.</i>
trademark	Noun	/'treɪd,mɑ:(r)k/	marchio registrato	a name or symbol on a product	<i>The company has given us permission to use their trademark.</i>

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	POS	Pronunciation	Translation	Definition	Examples
subscription	Noun	/səb'skrɪpʃ(ə)n/	abbonamento	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	Translation	Definition	Examples
banners	Noun	/'bænə(r)z/	banner	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/	opuscoli	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/	attese	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/	pubblicità su Internet	promoting products or services on the Internet	<i>Internet advertising can be expensive.</i>
link	Noun	/'lɪŋk/	link	a connection between documents or pages on the Internet	<i>Click on the link to visit the site.</i>
mailshots	Noun	/'meɪl,ʃɒt/	pubblicità in cassetta	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	/'mɑ:(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	/,nju:zpeɪpə(r) 'ædvɜ:(r)ts/	inserzioni sui giornali	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	/əb'dʒektɪvz/	obiettivi	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	/'sɑ:mp(ə)l/	campione	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	/'sɜ:tʃ ,endʒɪn/	motore di ricerca	a computer program that finds information on the Internet by looking for words that you have 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/	spam	unwanted email	<i>My new anti-virus software blocks any spam from my inbox.</i>
TV commercials	Noun	/'ti: ,vi: kə'mɜ:(r)ʃ(ə)lɪz/	spot pubblicitari	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	/,wɜ:d əv 'maʊθ/	passaparola	people telling other people about something	<i>The business grew mainly by word-of-mouth.</i>

**pp 36–37**

	POS	Pronunciation	Translation	Definition	Examples
promotional	Adjective	/prə'məʊʃ(ə)nəl/	promozionale	intended to advertise something	<i>We're planning a promotional tour next month.</i>

**Module 5**  
**pp 44–45**

	POS	Pronunciation	Translation	Definition	Examples
commission	Verb	/kə'mɪʃ(ə)n/	commissionare/appaltare	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/	installazione	a form of modern art, often sculpture	<i>The new installation in the reception area is huge.</i>

**pp 48–49**

	POS	Pronunciation	Translation	Definition	Examples
attend a meeting	Phrase	/ə,tend ə 'mi:tɪŋ/	partecipare a una riunione	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	fare una presentazione	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/	sostenere (qualcuno)	to agree with someone	<i>I'll go along with you on that decision.</i>
hold a meeting	Phrase	/,həʊld ə 'mi:tɪŋ/	organizzare una riunione	to make a meeting happen	<i>We'd like to hold a brief meeting this afternoon.</i>
move on (to the next point)	Phrase	/,mu:v 'ɒn/	passare (al punto successivo)	to start to discuss a new subject	<i>Let's move on to the next point.</i>
reach an agreement	Phrase	/,ri:tʃ ən ə'grɪ:mənt/	raggiungere un accordo	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 'mi:tɪŋ/	presiedere una riunione	to lead a meeting	<i>As the chairperson, Mike will run the meeting.</i>
see your point	Phrase	/,si: jə(r) 'pɔɪnt/	comprendere un punto di vista	to understand someone's opinion	<i>I see your point, but I don't agree.</i>
set the agenda	Phrase	/,set ði: ə'dʒendə/	definire l'ordine del giorno	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/	verbalizzare	to write down what is discussed	<i>Who's going to take the minutes?</i>

**Module 6**

pp 54–55	POS	Pronunciation	Translation	Definition	Examples
employ	Verb	/ɪm'plɔɪ/	dare lavoro	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/	licenziare	to remove someone from their job	<i>We will dismiss you if you're late for work again.</i>
fire	Verb	/'faɪə(r)/	licenziare	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/	dare il preavviso	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)/	assumere	to give somebody a job	<i>How many part-time workers do we need to hire?</i>
lay off	Phrasal verb	/,leɪ 'ɒf/	licenziare	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/	licenziare	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/	assumere	to look for new members of a company	<i>The business can't afford to recruit new employees.</i>
resign	Verb	/rɪ'zaɪn/	dare le dimissioni	to give up a job	<i>I'm going to resign tomorrow.</i>
sack	Verb	/sæk/	licenziare	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	assumere	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/	lasciare il lavoro volontariamente	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/	andarsene	to suddenly leave	<i>All the canteen staff walked out today after the workers complained about the food.</i>

**pp 58–59**

pp 58–59	POS	Pronunciation	Translation	Definition	Examples
address	Noun	/ə'dres/	indirizzo	the place where you live	<i>Please state your name and address.</i>
attach	Verb	/ə'tætʃ/	allegare	to join something to something	<i>Don't forget to attach your CV to your letter.</i>
back up	Phrasal verb	/'bæk ʌp/	fare il backup	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/	pausa	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/	pulsante	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/	controllare	to make certain that something is correct	<i>Always check your work before saving it.</i>
click on	Phrasal verb	/'klɪk ɒn/	fare clic su	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)/	computer	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/	copiare	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/	eliminare	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/	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/	file	information stored on a computer	<i>Attach a file to the email.</i>
fire off	Phrasal verb	/'faɪə(r) ɒf/	scrivere di getto	to write and send a message very quickly	<i>Just stop to think before you fire off a reply.</i>
icon	Noun	/'aɪkɒn/	icona	a small picture or symbol on a computer screen	<i>Click on the icon to send the email.</i>
inbox	Noun	/'ɪn,bɒks/	posta in arrivo	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 tʊ/	accedere a	to connect to a computer system	<i>When you log on to the site, look for the Sales icon.</i>
mouse (computing)	Noun	/maʊs/	mouse (computer)	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)/	registrarsi	to put you information into an official record	<i>Customers who register on-line will receive a discount.</i>
reply	Noun, Verb	/rɪ'plɑɪ/	risposta/rispondere	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/	riavviare	to start a computer again instead of shutting it down	<i>Please restart your computer to complete registration.</i>
save	Verb	/seɪv/	salvare	to put information into a computer's memory	<i>Don't forget to save your work regularly.</i>
send	Verb	/send/	inviare	to make something go from one place to another	<i>I'll send her an email.</i>
sender	Noun	/'sendə(r)/	mittente	a person who sends something	<i>An email from an unknown sender may contain a virus.</i>
shut down	Phrasal verb	/'ʃʌt ,daʊn/	spegnere	to stop something from operating	<i>Shut down the computer before you leave.</i>
type	Verb	/taɪp/	digitare	to write using a machine	<i>A memorable domain name that people can easily type is important.</i>
username	Noun	/'ju:zə(r),neɪm/	nome utente	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/	sito 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	Translation	Definition	Examples
aspect	Noun	/ˈæspekt/	aspetto	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	/'krʊ:ʃ(ə)/	fondamentale	extremely important	<i>Coffee is crucial for Brazil's economy.</i>
empathy	Noun	/'empəθi/	empatia	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/	estroverso	an energetic person who enjoys being with other people	<i>Not all successful salespeople are extroverts.</i>
myth	Noun	/mɪθ/	mito/leggenda	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)/	relazione	a good relationship between people	<i>He has the ability to build rapport quickly.</i>
version	Noun	/'vɜ:(r)ʃ(ə)n/	versione	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:riŋ/	noioso	not interesting or exciting	<i>The most boring job ever was working in a call centre.</i>
challenging	Adjective	/'tʃælɪndʒɪŋ/	impegnativo	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/	ripetitivo	doing the same thing many times	<i>Some jobs are more repetitive than others.</i>
responsible	Adjective	/rɪ'spɒnsəb(ə)/	responsabile	to have the duty of taking care of something	<i>I'm responsible for booking the conference.</i>
varied	Adjective	/'veəriəd/	variegato/eterogeneo	containing several different things	<i>We manage a varied business portfolio.</i>
well-paid	Adjective	/,wel 'peɪd/	ben retribuito	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'zʌltz/	ottenere risultati	to obtain a good outcome	<i>You must lead people in order to achieve results.</i>
action	Noun	/'ækʃ(ə)n/	azione	the process of doing something	<i>Decide what action the speaker is recommending.</i>
course	Noun	/kɔ:(r)s/	procedimento	a way of doing something	<i>She followed the correct course of action.</i>
duration	Noun	/dʒu'reɪʃ(ə)n/	durata	how long something lasts	<i>The duration of the programme is two hours.</i>
effective	Adjective	/'ɪfektɪv/	efficace	successful	<i>The sales team's plan has been very effective.</i>
face-to-face training	Phrase	/feɪs tə,feɪs 'treɪnɪŋ/	corso di formazione faccia a faccia	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/	responsabilità condivisa	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/	fattori chiave	main points	<i>What key factors make teams effective?</i>
lead a project	Phrase	/,li:d ə 'prɒdʒekt/	dirigere un progetto	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/	raggiungere obiettivi	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/	ruolo	job	<i>Consider the role that you are applying for.</i>
single user	Noun	/,sɪŋg(ə)l 'ju:zə(r)/	utente singolo	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/	rafforzare/consolidare lo spirito di squadra	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/	lavoro di squadra	encouraging people to work together	<i>Everyone needs to attend the team building course.</i>
pp 76–77	POS	Pronunciation	Translation	Definition	Examples
cross-cultural awareness	Phrase	/krɒs ,kʌltʃ(ə)rəl ə'weə(r)nəs/	rispetto delle altre culture	understanding two or more different cultures and customs	<i>This company values cross-cultural awareness very highly.</i>
databases	Noun	/'deɪtə,beɪsɪz/	database	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/	iscrivere	to put someone on a list	<i>We will enrol you on the next training course.</i>
negotiate	Verb	/'ni:ɡəʊʃieɪt/	negoziare	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/	abilità oratorie	the ability to give a talk about something	<i>Her presentation skills were really good at the meeting.</i>
spreadsheets	Noun	/'spredʃi:ts/	fogli di calcolo	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	Translation	Definition	Examples
avoid interruption	Phrase	/ə,vɔɪd ɪntə'rʌpʃən/	evitare interruzioni	to try not to stop something happening	<i>Effective listening means avoiding interruption when someone is speaking.</i>
coach	Verb	/'kəʊtʃ/	addestrare	to teach	<i>Managers need to coach their staff.</i>
pp 80–81	POS	Pronunciation	Translation	Definition	Examples
complaint	Noun	/'kəm'pleɪnt/	reclamo	a statement that something is wrong	<i>We've had too many complaints from customers recently.</i>
pp 82–83	POS	Pronunciation	Translation	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	Translation	Definition	Examples
brand	Noun	/'brænd/	marchio	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	/'kætʃɪ/	accattivante	easy to remember	<i>Brands using audio marketing often include a catchy tune in their adverts.</i>
connotations	Noun	/,kɒnə'teɪʃ(ə)nz/	connotazioni	a feeling suggested by something	<i>That tune has positive connotations.</i>
consumers	Noun	/'kɒn'sju:mə(r)z/	consumatori	people who buy goods or services	<i>We need to attract younger consumers.</i>
emotions	Noun	/'ɪməʊʃ(ə)nz/	emozioni	feelings	<i>It's all about trying to market to consumers primarily via their emotions.</i>
emotional	Adjective	/'ɪməʊʃ(ə)nəl/	emotivo	relating to the emotions	<i>They appeal to us on an emotional level.</i>
iconic	Adjective	/'aɪ'kɒnɪk/	fortemente caratterizzato	very famous	<i>The Apple iPhone™ has an iconic design.</i>
instrumental	Adjective	/,ɪnstru'ment(ə)l/	strumentale	affecting something strongly	<i>The shape of a perfume bottle could be instrumental in creating a feeling of luxury.</i>
interact	Verb	/,ɪntər'ækt/	interagire	to communicate with	<i>This will give us the opportunity to see how the different candidates interact with each other.</i>
logo	Noun	/'ləʊɡəʊ/	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	Noun,				
marketing campaign	Adjective	/ˈlʌkʃəri/	di lusso	expensive and beautiful	<i>The proportion of luxury goods purchased nowadays is 40%.</i>
permeate	Noun	/ˌma:(r)kɪtɪŋ kæmˈpeɪn/	campagna di marketing	a series of planned marketing activities	<i>The summer marketing campaign looks very exciting.</i>
persistent	Verb	/ˈpɜ:(r)miɛt/	pervadere	to spread through	<i>The smell of smoke permeated the whole office.</i>
senses	Adjective	/pə(r)ˈsɪstənt/	insistente	lasting for a long time	<i>Most of us have experience of having a persistent tune run through our heads.</i>
sensory	Noun	/ˈsensɪz/	sensi	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>
smell	Adjective	/ˈsensəri/	sensoriale	connected with the physical senses	<i>The topic of perfume brings us to the fifth area of sensory marketing: smell.</i>
	Noun	/smel/	odore	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	/ˈfreɪgrəns/	fragranza	a pleasant smell	<i>David Van Epps sells over 1,480 fragrances.</i>
obsession	Noun	/əbˈseɪʃ(ə)n/	ossessione	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>
<b>pp 88–89</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
(on) hold	Phrase	/ˈ(ɒn) həʊld/	(in) attesa	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)/	avere pazienza (con qualcuno)	to be patient	<i>Can you bear with me for a second?</i>
put through	Phrasal verb	/put ˈθru:/	passare qualcuno al telefono	to connect a person on the phone	<i>Can you put me through, please?</i>
quality assurance	Noun	/ˌkwɒləti əˈʃʊ:rəns/	garanzia di qualità	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 rekəgˈniʃ(ə)n tek,nɒlədʒi/	tecnologia di riconoscimento 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/	andare bene (risultare comodo)	to be right for someone	<i>What time would suit you?</i>
unavailable	Adjective	/ˌʌnəˈveɪləb(ə)l/	non disponibile	not able to talk or meet	<i>When I called back you were unavailable.</i>
urgent	Adjective	/ˈɜ:(r)dʒ(ə)nt/	urgente	very important	<i>Please give her this urgent message.</i>
voicemail	Noun	/ˈvɔɪsmel/	segreteria telefonica	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/	allegato	a computer file sent with a message	<i>I've sent the document as an attachment.</i>
capitals (letters)	Noun	/ˈkæpɪt(ə)lz/	maiuscole (lettere)	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	/ˈsʌbdʒɪkt ˌlaɪn/, /ˈsʌbdʒekt ˌlaɪn/	oggetto	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	/ɪnˈdɔ:(r)smənt/	appoggio/approvazione	a liking and recommendation of something	<i>They gave us an endorsement for our new product.</i>
exploit	Verb	/ɪkˈsplɔɪt/	sfruttare	to make full use of	<i>Exploit your strengths and recognise your weaknesses.</i>
get on with	Phrasal verb	/get ˈɒn wɪð/	procedere	to continue working on	<i>We need to get on with the job!</i>
hands-on	Adjective	/ˌhændˈzɒn/	direttamente coinvolto/partecipe	very involved in something	<i>The new manager is very hands-on.</i>
hand over	Phrasal verb	/hænd ˈəʊvə(r)/	passare	to give something to someone or to delegate a job	<i>Can I hand over this project to you?</i>
portfolio	Noun	/pɔ:(r)tˈfəʊliəʊ/	ventaglio (di interessi)	collection of something, eg a collection of business interests	<i>She has a very varied portfolio.</i>
recognise weaknesses	Phrase	/ˌrekəgnaɪz ˈwi:knəsɪz/	riconoscere i punti deboli	understand where your qualities are not strong	<i>Exploit your strengths and recognise your weaknesses.</i>
the bottom line	Noun	/ðə ˌbɒtəm ˈlaɪn/	utili	the final line in a company's accounts showing the total profit or loss	<i>Focus on the bottom line.</i>
tolerate	Verb	/ˈtɒləreɪt/	tollerare	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 ˌhed əv ˈʃedju:l/	in anticipo rispetto al programma	earlier than planned	<i>The client is ahead of schedule.</i>
behind schedule	Phrase	/bɪ ˌhaɪnd ˈʃedju:l/	in ritardo rispetto al programma	later than planned	<i>We mustn't get behind schedule.</i>
in time	Phrase	/ɪn ˈtaɪm/	in tempo	early enough	<i>The brochure will be ready in time for the meeting.</i>
on schedule	Phrase	/ɒn ˈʃedju:l/	nei tempi	exactly as planned	<i>Are you on schedule with the ticket sales?</i>
on time	Phrase	/ɒn ˈtaɪm/	nei tempi previsti	as planned	<i>Will the new logo be ready on time?</i>
out of time	Phrase	/ˌaʊt əv ˈtaɪm/	non avere più tempo	to have no time left	<i>Unfortunately we're out of time for the discussion.</i>
over budget	Phrase	/ˌəʊvə(r) ˈbʌdʒɪt/	fuori budget	to spend more money than planned	<i>The sales team has gone well over budget this year.</i>
under budget	Phrase	/ˌʌndə(r) ˈbʌdʒɪt/	al di sotto del budget	to spend less money than planned	<i>Marketing costs have come in under budget.</i>
within budget	Phrase	/wɪðɪn ˈbʌdʒɪt/	nel 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 ˈhændz/	passare di mano	to change ownership	<i>The business has changed hands several times.</i>
commodity	Noun	/kəˈmɒdəti/	bene	a raw material such as coffee which is bought and sold	<i>Coffee is a key commodity for Brazil.</i>
disparity	Noun	/dɪˈspærəti/	disparità	a large difference, eg in price	<i>Is there a large disparity between rich and poor in your country?</i>
fluctuations	Noun	/ˌflʌktʃuˈeɪʃ(ə)nz/	fluttuazioni	rapid and irregular changes	<i>The price fluctuations in the market have affected sales.</i>
gross domestic product (GDP)	Noun	/ˌgrəʊs dəˌmestɪk ˈprɒdʌkt/ (/ˌdʒɪ:ˌdi:ˈpi:)/	prodotto interno lordo (PIL)	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	/ˈmɑ:kʌp/	ricarico	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	/ˈmɪd(ə)lˌmen/	intermediari	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	/ˌəʊvə(r)ˈhedz/	costi generali	regular and necessary costs	<i>The overheads on the office building are very reasonable.</i>

pp 106–107	POS	Pronunciation	Translation	Definition	Examples
charities	Noun	/'tʃærətɪz/	enti benefici	an organisation giving money, food, or help free	<i>Charities need lots of support from volunteers.</i>
pp 108–109	POS	Pronunciation	Translation	Definition	Examples
crash	Noun, Verb	/kræʃ/	crac/fare crac	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	/'di:kri:s/ (Noun), /di:'kri:s/ (Verb)	riduzione/ridurre	becoming smaller, to become smaller	<i>Sales are continuing to decrease.</i>
drop	Noun, Verb	/drɒp/	calo/scendere	to become weaker, lower or less	<i>We stopped buying this brand because of the drop in quality.</i>
fall	Noun, Verb	/fɔ:l/	caduta/cadere	becoming lower, to become lower	<i>There will be a fall in prices because the market has fallen.</i>
fluctuate	Verb	/'flʌktʃueɪt/	fluttuare	to change continuously	<i>Prices fluctuate according to the season.</i>
go down	Phrasal verb	/gəʊ 'daʊn/	scendere	to become lower	<i>The price of sugar has gone down and it's now very cheap.</i>
go up	Phrasal verb	/gəʊ 'ʌp/	salire	to become higher	<i>The cost of potatoes has gone up and chips are more expensive.</i>
increase	Noun, Verb	/'ɪŋkri:s/ (Noun), /ɪn'kri:s/ (Verb)	aumento/aumentare	becoming bigger / to become bigger	<i>The increase in sales is slow. / Profits are continuing to increase.</i>
jump	Noun, Verb	/dʒʌmp/	impennata/impennare	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		stabilizzarsi	to stay at the same level	<i>Unemployment rose to ten per cent and then levelled off.</i>
overtake	Verb	/,əʊvə(r)'teɪk/	superare	to go past something	<i>Green energy production continues to overtake non-renewables.</i>
remain steady	Phrase	/rɪ,meɪn 'stedɪ/	rimanere stabile	to stay smooth and regular	<i>Progress remains slow but steady.</i>
rise	Noun, Verb	/raɪz/	aumento/aumentare	an increase / to increase	<i>There is a rise in unemployment. / The population is rising.</i>
Module 12	POS	Pronunciation	Translation	Definition	Examples
pp 114–115	POS	Pronunciation	Translation	Definition	Examples
case (legal matter)	Noun	/keɪs/	caso (questione legale)	a question to be decided in court	<i>Our lawyer thinks we have a good case.</i>
court	Noun	/kɔ:(r)t/	tribunale	the place where legal cases are heard	<i>She might win in court.</i>
defence	Noun	/dɪ'fens/	difesa	the case to prove someone is innocent	<i>The defence is very weak.</i>
judge	Noun	/dʒʌdʒ/	giudice	the person in charge of a court who makes legal decisions	<i>The judge decided to delay the case.</i>
lawyer	Noun	/'lɔ:jə(r)/	avvocato	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/	controversia	the process of taking a case to court	<i>They took out litigation against an Irish petrol company.</i>
prosecute	Verb	/'prɒsɪ,kju:t/	perseguire	try to prove someone is guilty	<i>We're going to prosecute him for doing that.</i>
rights	Noun	/raɪts/	diritti	what you are legally allowed to do	<i>Trademarks mean firms have rights over anything like colour or shape.</i>
sue	Verb	/su:/	citare in giudizio/fare causa	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,mɑ:(r)k/	marchio registrato	a name or symbol on a product	<i>The company has given us permission to use their trademark.</i>