



Business BENCHMARK

Advanced wordlist: English to Czech

Page No.	English	Part of Speech	Definition	Czech
UNIT 1				
10	autocratic	adj	demanding absolute obedience from other people	autokratický, usilující o neomezenou moc (např. nad firmou)
10	bonus	n	extra amount of money that is given to you as a present or reward in addition to the money you were expecting	prémie
10	by the book	adv	formally, or according to the rules	podle předpisů
10	dress code	n	set of rules for what you can wear	pravidla oblékání
10	goal	n	aim or purpose	cíl
10	mentor	n	person who gives another person help and advice over a period of time and often also teaches them how to do their job	instruktor
10	vision	n	ability to imagine how a country, society, industry, etc. could develop in the future and to plan in a suitable way	vize (směrem do budoucna)
11	dotcom	n	Internet company	internetová společnost
11	publicly accountable	adj	responsible to the government	mající odpovědnost vůči vládě/veřejnosti
11	rat race	n	struggle of individuals in a competitive environment	soupeření jednotlivců v konkurenčním prostředí, <i>doslova</i> "závod krys"
11	red tape	n	paperwork	papírování, úředničina
11	streamline	v	make more efficient	zefektivnit, učinit produktivnějším
12	board	n	group of people who are responsible for controlling and organising a company or organisation	správní rada
12	bottom line	n	final line in the accounts of a company or organisation, which states the total profit or loss that has been made	spodní řádka = poslední řádka v souboru účtů, která vykazuje čistý zisk nebo čistou ztrátu firmy/organizace; konečný finanční výsledek
12	make redundant	v	no longer employ someone because there is not enough work	propustit pro nadbytečnost

12	market share	n	percentage of all the sales within a market that are held by one brand or company	podíl na trhu
12	monitor	v	watch and check a situation carefully for a period of time in order to discover something about it	monitorovat
12	return	n	amount of profit on an investment	výnos, výtěžek
12	revenue	n	money earned from sales	příjem, tržba, výnos ze základních činností
12	shareholder	n	person who owns shares in a company	akcionář
UNIT 2				
14	delegate	v	give a particular job, duty, right, etc. to someone else so that they do it for you	postupovat, převádět, přenášet, delegovat (pravomoci či úkoly na někoho jiného)
14	get down to work	v	start to direct your efforts and attention towards work	pustit se do práce, dát se do práce, dostat se k práci
14	hands-on approach	n	way of doing things which is practical, not theoretical	praktický (ne jen teoretický) přístup
14	trouble-shooting skills pl	n	ability to remove or solve difficulties	schopnost řešit/odstraňovat komplikace či problémy
15	brand builder	n	developer of a product's image	osoba budující image určité obchodní značky
15	brand image	n	impression of a product in the minds of potential customers	image určité obchodní značky
15	empire	n	very large and important business organisation	(obchodní/podnikatelské) impérium
15	feedback	n	remarks passed back to the person responsible, so that changes can be made if necessary	zpětná vazba
15	fire	v	dismiss	propustit/vyhodit z práce
15	incompetent	adj	showing lack of ability or skill to do something successfully	neschopný
15	ranks	pl n	the membership of a group or organisation	řady (zaměstnanců, členů), členská/personální základna
15	rate	n	level of payment	sazba
15	stake	n	share or financial involvement in a business	(finanční/majetkový) podíl
15	venture	n	new activity, usually in business, which involves risk or uncertainty	(riskantní/nejistý) podnik/podnikatelská aktivita
15	workload	n	amount of work to be done, especially by a particular person or machine in a period of time	pracovní vytížení, pracovní úvazek
17	administer	v	manage or govern	spravovat, řídit, vládnout něčím
17	assess	v	judge or decide the amount, value, quality or importance of something	hodnotit, ohodnocovat
17	brand management	n	how a company manages its brands and brand image	péče o značku a její image
17	crisis management	n	process of dealing with difficult situations	krizové řízení
17	line management	n	direct management of staff	liniové řízení
17	middle management	n	level between senior management and junior management	střední management

17	performance pay	n	salary that increases when your work improves or becomes more productive	výkonnostní odměňování
17	quality management	n	managing systems in a company so that each department works effectively and produces products or services of the required standard	řízení jakosti
17	risk management	n	process of assessing and measuring possible dangers and evolving strategies to deal with them	management rizik
17	time management	n	skill of administering your time so as to work effectively	organizace času, hospodaření s časem

UNIT 3

18	budget	n	plan to show how much money an organisation will earn and how much they will need or be able to spend	rozpočet
18	in-house magazine	n	publication which is written and produced within an organisation by its employees	firemní časopis
18	memo	n	message or other information in writing sent by one person or department to another in the same business organisation	hlášení, memorandum (neformální zpráva zasílaná místo dopisu pracovníkům ve stejné kanceláři nebo organizaci)
18	one-to-one interview	n	meeting between just two people	porada, jíž se účastní jen dva pracovníci
18	target	n	level or situation which you intend to achieve	cíl
18	timekeeping	n	ability to arrive at a place at the time expected	dochvilnost
19	item	n	one of several subjects to be considered	bod (např. schůze)
19	query	n	question	dotaz
19	rota	n	list of things that have to be done and of the people who will do them	seznam/soupis úkolů a osob, jimž jsou přiděleny
19	update	v	give someone the most recent information	sdělit někomu aktuální/nejnovější informace
19	within budget	adv	not exceeding the amount of money you have available to spend	v rámci rozpočtu
20	input	n	something, such as advice, information or effort, that is provided in order to help something succeed or develop	informace, rady
T5	overworked	adj	having to work too much	přetížený pracovními úkoly
22	agenda	n	list of matters to be discussed at a meeting	program schůze/jednání
22	issue	n	subject or problem which people are thinking and talking about	záležitost

UNIT 4

23	allot	v	give (especially a share of something available) for a particular purpose	přidělit (část něčeho)
23	dealings	pl n	activities involving other people, especially in business	jednání, styky (zejména obchodní)
23	overview	v	short description of something which provides general information about it, but no details	podat (stručný) přehled

23	procedure	n	set of actions which is the official or accepted way of doing something	(stanovený/obecně přijímaný) postup
23	proceedings	pl n	series of events that happen in a planned and controlled way	(náležité/patřičné) kroky
23	summon	v	officially arrange a meeting of people	svolat
23	undertaking	n	formal promise	závazek
24	attendee	n	someone who goes to a place, event, etc.	účastník
24	gross profit	n	company's profit before certain costs and taxes are deducted	hrubý zisk
24	incentive	n	something which encourages a person to do something	pobídka
25	internal candidate	n	person seeking a position who already holds another job within the organisation	interní kandidát (uchazeč o místo, který je již ve firmě zaměstnán)
25	interview panel	n	group of people who ask candidates questions to see if they are suitable for a job	výběrová/konkurzní komise
25	outcome	n	result	výsledek
25	productive	adj	useful	plodný, přínosný, produktivní
25	psychometric test	n	exam to measure scientifically a person's mental capacities and personality	psychometrický test
25	report back	v	bring information to someone in authority	podat hlášení/zprávu (nadřízenému)
25	run over time	v	take longer than scheduled	překročit čas
25	vacancy	n	job that no one is doing and is therefore available for someone new to do	volné pracovní místo
T8	schedule	v	arrange that an event or activity will happen at a particular time	časově naplánovat
T18	shrewd	adj	based on a clear understanding and good judgement of a situation	chytrý, inteligentní, mazaný

UNIT 5

28	ship	v	send goods by any form of transport to a distant place	zaslat zboží (jakýmkoli dopravním prostředkem)
29	call-centre operative	n	person who works in an office where large numbers of telephone calls, especially from customers, are handled for an organisation	operátor telefonického centra (služeb)
29	customer care	n	protection and service provided to customers	péče o zákazníky
29	frontline staff	n	employees with direct contact with customers	zaměstnanci v přímém kontaktu se zákazníky
29	outsourcing	n	the practice of a company paying to have part of its work done by another company	zajištění určité činnosti ve firmě jinou firmou, dodavatelské zajištění, outsourcing
31	asset	n	something valuable belonging to a person or organisation which can be used for the payment of debts	aktivum

31	cross-selling	n	suggestion that customers buy additional or related accessories or products during or just after their primary purchase	nákup souvisejících produktů či doplňků; představa, že zákazník nakoupí související produkty či doplňky již během koupě prvního výrobku či krátce poté
31	profit margin	n	profit that can be made in a business or sale after costs have been subtracted	marže, zisková přírážka
31	profitability	n	capacity to make a profit	ziskovost, schopnost produkovat zisk
31	undervalue	v	consider someone or something as less valuable or important than they really are	podhodnocovat, přisuzovat něčemu nižší hodnotu/význam, než je skutečnost
T11	enhance	v	improve the quality, amount or strength of something	zlepšit, zvýšit

UNIT 6

32	bid	v	compete against other firms by offering to do a job or contract for a certain amount of money	podat cenovou nabídku (v soutěži o zakázku), a tak konkurovat ostatním firmám
32	brand identity	n	see brand image	viz brand image
32	itemise	v	list things separately	samostatně uvést jednotlivé položky
32	proven track record	n	all the successful achievements that someone or something has had in the past	"rekordní listina, seznam úspěchů/výkonů v oboru
32	specification	n	detailed description of how something should be done, made, etc.	specifikace (podrobný popis toho, co bude dodáno či vyrobeno)
32	value for money	adj	something well worth the money spent	odpovídající vynaloženým finančním prostředkům
33	allocate	v	give something to someone as their share of a total amount, for them to use in a particular way	přidělit, rozdělit (podle určitého klíče)
33	benchmark	v	measure the quality of something by comparing it with something else of an accepted standard	měřit kvalitu něčeho srovnáním s něčím jiným, co je považováno za standard
33	critical path	n	sequence of stages determining the minimum time needed for the execution of an entire project	"kritická cesta", plán složité operace (např. výstavby dálnice, mostu...)
33	key stage	n	important time period in a sequence of events	klíčové stadium, klíčová fáze
33	map	v	make a plan in detail	mapovat, zmapovat
33	trade press	n	magazine published for and read by members of a particular trade group	oborový tisk, oborová periodika
34	bid for	v	offer to do some work for a particular price	nabídnout cenu
34	estimate	v	guess the cost, size, value, etc. of something	odhadnout
34	team up with	v	work together with	spolupracovat s někým
34	work out	v	calculate	spočítat
T12	procurement	n	the obtaining of supplies	získávání
T12	tender	n	formal written offer to do a job for an agreed price	cenová nabídka
T13	entrant	n	person who takes part in a competition or an examination	účastník (např. soutěže)
T13	fee	n	amount of money paid for a particular piece of work	finanční odměna, honorář
T13	go out of business	v	no longer able to operate as a business	zkrachovat, skončit (o firmě)

UNIT 7				
36	deadline	n	time or day by which something must be done	konečný termín, lhůta
36	stock control	n	in a company or shop, the system of making certain that new supplies are ordered and that goods have not been stolen.	kontrola skladu, správa a řízení skladových zásob
37	outlay	n	amount of money spent for a particular purpose, especially as a first investment in something	výdaj (zejména ve smyslu počáteční investice)
37	output	n	amount of something produced by a person, machine, factory, country, etc.	celková výroba/produkce, objem výroby
37	overheads pl	pl n	the regular and necessary costs, such as rent and heating, that are involved in operating a business	provozní náklady
37	payroll	n	list of the people employed by a company	výplatní listina
37	retail outlet	n	shop	obchod, prodejna
37	systems engineer	n	person who designs and installs computer systems	systemový inženýr
37	VAT return	n	declaration of Value Added Tax (= a type of tax in European countries which is paid by the person who buys goods and services)	příznání k dani z přidané hodnoty
38	reinvest	v	invest again	znovu investovat, reinvestovat
38	sales force	n	all the employees of a company whose job is persuading customers to buy their company's products or services	pracovníci v oblasti prodeje
39	shipper	n	person sending of goods from one place to another or company whose job is to organise the sending of goods from one place to another	dopravce, zasilatel, speditér
T14	tax exposure	n	financial commitment to pay tax	daňová povinnost
UNIT 8				
40	per capita	adv	if you state an amount per capita, you mean that amount for each person	na hlavu/člověka
41	factor	n	fact or situation which influences the result of something	faktor
42	capitalise on	v	use to your advantage	využít
42	consolidate	v	combine several things, especially businesses, so that they become more effective	konsolidovat, upevnit, posílit, zefektivnit (zejména prostřednictvím sloučení či sjednocení)
42	foreign exchange fluctuation	n	rises and falls in the currencies of other countries	výkyvy zahraničních měn
42	gain ground (on)	v	make progress at the expense of	rozvíjet se, posilovat na úkor někoho/něčeho
42	niche market	n	small area of trade within the economy, often involving specialised products	nevelký a speciální segment trhu (zejména zaměřený na prodej speciálních výrobků či poskytování speciálních služeb)

42	production capacity	n	total amount of resources available to achieve maximum output	výrobní kapacita
42	storage and handling facility	n	place or building used to store and distribute goods	skladovací a distribuční prostory
43	disposable income	n	money which you can spend as you want and not the money which you spend on taxes, food and other basic needs	pohotový příjem, disponibilní příjem, příjem, který má obyvatelstvo k dispozici na útratu (po zaplacení daní, zdravotního a sociálního pojištění atd.)
43	distribution	n	making goods available to customers	distribuce
43	join-venture partner	n	associate in a commercial enterprise which is undertaken jointly	partner v rámci společného podniku
43	penetration	n	how much share of a particular market a company or a product manages to achieve	pronikání, průnik (ve smyslu dosažení určitého podílu na trhu)
43	shift	n	change in position or direction	posun, přesun
43	spending power	n	ability to purchase goods	kupní síla
T15	player	n	important company involved in a market or industry	hráč (významná firma působící na určitém trhu/v určitém oboru)

UNIT 9

46	advertising campaign	n	organised programme of advertisements, usually concerning promoting a certain product or brand	reklamní kampaň
46	banner ad	n	form of advertising on the World Wide Web which involves putting a wide and short, or tall and narrow advert on an interesting web page	reklama v podobě pruhu či sloupce na internetu, "banner"
46	brand awareness	n	knowledge of a particular make of product	povědomí o značce
46	classified ad/advertisement	n	small advertisement placed in a newspaper by a person wishing to buy or sell something, offer or get employment, etc.	řádkový inzerát či malý inzerát na tematicky rozčleněné inzertní straně
46	customer loyalty	n	when a customer favours a certain brand or company over others (the company sometimes offers financial or other rewards for this favouritism)	věrnost zákazníků (určité značce)
46	point-of-sale display	n	visual presentation for promotional purposes at the place where goods are sold	prezentace/propagace zboží na místě prodeje
47	sample	n	group of people or things that is chosen out of a larger number and is questioned or tested in order to obtain information about the larger group	vzorek
48	barcode	n	small rectangular pattern of thick and thin black lines of magnetic ink printed on an item, or on its container, so that its details can be read by and recorded on a computer system	čárový kód

48	exposure	n	experience of something	vystavení (někoho něčemu)
48	scanner	n	device for reading information into a computer system	skener
48	target audience	n	particular group at which advertising is aimed	cílová skupina (na niž se zaměřuje reklama)
49	survey	n	examination of opinions, behaviour, etc., made by asking people questions	průzkum

UNIT 10

50	customise	v	make or change something according to the buyer's or user's needs	přizpůsobit potřebám zákazníka, vyrobit na objednávku
50	purchase	n	something that you buy	kupovaná věc
50	sponsored link	n	text-based advertisement which describes an advertiser's website and the products and services offered	placený odkaz (na internetovém vyhledávači)
51	account for	v	form the total of something	činit
51	brochure	n	type of small magazine that contains pictures and information on a product or a company	katalog, brožura
52	e-sale	n	sales transaction performed digitally, usually over the Internet	elektronický prodej, prodej přes internet
52	over-the-counter sale	n	ordinary sales transaction in a shop	tradiční způsob prodeje v obchodech, pultový prodej
52	recession	n	period when the economy of a country is not successful and conditions for business are bad	recese, dočasné ochabnutí ekonomiky
52	rocket	v	rise extremely quickly	prudce/raketově stoupnout
52	screen out	v	filter out/remove	vyločit, vyřadit
52	showroom	n	large shop in which people are encouraged to look at the goods that are on sale before buying them	velký prostor, kde je vystaveno zboží (např. v autosalonu)
53	search engine	n	computer program which finds information on the Internet by looking for words which you have typed in	internetový vyhledavač
T17	pop-up box (also pop-up ad/pop-up)	n	form of online advertising on the World Wide Web when certain websites open a new window to display advertisements	reklama objevující se ("vyskakující") na webové stránce ve speciálním okně
T17	shop around	v	compare the price and quality of the same or a similar item in different shops before you decide which one to buy	porovnávat nabídku, kvalitu a ceny v různých obchodech
T17	take (someone) for a ride	v	deceive or cheat (someone)	podvést, napálit
T18	direct response advertising	n	form of advertising designed to obtain a direct response between the viewer and the advertiser: the customer responds to the marketer directly	reklama vyzývající zákazníka k přímé reakci (např. aby si vyžádal katalog)

UNIT 11

54	corporate catering service	n	business of providing food service to businesses (usually at a remote site)	cateringové služby (zajišťování občerstvovacích služeb) pro firmy
54	life insurance	n	system in which you make regular payments to an insurance company in exchange for a fixed amount of money which will be paid to someone you have named, usually a member of your family, when you die	životní pojištění
54	machine tool	n	mechanically operated tool for cutting or shaping wood, metals, etc.	obráběcí stroj
54	source	v	get something from a particular place	nalézt dodavatele/zdroj něčeho
54	time-share holiday home	n	when people buy a holiday home together which each person can use for a different part of the year	společné užívání rekreačního objektu
55	decline	v	gradually become less, worse, or lower	klesat, upadat
55	dwindle	v	become smaller in size or amount, or fewer in number	zmenšit se, scvrknout se
55	halve	v	if something halves, it is reduced by half	zmenšit se/snížit se na polovinu
55	plummet	v	fall very quickly and suddenly	velmi rychle a náhle klesnout, "spadnout", "sletět"
55	recede	v	fall	klesat
55	shrink	v	become smaller, or make something smaller	zmenšit se, scvrknout se
55	soar	v	rise very quickly to a high level	rychle a výrazně stoupnout, "vyletět" nahoru
55	take off	v	suddenly start to be successful or popular	mít úspěch, chytit se
56	go bankrupt	v	become unable to pay what you owe, and have control of your financial matters given, by a court of law, to a person who sells your property to pay your debts	zkrachovat
57	appraise	v	examine someone or something in order to judge their qualities, success or needs	hodnotit, ohodnocovat
57	disclose	v	make something known publicly, or show something that was secret	odhalit
57	network	v	meet people who might be useful to know, especially in your job	navazovat kontakty s užitečnými lidmi (v oblasti podnikání)
57	tax liability	n	amount of tax which must be paid to the government	daňová povinnost
T19	margin	n	amount by which revenue from sales exceeds cost of sales	marže, zisková přírážka
T19	sales pitch	n	way of talking that is intended to persuade you to buy something	prodejní slogan, náborová řeč (věty/texty mající za cíl přimět zákazníka ke koupi zboží)
T19	selling point	n	characteristic of a product which will persuade people to buy it	vlastnost výrobku, která vede lidi k jeho koupi
T19	sales volume	n	amount of purchases made	množství prodaného zboží

UNIT 12

58	cold-calling	n	when a person in business telephones or visits a possible customer to try to sell them something without being asked by the customer to do so	telefonáty potenciálním zákazníkům nebo neohlášené návštěvy u nich
59	on site	adv	inside a factory, office building, etc.	na místě (v závodě, ve firmě)
59	reinstall	v	put back into position and make ready for use again	znovu nainstalovat
60	concierge service	n	doorkeeper or porter services	služba u vchodu/na vrátnici
60	get on board	v	make (someone) part of a group or team, or become part of a group or team	stát se součástí něčeho, dostat se/proniknout někam
60	liability	n	when you are legally responsible for something	(právní) odpovědnost
60	mid-size	adj	describes something that is neither large nor small	středně velký
60	prospect	n	potential purchaser or customer	potenciální zákazník
60	referral	n	the referring of an individual to an expert for advice	doporučení
60	screening	n	examining someone or something to discover if there is anything wrong with them/it	hodnocení
60	solicit	v	ask for money, information or help	prosít, žádat
60	track down	v	find by searching or following tracks	vystopovat, nalézt
60	up and running	adj	operating	fungující, v provozu
60	risk-averse	adj	have a strong dislike for taking risks	(značně) neochotný riskovat/podstupovat riziko
T22	staffing level	n	the numbers of employees	počet zaměstnanců

UNIT 13

64	quality control	n	process of looking at goods when they are being produced to make certain that all the goods are of the intended standard	kontrola/řízení jakosti
64	shortage	n	when there is not enough of something	nedostatek
65	backup plan	n	scheme ready to be used in place of or to help another	rezervní/záložní plán
65	competency	n	important skill that is needed to do a job	kvalifikovanost, schopnost vykonávat určitou práci, kompetentnost
65	fall short	v	fail to reach a target	selhat, neuspět, ztroskotat
65	go bust	v	if a company goes bust, it is forced to close because it is financially unsuccessful	zkrachovat
65	insight	n	(the ability to have) a clear, deep and sometimes sudden understanding of a complicated problem or situation	porozumění, hlubší pohled, vhled (do určité problematiky)
65	morale	n	amount of confidence felt by a person or group of people, especially when in a dangerous or difficult situation	mravní uvědomění, morálka (v nebezpečné či obtížné situaci)
65	pay off	v	if an investment or risk pays off, it is successful	vyplatit se
65	retrenchment	n	when an organisation spends less or reduces costs to avoid losing money	snížení/omezení výdajů
65	scenario	n	description of possible actions or events in the future	scénář (možný budoucí vývoj událostí)

65	stock price	n	valuation of a company's shares	cena akcií
66	axe	n	way to reduce the number of employees	propuštění z práce, snížení počtu zaměstnanců, "padáky"
66	in sync	adj	at the same time or the same speed	v souladu, synchronizovaný, sladěný
66	layoff	n	when someone stops employing someone, sometimes temporarily, because there is no money to pay them or because there is no work for them	propuštění ze zaměstnání (někdy dočasné) v důsledku nedostatku práce či finančních prostředků na výplaty
66	shortfall	n	an amount which is less than the level that was expected or needed	schodek, deficit
66	turnover		amount of business that a company does in a period of time measured in terms of the amount of money obtained from customers	obrat
67	balance sheet	n	statement that shows the value of a company's assets and its debts	rozvaha, bilance, výkaz zisků a ztrát
67	current asset	n	something owned by a business that it does not expect to keep for more than 12 months	oběžný prostředek (aktivum, které může být brzy spotřebováno)
67	debtor	n	someone who owes money	dlužník
67	depreciation	n	loss of value of an asset such as machinery over time	amortizace, odpisy, znehodnocování
67	dividend	n	(a part of) the profit of a company that is paid to the people who own shares in it	dividenda
67	emerging market	n	area or country where there is growing demand for goods	rozvíjející se trh (oblast či země s rostoucí poptávkou)
67	fixed asset	n	building, equipment or land owned by a company	základní prostředek (majetek dlouhodobé a neměnné povahy)
67	goodwill	n	value of the popularity, the regular customers, etc. of a business calculated as part of its worth when being sold	abstraktní hodnota už zavedené firmy
67	key	adj	very important and having a lot of influence on other people or things	klíčový, velmi důležitý
67	liability	n	debt	finanční závazek, dluh, pasivum
67	operating profit	n	measure of profit that a business earns on its normal operations	provozní zisk (rozdíl mezi hrubým ziskem a provozními náklady)
67	overdraft	n	an amount of money that a customer with a bank account is temporarily allowed to owe to the bank, or the agreement which allows this	bankovní přečerpání
67	premises pl	pl n	land and buildings owned by someone, especially by a company or organisation	areál, budovy, prostory
67	pre-tax profit	n	money which is earned in trade or business before taxes have been paid	zisk před zdaněním

67	profit and loss account	n	financial statement that summarises the expenses, losses and overheads of a company, used to calculate the net profit	účet hospodářského výsledku, výsledovka
67	retained earnings	pl n	earnings which are kept by the company to invest in future projects, market research, etc.	nerozdělený zisk
67	stock	n	total amount of goods available	skladové zásoby
T22	bang their heads together	v	when two or more people get together to work out complicated issues, usually involving some argument, before reaching a solution	dát hlavy do hromady
T22	collate	v	bring together different pieces of written information	shromažďovat, třídit a zpracovávat (např. data, informace)
T22	count on	v	be confident that you can depend on (something/someone)	počítat s něčím, spoléhat se na něco
T22	go on a hunch	v	act on an idea which is based on feeling and for which there is no proof	řídít se intuicí
T22	have a bearing on	v	have an influence on something or a relationship to something	mít vliv na něco
T22	hunch	n	see go on a hunch	viz go on a hunch
T22	lucrative	adj	producing a lot of money, profitable	lukrativní, výnosný
T22	mainstream	adj	desired by most people	žádaný většinou lidí, hlavní
T22	nose-dive, take a	v	fall or drop suddenly and by a great deal	prudce klesat, letět střemhlav dolů
T22	pull figures out of the air	v	choose numbers in a random way, rather than one based on evidence or logic	cucat si čísla z prstu
T22	underestimate	v	fail to guess or understand the real cost, size, difficulty, etc. of something and think it is less	podceňovat
T13	spreadsheet	n	computer program, used especially in business, which allows you to do financial calculations and plans	tabulkový procesor (počítačový program)

UNIT 14

69	angel	n	wealthy person who invests money in new business projects	sponzor, financier, zámožná osoba ochotná investovat peníze do nových projektů
69	backer	n	person who gives financial support to something	sponzor, financier; osoba, která něco finančně podporuje
69	flutter	n	small bet	malá/drobná sázka
69	hire	v	employ someone or pay them to do a particular job	najmout někoho (na určitou práci), zaměstnat někoho
69	loan	n	sum of money which is borrowed, often from a bank, and has to be paid back, usually together with an additional amount of money that you have to pay as a charge for borrowing	půjčka
69	put up (money)	v	provide or lend an amount of money for a particular purpose	poskytnout nebo půjčit peníze (na určitý účel)

69	run at a loss	v	cost more money than is received from sales	pohybovat se ve ztrátě, skončit ztrátou
69	sponsor	v	support a person, organisation or activity by giving money, encouragement or other help	sponzorovat
69	sue	v	take legal action against a person or organisation	zažalovat někoho, podat na někoho žalobu
70	deficit	n	amount of money a company has lost during a particular period of time	deficit, schodek
70	feasibility	n	whether something can be done, made or achieved	proveditelnost
70	high-profile	adj	attracting a lot of attention and interest from the public and newspapers, television, etc.	vzbuzující velký zájem veřejnosti a médií; populární
70	logo	n	design or symbol used by a company to advertise its products	logo
70	miscellaneous	adj	consisting of a mixture of various things which are not usually connected with each other	rozličný, různý
70	offset	v	balance one influence against an opposing influence, so that there is no great difference as a result	kompenzovat, vyvážit
T23	bankable	adj	likely to make money	představující určitou záruku výtěžku
T23	cash cow		very profitable business or part of the business	"dojná kráva", dlouhodobě zisková podnikatelská aktivita či projekt
T23	running costs	pl n	money you need to spend regularly to keep a system or organisation functioning	provozní náklady
T24	executive summary	n	overview of the main points of a business plan or proposal	shrnutí hlavních bodů podnikatelského záměru či projektu
T24	reap the benefits	v	get the benefit, etc. that is the result of your own actions	mít z něčeho prospěch
T24	stock exchange	n	place where shares in companies are bought and sold	akciová burza, burza cenných papírů

UNIT 15

72	bank charge	n	sum of money paid by a customer for a bank's services	bankovní poplatek
72	bookkeeping	n	job of keeping a record of the money that has been spent or received by a business	účetnictví
72	cash	n	money which is immediately available	hotovost
72	credit limit	n	maximum amount of money a bank will allow you to borrow	úvěrový limit
72	credit worthiness	n	calculation of someone's ability to pay back money which they have borrowed creditor (p 67) someone to whom money is owed	úvěruschopnost, číselně vyjádřená schopnost člověka splácet úvěr
72	factoring	n	system of buying debts for less than they are worth and then obtaining payment for them from the debtors	skupování dluhů (za hodnotu nižší než dlužná částka a následně vymáhání celé částky od dlužníka)
72	outgoings	pl n	amounts of money that regularly have to be spent	(pravidelné) výdaje, náklady, režie

72	overtrading	v	operating a business while not having enough money to pay creditors and employees	stavy, kdy není dostatek hotovosti na platby dodavatelům/věřitelům a zaměstnancům; přebchodování
73	constraint	n	something which controls what you do by keeping you within particular limits	zábrana, překážka
73	order book	n	book in which a company or shop keeps a record of customers' orders	kniha objednávek, kniha zakázek
73	punitive	adj	used to describe costs which are so high they are difficult to pay, and which are often used to punish someone or limit their activities	"kárný", "trestný" (např. o poplatcích, která jsou záměrně vysoké, aby někoho za něco potrestaly nebo omezily jeho aktivity)
73	unauthorised	adj	without official permission	neoprávněný
74	be in a position to	v	be able to do something, usually because you have the necessary experience, authority or money	být stavu/s to (něco udělat)
74	settle your account	v	pay all the money you owe	splatit/vyrovnat dluh
74	transaction	n	payment or business deal	transakce
T25	expend your overdraft	v	lengthen the period of time before you have to pay back the money you have overdrawn	prodloužit dobu splatnosti bankovního přečerpání
T25	registered leer	n	valuable letter which, for an additional charge, can protect the sender against loss	doporučený dopis

UNIT 16

76	lease	n	legal agreement in which you pay money in order to use a building, piece of land, vehicle, etc. for a period	pronájem
76	penalty clause	n	part of a contract which punishes the person or organisation doing the work if it is not completed on time	penalizační ustanovení
76	service agreement	n	contract between two businesses where one agrees to provide a service to the other, or between a landlord and a tenant	dohoda o poskytování služeb, nájemní smlouva
77	bargaining point	n	something which someone else wants that you are willing to lose in order to reach an agreement	něco, co jsme ochotni obětovat (od čeho jsme ochotni ustoupit) ve prospěch protistrany, aby bylo dosaženo dohody
77	compromise	n	agreement in an argument in which the people involved reduce their demands or change their opinion in order to agree	kompromis
77	deadlock	n	situation in which agreement in an argument cannot be reached because neither side will change its demands or accept the demands of the other side	patová situace
77	envison	v	form a mental picture of something, typically something that may occur or be possible in the future	předvídat

77	horse-trading	n	negotiation which requires bargaining and each side reducing their demands	handlování, handrkování
77	leverage	n	power to influence people and get the results you want	"páka", moc přesvědčit lidi a dosáhnout požadovaných výsledků
78	in line with	adv	organised at the same level as	ve shodě s
78	leaseholder	n	person who pays the owner of a piece of land, a building, etc. in order to be able to use it	nájemce
79	draw up	v	prepare something, usually something official, in writing	koncipovat, načrtnout, sestavit
79	get down to business	v	start talking about the subject to be discussed	přikročit k věci
79	get (something) straight	v	understand correctly, or make something clear	správně pochopit
79	jot down	v	write something quickly on a piece of paper so that you remember it	poznámenat si něco
79	landlord	n	person or organisation that owns a building or an area of land and is paid by other people for the use of it	pronajímatel
T27	buzz session	n	activity where a group of people make lots of suggestions quickly	sezení, při němž skupina lidí rychle přichází s různými nápady
T27	knock (something) off the price	v	give a discount off the price	srazit něco z ceny
T28	deposit	n	sum of money which is given in advance as part of a total payment for something	záloha
T28	evict	v	force someone to leave somewhere	dostat výpověď z prostor, vystěhovat
T28	lump sum	n	sum of money that is paid in one large amount on one occasion	jednorázová platba
T28	shell out	v	pay, especially unwillingly	neochotně zaplatit, "vypláznout"

UNIT 17

82	camaraderie	n	feeling of friendliness towards people with whom you work or share an experience	kamarádství
82	competitive	adj	competitive prices, services, etc. are as good as, or better than, other prices, services, etc.	konkurenceschopný
82	field	n	area of activity or interest	oblast
82	lay off	v	stop employing (someone), sometimes temporarily, because there is no money to pay them or because there is no work for them	propustit (někdy jen dočasně) ze zaměstnání (v důsledku nedostatku práce nebo peněz na výplaty)
82	outperform	v	do well in a particular job or activity compared to others of a similar type	podávat lepší výkony než někdo jiný, předčít
82	peer group	n	people who are approximately the same age as you and come from a similar social group	skupina osob podobného věku a společenského postavení
82	underpaid	adj	paid less than the market rate	nedostatečně placený, finančně podhodnocený

83	adversarial	adj	involving opposition or disagreement	nepřátelský
83	approach	n	way of considering something	přístup
83	assembly	n	process of putting together the parts of a machine or structure	montáž
83	assembly line	n	line of machines and workers in a factory which a product moves along while it is being built or produced. Each machine or worker performs a particular job, which must be completed before the product moves to the next position in the line	montážní linka
83	cipher	n	a person or group of people without power, but used by others for their own purposes, or someone who is not important	nula, nicka, bezvýznamný či bezmocný (a zneužívaný) člověk
83	impact	n	powerful effect that something, especially something new, has on a situation or person	dopad, vliv
83	reward	n	something given in exchange for good behaviour or good work, etc.	odměna
83	subcontractor	n	person or company that does part of a job which another person or company is responsible for	subdodavatel
83	transactional	adj	in a way that is a direct business exchange	transakční
84	peak	v	reach the highest, strongest or best point, value or level of skill	vrchol
84	trend	n	general development or change in a situation or in the way that people are behaving	trend
85	absenteeism	n	employees not being at work when they should be	nepřítomnost v zaměstnání (v době, kdy by dotyčný přítomen být měl), absentérství
85	sabotage	n	intentional damage to machines, buildings, etc.	sabotáž
85	shop-floor worker	n	worker in a factory (the factory is the shop floor)	dělník v továrně
85	union (also trade union)	n	organisation that represents the people who work in a particular industry, protects their rights, and discusses their pay and working conditions with employers	odborová organizace
85	white-collar worker	n	person who works in an office or at a professional job, rather than one who works with their hands	administrativní pracovník, duševně pracující (jako protiklad k dělníkovi)
85	work-life balance	n	amount of time you spend at work compared with your free time	čas strávený v práci v porovnání s volným časem
T29	across the board	adv	happening or having an effect on people at every level and in every area	všeobecně rozšířený
T29	perk	n	advantage or benefit given to an employee in addition to their salary, e.g. private health care or a company car	výhoda navíc k platu (firemní vůz, penzijní připojištění atd.)

T29	sick leave	n	absence from work because of illness	pracovní neschopnost, nepřítomnost v práci z důvodu nemoci
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T29	surveillance	n	the careful watching of a person or place	dozor, dohled
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UNIT 18

86	blue-collar worker	n	worker who does unskilled work rather than office work	(nekvalifikovaný) tovární dělník
86	freelancer	n	worker who does particular pieces of work for different organisations, rather than working all the time for a single organisation	nezávislý pracovník, osoba "na volné noze"
86	knowledge worker	n	person whose work requires specialist knowledge	pracovník se speciálními znalostmi
86	self-employed	adj	not working for an employer but finding work for yourself or having your own business	samostatně výdělečně činný
86	semi-skilled	adj	having or needing only a small amount of training	částečně kvalifikovaný, polokvalifikovaný
86	temp	n	person employed to work for a short period, especially in an office, while another person is absent or when there is extra work	výpomocná síla (zejména kancelářská), osoba najímaná na záskok
86	union rep	n	worker elected by workers in a factory or business to represent them in discussions with management	zástupce odborů (zaměstnanec zvolený ostatními zaměstnanci, aby je reprezentoval při jednáních s vedením firmy)
87	downsize	v	if you downsize a company or organisation, you make it smaller by reducing the number of people working for it, and if it downsizes, it becomes smaller in this way	zmenšit (organizaci/firmu snížením počtu zaměstnanců), zeštíhlit
87	place a premium on	v	especially value	klást důraz, obzvláště si cenit
87	technophobe	n	person who dislikes or fears new technology	osoba obávající se nové techniky, "technofob"
88	teleworking		the activity of working at home, while communicating with your office by telephone, fax or computer	práce doma, kdy pracovník komunikuje s firmou prostřednictvím telefonu, faxu a počítače
88	flexible working	n	working without strict times for starting and finishing	pružná pracovní doba
88	home working	n	working at home, while communicating with your office by telephone, fax or computer	práce doma, kdy pracovník komunikuje s firmou prostřednictvím telefonu, faxu a počítače
88	job sharing	n	doing part of a job with someone else, so that each person works part-time	rozdělení práce na plný úvazek mezi několik pracovníků
89	career break	n	period in which a person decides to leave their job temporarily	zaměstnaných na částečný úvazek kariéerní pauza/přestávka
T30	career continuity	n	ability to continue your professional career	možnost pokračovat v kariéře/profesi
T30	overtime	v	extra payment for working beyond the usual time	přesčas
T31	cut of the profits	n	share in the profits	podíl na zisku
T31	loss adjuster	n	person who works for an insurance company and decides how much money should be paid out in each case of something having been damaged or lost	likvidátor pojistných událostí

T31	going rate	n	standard rate of payment for a particular job	obvyklý plat za určitou práci
T31	stockbroker	n	person or company that buys and sells stocks and shares for other people	burzovní makléř

UNIT 19

91	buoyant	adj	healthy and strong	zdravý a silný
91	labour intensive	adj	needing a lot of workers	náročný na lidskou práci
91	natural wastage	n	reduction in the number of people who work for an organisation which is achieved by not replacing those people who leave	přirozený úbytek zaměstnanců
91	voluntary redundancy scheme	n	arrangement when a company needs to reduce its workforce and some employees choose to be made redundant (because they have found another job or would like to stop working)	dobrovolný odchod z firmy (v případě nadbytku zaměstnanců)
92	excess production capacity	n	ability of a factory to produce more than it actually does	nevyužitá výrobní kapacita
92	glitch	n	small problem or fault that prevents something from working well	drobná závada/porucha
92	hire and fire	v	employ and dismiss	přijímat a propouštět
92	lead time	n	time needed to design and develop a new product	doba potřebná k vývoji nového výrobku
92	product-led	adj	activities are determined by the requirements of the product (as opposed to customer-led or marketing-led)	vedený/určovaný výrobkem
92	retool	v	change or replace machinery in a factory	vyměnit strojní zařízení továrny
92	stockpile	v	build up a large store of goods which have not been sold yet	hromadit výrobky ve skladu
93	symposium	n	occasion at which people who have great knowledge of a particular subject meet in order to discuss a matter of interest	symposium
T32	churn out	v	produce large amounts of something quickly, usually of low quality	chrlit
T32	downside	n	disadvantage of a situation	nevýhoda/nevýhody, rub, odvrácená strana
T32	gadget	n	small device or machine with a particular purpose	přístroj, zařízení
T32	manufacturing base	n	all the companies producing goods in a country or region	výrobní základna
T32	shift	v	sell	zde prodat
T32	vagaries	pl n	any of a set of unusual or unexpected events or changes that have an effect on someone	výkyvy, vrtochy

UNIT 20

94	incentive payment	n	financial reward to stimulate action from staff or customers	finanční pobídka
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95	put your money where your mouth is	v	show that you believe in something by spending/or investing money	nemlít pusou na prázdno (a finančně se odměnit)
96	reformulate	v	develop again all the details of a plan for doing something	přeformulovat, přepracovat, reorganizovat, změnit
96	resettlement package	n	collection of benefits offered to an employee who is relocating to another town, city or country for their work	soubor (balíček) výhod poskytovaných zaměstnanci ochotnému se přestěhovat
T33	get your desk clear	v	finish all your work	"mít čistý stůl", mít splněné všechny úkoly
T33	put more on someone's plate	v	give someone more work to deal with	přidat někomu práci, <i>doslova</i> "naložit někomu víc na talíř"
T33	safety procedure	n	official or accepted set of actions used to keep people safe	bezpečnostní opatření
T33	workstation	n	area in a workplace where one person works	pracoviště
T34	breadwinner	n	member of a family who earns the money that the family needs	živitel rodiny
T34	close down	v	if a business or organisation closes down, or someone closes it down, it stops operating	zavřít, zrušit (firmu)
T34	package	n	related group of things when they are offered together as a single unit	balíček (např. výhod)
T35	cut back	v	use in smaller amounts	snížit, omezit (např. počet zaměstnanců)
T35	legal entitlement	n	something that, in law, you have the right to do or have, or when you have the right to do or have something	právní nárok
T35	one-off payment	n	money that is paid only once	jednorázové finanční vyrovnání
T35	out of pocket	adj	having less money than you started with	(být na něčem) škodný
T35	outplacement service	n	professional service to help redundant employees to search for a new job, paid for by the former employer	odborné služby mající za účel pomoci nadbytečným pracovníkům nalézt novou práci, služby v oblasti outplacementu
T33	point on the pay scale	n	position on the salary scale which shows different rates of pay depending on your job and your seniority	stupeň na platové stupnici

UNIT 21

100	corporate social responsibility (CSR)	n	proposal that organisations should be obliged to make decisions based not only on financial/economic factors but also on the social and environmental consequences of their activities	společenská odpovědnost firmy
100	discharge a debt		pay a debt completely	splatit/vyrovnat dluh
100	ethics pl	pl n	a system of accepted beliefs which control behaviour, especially such a system based on morals	etika
100	faulty	adj	not perfectly made or not working correctly	vadný
101	advocate	n	person who supports an idea (or product)	obhájce, zastánce

101	benefits	pl n	things such as medical insurance that employees receive in addition to money	příplatky a další výhody ke mzdě/platu, benefity
101	better off	adj	richer	bohatší
101	knock-on effect	n	when an event or situation has a knock-on effect, it indirectly causes other events or situations	nepřímý důsledek/dopad/vliv
101	premise	n	idea or theory on which a statement or action is based	premisa
101	progressive	adj	encouraging change in the way that things are done	progresivní, pokrokový
101	recycle	v	collect and treat rubbish in order to produce useful materials which can be used again	recyklovat
101	regulation	n	official rule	předpis
101	stakeholder	n	person such as an employee, customer or citizen who is involved with an organisation and therefore has an interest in its success	jakákoli osoba, která má zájem na prosperitě firmy (zaměstnanec, zákazník, občan...), zainteresovaná osoba
101	unethical	adj	not morally acceptable	neetický, mravně nepřijatelný
102	break even	v	make neither a loss nor a profit doing business	být v rovnováze (situace, kdy příjmy přesně pokryjí výdaje)
102	economic downturn	n	reduction in a country's financial activity	ekonomický pokles
102	pursuit	n	when you try to achieve a plan, activity, or situation, usually over a long period of time	usilování o něco
102	slip	v	go into a worse state, often because of lack of control or care	upadat, jít dolů, zhoršovat se
103	compliance	n	when people obey an order, rule or request	poslušnost, povolnost
103	mandatory	adj	describes something which must be done, or which is demanded by law	povinný, zákonem či jiným způsobem vyžadovaný
103	word of mouth	n	people telling each other how good a product is	ústní reklama (spokojení zákazníci informující o určitém produktu či službě jiné lidi)
T36	crop	n	(total amount gathered of) a plant such as a grain, fruit or vegetable grown in large amounts	úroda, plodina
T36	subsidy	n	money given as part of the cost of something, to help or encourage it to happen	subvence, podpora, finanční pomoc
T36	trade tariff	n	tax collected by a government on goods coming into or sometimes going out of a country	clo, celní tarif

UNIT 22

104	acquisition	n	buying new companies	koupě (jedné firmy jinou)
104	double-digit	adj	number with two digits (i.e. between 10 and 99 inclusive)	dvouciferný
104	sustained	adj	continuing for a long time	trvalý
105	diverse footprint	n	varied area over which something is present	široká geografická působnost
105	expertise	n	high level of knowledge or skill	odborné znalosti
105	line of business	n	particular kind of commercial enterprise	oblast podnikání

105	synergy	n	the combined power of a group of things when they are working together which is greater than the total power achieved by each working separately	součinnost, společné působení, synergie
106	briefing	n	meeting where information and instructions are given	stručná informativní porada, instruktáž, brífink
106	clutch	n	handful	hrst, několik
106	customer base	n	regular customers	zákaznická základna
106	FTSE	n	Financial Times Stock Exchange 100 index; the main measure of the amount by which the leading 100 shares sold on the London Stock Exchange have gone up or down in value	jeden z burzovních indexů listu Financial Times (počítá se na základě změn cen akcií stovky nejvýznamnějších firem obchodovaných na londýnské burze)
106	rate	v	judge the value or character of someone or something	hodnotit
106	straight talking	n	direct and straightforward way of communicating with others	otevřenost, upřímnost
106	surge	v	increase suddenly and greatly	prudce stoupnout
107	quarterly	adv	once every three months	čtvrtletně, kvartálně
T37	alignment	n	agreement between people who want to work together because of shared interests or aims	sjednocení, jednota
T37	calibre	n	degree of quality or excellence of someone	<i>přeneseně</i> kalibr, formát
T37	leafleting	n	giving out leaflets to people	rozdávání letáků
T37	management reporting	n	monthly report(s) on financial performance produced by management for shareholders	(měsíční) zprávy managementu (pro akcionáře)
T37	ongoing	adj	continuing to exist or develop, or happening at the present moment	probíhající
T37	realise	v	change into money by selling	získat (hotovost prodejem)
T37	supply base	n	range of suppliers and potential suppliers	dodavatelská základna
T37	take over	v	get control (of a company) by buying most of its shares	finančně ovládnout/převzít (nějakou firmu získáním většiny jejích akcií)
T38	supervision	n	when someone watches a person or activity and makes certain that everything is done correctly, safely, etc.	dozor, dohled, kontrola

UNIT 23

109	in the pipeline	adv	being planned and developed	aktivně připravovaný
109	patent	v	register the official legal right to make or sell an invention for a particular number of years	patentovat
110	economies of scale pl	pl n	where the costs of production fall as a business grows in size	úspory z rozsahu výroby, úspory zavedením velkovýroby
111	ground-breaking	adj	if something is ground-breaking, it is very new and a big change from other things of its type	průlomový

T40	get off the ground	v	if a plan or activity gets off the ground or you get it off the ground, it starts or succeeds	úspěšně začít, zdařit se, doslova "odrazit se od země"
T40	global presence	n	if a company has a global presence, it sells its products all over the world	globální/celosvětová přítomnost/působení
T40	presence	n	see global presence	přítomnost, působení
UNIT 24				
114	contingency plan	n	programme of action designed for handling possible	plán pro nečekané situace/události, plán pro všechny případy
114	have your hands in the till	v	steal money from the place where you work	okrádat firmu/zaměstnavatele (doslova "mít ruce v pokladně")
114	trade away	v	pass on to someone else	zbavit se
115	come under scrutiny	v	subject to careful and thorough examination	být podrobně zkoumán
115	get a bad press	v	receive criticism from the media	být kritizován v médiích, mít špatnou publicitu/mediální obraz
T42	limited liability company	n	if this type of business goes bankrupt, then the owners will only risk the money they have invested in the company	s ručením omezeným
T41	marketing-led	adj	influenced by customers' needs (as opposed to being product-led)	určovaný potřebami zákazníků/trhu

