

Business and Commerce Workshop wordlist

Notes – Poznámky

[C] countable	počítatelné podst. jméno
[U] uncountable	nepočítatelné podst. jm.
[pl] plural	množné číslo
[sg] singular	jednotné číslo
adj adjective	přídavné jméno
adv adverb	příslovce
AE American	americká
English	angličtina
noun	podstatné jméno
phrasal verb	frázové sloveso
prep preposition	předložka
verb	sloveso
op. opposite	slovo opačného významu
informal	neformální

A

acceptable *adj* agreed or approved of by most people in society (opposite: **unacceptable**) přijatelný

account *noun* [C] a record of all the money that a person or business has received or paid out bankovní účet, konto

achieve *verb* to gain sth, usually by hard work or skill úspěšně dosáhnout/provést

achievement *noun* [C, U] something that you have done successfully, especially through hard work or skill úspěch, úspěšné splnění/dosažení/dokončení

acronym *noun* [C] a short word that is made from the first letters of a group of words akronym (zkratkové vlastní jméno vzniklé spojením začátečních písmen několika slov – např. UNESCO)

action point *noun* [C] something which is mentioned at a meeting and noted down to be dealt with or done later úkol, který se musí zařídit/projednat; kroky, které se musí podniknout

adapt *verb* to change sth so that you can use it in a different situation přizpůsobit, uzpůsobit, adaptovat

advantage *noun* [C] something that may help you to do better than other people výhoda

advertise *verb* to put information on television, on a picture on the wall, etc. in order to persuade people to buy sth inzerovat, propagovat ► **advertising** *noun* [U] inzerce, reklama, propagace

advertisement (also informal **advert**, **ad**) *noun* [C] a piece of information in a newspaper, on television, etc. that tries to persuade people to buy sth, to interest them in a new job, etc. inzerát, reklama

afford *verb* to have enough money or time to be able to do sth dovolit si

agenda *noun* [C] a list of things that will happen or be discussed and dealt with

at a meeting pořad schůze, program jednání

aid *noun* [C] an object, a machine, a tool, etc. that you use to help you do sth pomůcka

aim *verb* 1 (**aim sth at sb/sth**) to direct sth at a particular person or group zacílit (něco na koho/co) 2 (**aim to do sth**) to intend to do or achieve sth usilovat, snažit se (udělat co)

allow *verb* to make it possible for sb/sth to do sth dovolit

applicant *noun* [C] (~ **for**) a person who makes a formal request for sth (**applies for sth**), especially for a job, a place at a university, etc. uchazeč/ka (~ o)

application *noun* [C,U] a formal written request, especially for a job or a place in a school, club, etc. písemná žádost

apply *verb* (**apply (to sb) (for sth)**) to ask for sth in writing žádat (~ (koho) (o co))

appointment *noun* [C,U] an arrangement to see sb at a particular time schůzka, ujednání (v předem dohodnutou dobu)

appropriate *adj* (**appropriate for/to sb/sth**) suitable or right for a particular situation, person, etc. vhodný (~ pro koho/co), přiměřený (~ komu/čemu)

arrangement *noun* [C, usually pl] plans or preparations for sth that will happen in the future přípravy, plány, opatření, program

associate *verb* (**associate sb/sth (with sb/sth)**) to make a connection between people or things in your mind asociovat, spojovat si (~ koho/co) (s kým/čím)

attach *verb* to fasten or join a document, etc. to an e-mail přiložit soubor ► **attached** *adj* přiložený, s přílohou

attend *verb* to go to or be present at a place navštěvovat (pravidelně)

audience *noun* [C] all the people who are watching or listening to a play, concert, speech, the television, etc. obecenstvo

audio-visual *adj* using both sound and pictures audiovizuální, sluchový a zrakový

B

bar chart *noun* [C] a diagram which uses narrow bands of different heights to show different amounts, so that they can be compared sloupcový diagram

bargain *verb* (**bargain (with sb) (about/over/for sth)**) to discuss prices, conditions, etc. with sb in order to reach an agreement that suits each person smlouvat (~ s kým) (o co)

battery *noun* [C] a device which provides electricity for a toy, radio, car, etc. baterie

benefit *noun* [C, usually pl] advantages that you get from your company in addition to the money you earn

přínos(y), dávka/y, výhoda/y, odškodné, příspěvek

billboard *noun* [C] a large board on the outside of a building or at the side of the road, used for putting advertisements on plakátovací/inzertní plocha, billboard

bonus *noun* [C] an extra amount of money that is added to sb's wages as a reward bonus, příplatek, mimořádná odměna, prémie

boring *adj* not at all interesting; dull nudný

bow *verb* to bend your head or the top part of your body forward and down, as a sign of respect uklonit, poklonit se, udělat/smeknout poklonu

brainstorm *verb* to solve a problem or make a decision by thinking of as many ideas as possible in a short time spontánně hledat nové nápady/řešení při diskusi, brainstormovat

brand *noun* [C] the name of a product that is made by a particular company obchodní značka/značka, značkové zboží

brand-conscious *adj* aware of the different types of product made by different companies and what each one represents znalý značkového zboží

btw (*abbr*) used in writing to mean 'by the way' mimochodem

budget *noun* [C] the amount of money that is available to be spent on a particular task or activity rozpočet

build *verb* to make sth by putting pieces, materials, etc. together postavit, sestavit

business *noun* [C] a firm, a shop, a factory, etc. which produces or sells goods or provides a service obchod, podnik(ání), živnost

business card (also **card**) *noun* [C] a small card printed with sb's name and details of his/her job and company navštívenka, firemní vizitka

business class *noun* [U] the more expensive and comfortable seats on a plane, train, etc., which are designed for people travelling on business byznys třída, první třída s manažerským příplatkem

businesslike *adj* (used about a person) working in an efficient and organized way and not wasting time věcný, praktický, systematický

businessman, businesswoman *noun* [C] a person who works in business, especially at a high level obchodník/obchodnice, obchodní referent/ka, podnikatel/ka, majitel/ka firmy

busy *adj* 1 having a lot of work or tasks to do; not free; working on sth zaneprázdněný, zaměstnaný 2 (especially US) (used about a telephone) being used obsazený (o telefonu)

C

calculate *verb* to find sth out by using mathematics; to work sth out
propočítat, vykalkulovat

call (sb) back *phrasal verb* to telephone sb again or to telephone sb who has phoned you earlier
zavolat/zatelefonovat zpět

caller *noun* [C] a person who is making a telephone call
volající

camera operator *noun* [C] a person whose job is to work the camera and to record everything for a film or a television company
kameraman

candidate *noun* [C] a person who makes a formal request to be considered for a job or wants to be elected to a particular position
kandidát/ka

capital *noun* [singular] a large amount of money that is invested or is used to start a business
kapitál, základní jmění

cater *verb* (**cater for sb/sth**) to provide what sb/sth needs or wants
postarat se o pohoštění a zábavu (komu/čemu), obsluhovat, zásobovat (koho/co)

celebration *noun* [C] the act or occasion of doing sth enjoyable because sth good has happened or because it is a special day
oslava

CEO = chief executive officer
generální ředitel/ka podniku/společnosti, výkonný předseda/předsedkyně

chairperson *noun* [C] 1 the person in charge of a company, an organization, etc.
předseda/předsedkyně, ředitel/ka, vedoucí 2 a person who controls or is in charge of a meeting
člověk řídící schůzi, předsedající

challenge *noun* [C] something new and difficult that forces you to make a lot of effort
náročný úkol, problém

challenging *adj* difficult in an interesting way that tests your ability
podnětný, náročný

charge(1) *verb* to ask sb to pay a particular amount of money
účtovat, požadovat částku nebo placení

charge(2) *noun* [U] (**in charge of sb/sth**) a position of control over sb/sth; responsibility for sb/sth
mít dohled, dozor na, kontrola čeho (mít na starosti koho/co, být zodpovědný za koho/co)

charity *noun* [C, U] an organization that collects money to help people who are poor, sick, etc. or to do work that is useful to society
dobročinná organizace, charita

chief executive officer *noun* [C] (*abbr* CEO) the person with the highest position in a company or an organization
výkonný předseda/předsedkyně, generální ředitel/ka podniku/společnosti

childcare *noun* [U] the care of children, especially while their parents are at work
(veřejná) péče o děti

client *noun* [C] a person who uses the services or advice of a professional

person or an organization
klient/ka, zákazník/zákaznice

colleague *noun* [C] a person who works at the same place as you
kolega/kolegyně, spolupracovník/spolupracovnice

commitment *noun* [U] (**to sth**) the willingness to work hard and give a lot of your time and attention to sth because you believe it is right or important
oddanost, věrnost (čemu), angažovanost (pro) ► **committed** *adj* oddaný, věrný, angažovaný

communicate *verb* to share and exchange information, ideas or feelings with sb
komunikovat

company *noun* [C] a business organization that sells goods or services
společnost, firma

company car *noun* [C] a car that is provided by the company for your own use while you are working for that company
firemní auto

compare *verb* (**compare A with/to B**) to consider people or things in order to see how similar or different they are
porovnat, srovnat, srovnávat (~ A s B) ► **comparison** *noun* [C] porovnání, srovnání

compete (~ with each other) *verb* to try to win or achieve sth, or to try to be better than sb else
soutěžit, konkurovat (~ mezi sebou) ►

competitor *noun* [C] a person or an organization that is competing against others
konkurent/ka, konkurenční firma/společnost

the competition *noun* [singular] the other people, companies, etc. who are trying to achieve the same thing as you
konkurence

competitive *adj* able to be as successful as or more successful than others
konkurenční, soutěžní/konkurence schopný ► **competitiveness** *noun* [U] soutěživost, konkurenceschopnost

complaint *noun* [C] (**complaint about sb/sth**) a statement that you are not satisfied with or happy about sth
stížnost (~ na koho/co)

compromise *verb* (**compromise (with sb) (on sth)**) to accept less than you want or are aiming for, especially in order to reach an agreement
dohodnout se na kompromisu (~ s kým na čem), slevit (~ komu z čeho), učinit ústupek (~ komu v čem)

conclude *verb* to end or to bring sth to an end
uzavřít, dohodnout, vyvodit

conclusion *noun* [C] something that you decide when you have thought about all the information connected with the situation
závěr, konečný úsudek, výsledek usuzování

conditions *noun* [pl] the circumstances and situation in which people live, work or do things
(vnější) podmínky, okolnosti, poměry

confident *adj* feeling or showing that you are sure about your own abilities, opinions, etc.
sebejistý, důvěřující si

confirm *verb* to say or show that sth is true; to make sth definite
potvrdit, ověřit správnost; posílit, utvrdit

consist of sth *phrasal verb* to be formed or made up of sb/sth
skládat se z čeho

control panel *noun* [C] a flat board in a vehicle or on a piece of machinery where the controls and instruments are fixed
řídící panel, palubní deska

co-operation *noun* [U] the fact of doing sth or working together with sb else to achieve sth
spolupráce, kooperace ► **co-operative** *adj* spolupracující, ochotný spolupracovat

correct *adj* suitable, proper or right (opposite: **incorrect**)
správný

costs *noun* [pl] the total amount of money that needs to be spent by a business
náklady

covering letter *noun* [C] a letter containing extra information about yourself that you send with sth, especially a job application
přívodní dopis

create *verb* to make sth new happen or exist (vy)tvorit, (vy)tvářet

creative *adj* using skill or imagination to make or do new things
kreativní, tvůrčí

crew *noun* [C] 1 all the people who work on a ship, aircraft, etc.
posádka 2 a group of people with special technical skills who work together, especially in film making
pracovní skupina, četa, tým

criticism *noun* [C, U] (an expression of) what you think is bad about sb/sth
kritika

currency *noun* [C, U] the system or type of money that a particular country uses
měna

curriculum vitae = CV životopis

customer *noun* [C] a person who buys goods or services in a shop, restaurant, etc.
zákazník/zákaznice

customer services *noun* [U] the department in a company that deals with customers and takes their orders
služba zákazníkům

CV *noun* [singular] curriculum vitae; a formal list of your education and work experience, often used when you are trying to get a new job
životopis

D

data *noun* [U, pl] facts or information
data, údaje, informace

deal with sth *phrasal verb* to take suitable action in a particular situation in order to solve a problem, complete a task, etc.
zabývat se čím, řešit co

demand *noun* [U, C] the desire or need of customers for goods or services which they want to buy or use
požadavek

design(1) *verb* to invent, plan and develop sth for a particular purpose navrhnout, projektovat

design(2) *noun* 1 [C] a drawing or plan that shows how sth should be made, built, etc. projekt, návrh 2 [U] the way in which sth is planned and made or arranged projektování

develop *verb* 1 to gradually grow or become bigger, stronger, etc. vyvíjet se, zesílit 2 to make sth bigger, better, more advanced, etc. vyvinout, rozvinout se

device *noun* [C] a tool or piece of equipment made for a particular purpose prostředek, nářadí

difficult *adj* not easy to do or understand obtížný

direct marketing *noun* [U] the business of selling products or services directly to customers who order by mail or by telephone instead of going to a shop přímý prodej

director *noun* [C] 1 one of a group of senior managers who control or run a company ředitel/ka, manažer/ka, vedoucí firmy; vedení 2 a person in charge of a film or play who tells the actors and staff what to do režisér/ka

display(1) *noun* [C] an arrangement of things in a public place for people to see vystavení, vystavování, předvedení

display(2) *verb* (used about a computer, etc.) to show information zobrazit, vystavit, vystavovat

distribute *verb* to transport and supply goods to shops, companies, etc. dodat, distribuovat

distribution *noun* 1 [singular, U] the act of transporting and delivering goods to clients dodávka, distribuce 2 [U] the department in a company that is responsible for transporting and delivering goods to clients distribuční oddělení

DJ (also **disc jockey**) *noun* [C] a person who plays records, CDs, etc. and talks about music on the radio or in a club DJ, disc jockey

dos and don'ts *idiom* rules that you should follow příkazy a zákazy

document *noun* [C] an official piece of writing which gives information, proof or evidence dokument

donation *noun* [C] money, etc. that is given to a person or an organization such as a charity, in order to help people or animals in need dar, darování

double *adj, determiner* twice as much or as many as usual dvojitý

E

earn *verb* to get money by working vydělat/vydělávat si peníze

education *noun* [C, U] the teaching or training of people, especially in schools vzdělávání, školení

electrician *noun* [C] a person whose job is to connect, repair, etc. electrical equipment elektrikář/ka

e-mail *noun* [C, U] a way of sending messages to other people by means of computers connected together in a network; a message sent in this way elektronická pošta; zpráva poslaná elektronickou poštou

emoticon *noun* [C] a group of keyboard symbols that are used to show how you feel at the time of writing an e-mail or text message, e.g. :-) represents a smiling face emotikon (např. smajlík je druh emotikonu)

employ *verb* to pay sb to work for you zaměstnat, zaměstnávat

employee *noun* [C] a person who is paid to work for sb else zaměstnanec/zaměstnankyně

employment *noun* [U] the state of having a paid job zaměstnání

enable *verb* (enable sb/sth to do sth) to make it possible for sb/sth to do sth umožnit (~ komu/čemu dělat co)

enclose *verb* to put sth in an envelope, package, etc. with sth else přiložit

encouragement *noun* [U, C] the act of giving sb hope, support or the confidence to do sth povzbuzení

encouraging *adj* povzbuzující

enthusiastic *adj* full of excitement and interest in sth nadšený, plný nadšení a zámu

entrepreneur *noun* [C] a person who makes money by starting or running businesses, especially when he/she has to take financial risks podnikatel/ka, živnostník/živnostnice

environment *noun* [singular] the natural world in which people, animals and plants live prostředí, životní prostředí

equipment *noun* [U] the things that are needed for a particular purpose or to do an activity zařízení, vybavení

essential *adj* completely necessary; that you must have or do základní, nezbytný

ethical *adj* morally correct (opposite: unethical) etický, morálně správný

exchange rate *noun* [U, C] the relation in value between kinds of money used in different countries směnný kurz

expedition *noun* [C] a long journey that is made for a special purpose expedice, výprava

expenses *noun* [pl] money that you spend while you are working that your employer will pay back to you later výdaje, náklady

experience *noun* [U] the things that you have done in your life; the knowledge or skill that you get from seeing or doing sth zkušenost(i); zážitek

expert *noun* [C] a person who has a lot of special knowledge or skill odborník/odbornice, expert/ka

export(1) *noun* [C, usually pl] something that is sent to another country for sale vývoz, export

export(2) *verb* to send goods, etc. to another country, usually for sale vyvážet, vyvézt, exportovat

exporter *noun* [C] vývozce

F

fall *verb* 1 to drop down towards the ground upadnout, spadnout 2 to become lower or less klesnout, jít dolů (o ceně)

familiar *adj* (used about a person's behaviour) too friendly and informal familiární, přátelský

feedback *noun* [U] information or comments about sth that you have done which tells you how good or bad it is zpětná vazba, odezva

finance *noun* [U] (**finance department**) the department in a company that manages the money that a company has and pays the employees their salaries finance, peníze; správa financí

finding *noun* [C, usually pl] information that is discovered as a result of research into sth výsledek, zjištění

fit(1) *adj* strong and in good physical health (especially because of exercise) mající dobrou fyzickou kondici, v dobré fyzické kondici, fit

fit(2) *verb* to make sth right or suitable for sb/sth hodit se, padnout

fix *verb* (esp US) to repair sth opravit

fixed *adj* staying the same; not changing or able to be changed stálý, neměnný, fixní

fixed costs *noun* [pl] the costs that a business must pay that do not change, even if the amount of work produced changes fixní náklady

flexible *adj* 1 (used about a person) able to change to adapt to new conditions or situations přizpůsobivý, flexibilní 2 able to bend or move easily without breaking ohebný, pružný

flexible hours *noun* [pl] a system in which a worker can choose what time he/she starts or finishes work each day volná/pružná pracovní doba

flip chart *noun* [C] large sheets of paper fixed at the top to a stand so that they can be turned over, used for presenting information at a talk or meeting flip chart (druh přenosné tabule s archy papíru)

formal *adj* very correct and suitable for official or important occasions (opposite: informal) formální, oficiální

G

global *adj* covering or affecting the whole world globální, celosvětový

glove *noun* [C] a piece of clothing that covers your hand and has five separate parts for the fingers (prstová) rukavice

go down *phrasal verb* to drop or become lower; to decrease poklesnout; klesnout, snížit se

go up *phrasal verb* to rise or become higher; to increase narůst, navýšit se; vzrůst

goods *noun* [pl] things that are for sale zboží

graduate *noun* [C] a person who has a first degree from a university, etc. absolvent/ka vysoké školy

graph *noun* [C] a diagram in which a line or a curve shows the relationship between two quantities, measurements, etc. graf

greet *verb* to welcome sb when you meet him/her; to say hello to sb (po)zdravit; pozdravovat ► **greeting** *noun* [C] pozdrav, přání

grip *noun* [C] AE the person whose job is to prepare and move the cameras while a film is being made kulisář, kulisák/ kulisářka

H

handout *noun* [C] a free document that is given to a lot of people to advertise sth or explain sth, for example in a class or talk materiál k rozdělení (prospekt, reklamní leták; druh pracovního listu, list obsahující informace k semináři či přednášce)

hard-working *adj* putting a lot of effort into a job and doing it well usilovný, pilný, pilně pracující

headline *noun* [C] the title of a news article, an advertisement, etc. printed in large letters, especially at the top of the page titulek

health service *noun* [C] the organization of the medical services of a country zdravotnictví

helpful *adj* giving, or wanting to give, help nápomocný

hesitate *verb* (**hesitate (to do sth)**) to be worried about doing sth because you are not sure that it is right or appropriate váhat (~ udělat co)

hold on *phrasal verb* used on the telephone to ask sb to wait until he/she can talk to the person he/she wants to talk to počkat, posečkat

hug *verb* to put your arms around sb, especially to show that you love him/her obejmout, objímat

human resources *noun* [U] (*abbr* HR) the department in a company that deals with employing and training people osobní/personální oddělení

I

image *noun* [C] the general impression that a person, an organization or a product, etc. gives to the public image, představa

impolite *adj* rude nezdvořilý

import *noun* [C, usually pl] a product or service that is brought into one country from another dovoz, import

in conclusion *idiom* finally; lastly na závěr; nakonec, závěrem

Inc. (*abbr*) Incorporated; used after the name of a company in the US začleněný, sloučený, včleněný

income *noun* [C,U] the amount of money that you receive regularly as payment for your work or as interest on money you have saved, etc. příjem

increase *verb* to become or make sth larger in number or amount navýšit, narůst, zvýšit

independent *adj* not needing or wanting help nezávislý ► **independently** *adv* nezávisle

individual(1) *adj* considered separately rather than as part of a group individuální, jednotlivý

individual(2) *noun* [C] one person, considered separately rather than as part of a group jednotlivec, individuum

individuality *noun* [U] the qualities that make sb/sth different from other people or things individualita, osobnost

information technology *noun* [U] (*abbr* IT) the department that looks after the electronic equipment that a company uses, especially its computers počítačová technika

informative *adj* giving useful information informativní, poskytující informace

interest *noun* [U] the money that you pay for borrowing money from a bank, etc. or the money that you earn when you keep money in a bank, etc. úrok(y)

interesting *adj* enjoyable and not boring; holding your attention zajímavý; poutavý

Internet (the Internet/the Net) *noun* [singular] the international system of computers that makes it possible for you to see information from all around the world on your computer and to send information to other computers Internet, síť

interpreter *noun* [C] a person whose job is to translate what sb is saying into another language as he/she hears it tlumočník/tlumočnice

interrupt *verb* to say or do sth that makes sb stop what he/she is saying or doing přerušit

interview *verb* 1 to ask sb questions to find out if he/she is suitable for a job, course of study, etc. klást otázky, vést interview 2 to ask sb questions about his/her opinions, private life, etc.,

especially on the radio or television or for a newspaper, magazine, etc. rozhovor; vyzpovídat, ptát se na názor

interviewee *noun* [C] a person who is questioned in an interview dotazovaný

introduction *noun* 1 [C, usually pl] the act of telling two or more people each others' names for the first time představování se 2 [C] the first part of a book, report, a piece of written work or a talk, which gives a general idea of what is to follow úvod

invent *verb* to think of or make sth for the first time vynalézt

invention *noun* [C] a thing that has been made or designed by sb for the first time vynález

invest *verb* (**invest (sth) in (sth)**) to put money into a bank, business, property, etc. in the hope that you will make a profit investovat, vložit (~ co do čeho) ► **investment** *noun* [U, C] investice, vklad

irresponsible *adj* not thinking about the effect your actions will have; not showing a feeling of responsibility nezodpovědný

J

job satisfaction *noun* [U] the good feeling that you get when you enjoy your job and feel you have done it well uspokojení z práce

K

key *adj* most important velmi důležitý, zásadní

L

labour *noun* [U] 1 work, usually of a hard, physical kind: *The company wants to keep down labour costs (náklady na pracovní sílu).* (těžká, fyzická) práce 2 workers, when thought of as a group dělníci, pracující (manuálně), pracovní síla

launch *verb* to make a new product available to the public for the first time uvést na trh

legal *adj* allowed by law (opposite: **illegal**) legální

lifestyle *noun* [C] the way in which a person or a group of people lives and works životní styl

line *noun* [C] a telephone connection; a particular telephone number telefonní linka; telefonní číslo

loan *noun* [C] an amount of money that sb/a bank, etc. lends you půjčka

local economy *noun* [C] the operation of a country's or region's money supply, commercial activities and industry místní ekonomika/hospodářství

logo *noun* [C] a printed symbol or design that a company or organization uses as its special sign logo

look after sb/sth *phrasal verb* to be responsible for or take care of sb/sth pečovat, starat se o někoho/něco

loss *noun* [C] money that has been lost by a business or an organization (finanční) ztráta

loyal *adj* not changing in your friendship or beliefs věrný

lunch break *noun* [C] the time around the middle of the day when you stop work or school to eat your lunch polední přestávka

M

mailshot *noun* [C] advertising or information that is sent to a large number of people at the same time by post nevyžádaná pošta (reklamní material poslaný pozemní poštou)

maintain *verb* to look after sth and keep it in good condition by checking and repairing it regularly udržovat, spravovat co

majority *noun* [C] (**majority of sb/sth**) the largest number or part of a group of people or things většina (~ koho/čeho)

manage *verb* to be in charge of or control of sb/sth mít na starost/ve správě koho/co

manager *noun* [C] a person who is in charge of running a business, a shop or a similar organization or part of one manažer/ka

managing director *noun* [C] (*abbr MD*) (especially Brit) the person who is in charge of a business vrchní ředitel/ka (podniku)

manufacture *verb* to make sth in large quantities using machines vyrábět, zhotovit (v továrně) ► **manufacturing** *noun* [U] tovární výroba

market(1) *noun* [C] (**a market (for sth)**) business or commercial activity; the amount of buying and selling of a particular type of goods trh, odbytiště (~ pro co)

market(2) *verb* to sell a product with the help of advertising obchodovat na trhu, dát na trh ► **marketing** *noun* obchodování na trhu [U] **market price** *noun* [C] the price that people are willing to pay for sth at a particular time tržní cena

market research *noun* [U] the work of collecting information about what people buy and why průzkum trhu

market share *noun* [U, singular] the amount that a company sells of its products or services compared with other companies selling the same things podíl na trhu

MD = Managing Director vrchní ředitel/ka (podniku)

member *noun* [C] a person who belongs to a group, a club, an organization, etc. člen/ka ► **membership** *noun* [U] členství

message *noun* 1 [C] a written or spoken piece of information that you send to or leave for a person when you cannot speak to him/her zpráva, vzkaz 2 [singular] an important idea that an advertisement, a speech, etc. is trying to communicate sdělení, poselství

method *noun* [C] a particular way of doing sth způsob, metoda

minutes *noun* [pl] (the minutes) written notes of what is said and decided at a meeting zápis ze schůze

motivated *adj* wanting to do sth, especially sth that involves hard work or effort motivovaný

multinational *noun* [C] a company that does business in several different countries, especially a large and powerful company nadnárodní společnost (má pobočky v různých zemích) ► **multinational** *adj* mnohonárodnostní, mnohonárodní

N

need *noun* [C, usually pl] the things that sb/sth must have potřeba

negotiate *verb* (**negotiate (with sb) (for/about sth)**) to talk to sb in order to decide or agree about sth dojednat, vyjednat, sjednat, dohodnout (~ (s kým) (co))

negotiator *noun* [C] vyjednaváč/ka, zprostředkovatel/ka

negotiation *noun* [C, often pl, U] a formal discussion at which people try to decide or agree sth jednání, rozhovory

O

objective *noun* [C] something that you are trying to achieve cíl, plán

operate *verb* to make sth work obsluhovat, řídit

opportunity *noun* [C] a chance to do sth that you want to do příležitost

order *noun* [C] a request asking for sth to be made, supplied or sent objednávka

organigram *noun* [C] a diagram that shows the relationship between the positions or jobs of the people working in an organization organizační struktura (podniku, firmy)

organize *verb* to put or arrange things into a system or logical order organizovat

overhead projector *noun* [C] (*abbr OHP*) a piece of equipment that sends (**projects** - **promítá**) an image onto a wall or screen so that people can see it zpětný projektor

overseas *adj, adv* in, to or from a foreign country, especially one that you have to cross the sea to get to cizí, zámořský

overtime *noun* [U] time that you spend at work after your usual working hours; the money that you are paid for this přesčas

ownership *noun* [U] the state of owning sth vlastnictví

P

participant *noun* [C] a person who takes part in (= is present at) sth účastník/účastnice

patent *noun* [C, U] the official right to be the only person to make, use or sell a product or an invention; the document that proves this patentová práva, patent

pension *noun* [C] money that is paid regularly by a government or company to sb who has stopped working (**retired** = **šel do důchodu**) because of old age or disability důchod

percentage *noun* [C] the number, amount, rate, etc. of sth, expressed as if it is part of a total which is a hundred; a part or share of a whole procento

personal statement *noun* [C] (esp US) a description of your education and working life, your abilities and your goals, that you write when you apply for a job, a place at a university, etc. přehled osobních dat

pie chart *noun* [C] a diagram consisting of a circle divided into parts to show the size of particular parts in relation to the whole výšečový graf

point *noun* 1 [C] a particular fact, idea or opinion that sb expresses bod, problém, otázka 2 **the point** [singular] the most important part of what is being said; the main piece of information hlavní myšlenka, idea

point of sale *noun* [singular] the place where a product is sold prodejní místo ► **point-of-sale** *adj*

polite *adj* having good manners, behaving well and showing respect for other people zdvořilý

portable *adj* that can be moved around or carried easily přenosný, transportovatelný

position *noun* [C] 1 (**a position (on sth)**) what you think about sth; your opinion názor (~ týkající se čeho) 2 (formal) a job místo/pozice v práci

post *noun* [C] a job místo, pozice v práci

poster *noun* [C] a large printed picture or a notice in a public place, often used to advertise sth plakát

power *verb* to supply energy to sth to make it work pohánět, dodávat energii

preparation *noun* [U] the act or process of getting ready for sth or making sth ready příprava

presentation *noun* [C] a meeting at which sth, especially a new product or idea, or piece of work, is shown to a group of people prezentace

pressure group *noun* [C] a group of people who try to influence the government and ordinary people's opinion in order to achieve the action they want, for example a change in the law nátlaková skupina

price *noun* [C] the amount of money that you must pay in order to buy sth cena

priority *noun* [C] something that you think is more important than other things and should be dealt with first priorita, naléhavá věc

private health insurance *noun* [C] an arrangement with a company in which you pay them regular amounts of money and they agree to pay for your treatment in a private hospital or with a private doctor if you are ill soukromé zdravotní pojištění

procedure *noun* [U] the official or formal order or way of doing sth, especially in business postup, procedura

produce *verb* 1 to make sth to be sold, especially in large quantities produkovat, vyrábět 2 to grow or make sth by a natural process pěstovat

► **product** *noun* [C] something that is grown or produced, usually to sell výrobek, výpěstek; celková výroba

producer *noun* [C] 1 a person, company or country that grows or makes food, goods or materials výrobce 2 a person who is in charge of the practical and financial side of making a film or a play producent/ka

product awareness *noun* [U] knowledge of your company's products obeznámenost s produkcí podniku

product range *noun* [C] a set of products of a particular type rozsah výroby

production *noun* [U] the department in a company responsible for growing or making food, goods or materials výrobní oddělení

productivity *noun* [U] the speed at which a worker or a company or a country produces goods, and the amount produced, compared with how much time, work and money is needed to produce them produktivita práce

professional(1) *adj* 1 doing sth in a way that shows skill, training or care profesionální, odborný 2 suitable or appropriate for sb working in a particular profession profesní

professional(2) *noun* [C] a person who does a job that needs special training and a high level of education odborník/odbornice, profesionál/ka

profit *noun* [C, U] the money that you make when you sell sth for more than it cost you zisk, přebytek, profit

profit share *noun* [C] a system in some companies in which the profit the company has made, for example in one year, is shared out between its directors, shareholders, etc. podíl na zisku

profitable *adj* that makes money výdělečný, výnosný, lukrativní

program *noun* [C] a set of instructions that are given to a computer to make it do a particular task program

project *noun* [C] a piece of work, often involving many people, that is planned and organized carefully projekt

promotion *noun* 1 [C, U] a move up to a higher position or more important job povýšení 2 [U, C] activities done in order to increase the sales of a product or service; a set of advertisements for a particular product or service dělat reklamu/propagaci

proportion *noun* [C] a part or share of a whole proporce

proposal *noun* [C] a plan that is formally suggested návrh

prospects *noun* [pl] chances of being successful in the future vyhlídka

prototype *noun* [C] the first model or design of sth from which other forms will be developed prototyp

purchasing *noun* [U] the department that buys the parts, etc. that the company needs spotřební oddělení, oddělení nákupu

purpose *noun* [C] the aim or intention of sth účel, důvod

Q

qualification *noun* [C] an exam that you have passed or a course of study that you have completed kvalifikace

quality *noun* 1 [U] a high standard or level kvalita 2 [C] a thing that is part of a person's character, especially sth good charakterová vlastnost

questionnaire *noun* [C] a written list of questions that are answered by a number of people so that information can be collected from their answers dotazník

R

reasonable *adj* fair, practical and sensible rozumný

record *noun* [C] (a record (of sth)) a written account of what has happened, been done, etc. zápis, záznam, přehled

recruit *verb* to find new people to join a company nabírat/verbovat nové pracovní síly

referee *noun* [C] (Brit) a person who gives information about your character and ability, usually in a letter, for example when you are hoping to be chosen for a job garant/ka, ručitel/ka, doporučující osoba

regular *adj* done or happening often (opposite **irregular**) pravidelný

reliability *noun* [U] the quality of being able to be trusted to do sth well and to be relied on spolehlivost

rely *verb* (rely on sb/sth (to do sth)) to need sb/sth and not be able to live or work properly without him/her/it spoléhat, spolehnout se (~ na koho/co (aby udělal co))

report *noun* [C] a written or spoken description of what you have seen, heard, done, studied, etc. zpráva

represent *verb* to act or speak in sb else's place or for a group of people reprezentovat

research *noun* [U] a detailed and careful study of sth to find out more information about it výzkum

research and development *noun* [U] (abbr R & D) the department in a company whose job is to try to find new products or to improve existing ones výzkum a rozvoj

resourceful *adj* good at finding ways of doing things and solving problems, etc. nápaditý, důmyslný, důvtipný, duchapřítomný, vynalézavý

► **resourcefulness** *noun* [U] důmyslnost, důvtipnost

respect *noun* [U] the feeling that you have when you admire or have a high opinion of sb/sth respekt, úcta, vážnost

responsible *adj* 1 (responsible for doing sth) having the job or duty of dealing with sb/sth, so that is your fault if sth goes wrong (z)odpovědný (~ za děláni čeho) 2 (responsible (to sb/sth)) having to report to sb/sth with authority, or to sb you are working for (z)odpovědný (komu/čemu)

► **responsibility** *noun* [U, C] (z)odpovědnost

result *noun* [C] the final situation at the end of a series of actions výsledek

revenue *noun* [U, pl] money regularly received by a government, company, etc. výnos, příjem/příjmy z daní

reward *noun* [C] a thing that you are given because you have done sth good, worked hard, etc. odměna

rise *verb* to move upwards; to become higher, stronger or to increase vzrůst, stoupnout, vyjít ► **rise** *noun* [C] (a rise (in sth)) východ, vzestup, nárůst (nárůst čeho)

role *noun* [C] the position or function of sb/sth in a particular situation role, funkce

routine *noun* [C, U] the usual order and way in which you regularly do things rutina, rutinní/běžný postup, zaběhnutý pořádek

run *verb* 1 to be in charge of a business, etc.; to manage sth vést něco 2 (run on sth/unleaded petrol) to make sth operate or work jet, běžet na, fungovat na (jet na bezolovnatý benzín)

S

salary *noun* [C,U] the money that a person receives (usually every month) for the work he/she has done plat

sales *noun* [pl] the number of items sold odbyt

sales and marketing *noun* [C] the department in a company that deals with selling and advertising its products odbytové a reklamní oddělení

sample *noun* [C] a small amount or example of sth that can be looked at or tried to see what it is like ukázka, vzorek

schedule *noun* [C] a plan of things that will happen or of work that must be done rozvrh, časový plán/rozpis

screen *noun* [C] the glass surface of a television or computer where the picture or information appears obrazovka

sensor *noun* [C] a device that can react to light, heat, etc. in order to make a machine, etc. do sth or show sth čidlo, snímač, senzor

service *noun* [C,U] a business whose work involves doing sth for customers but not producing goods; the work that such a business does služby

set (sth) up *phrasal verb* to start a business, an organization, system, etc. založit, začít (něco)

shake hands (with sb)/shake sb by the hand *idiom* to take sb's hand in yours and move it up and down (when you meet sb, to show you have agreed on sth, etc.) podat si (s kým) ruku, potřást někomu rukou

share(1) *verb* 1 to divide sth between two or more people sdílet, podílet se na 2 to tell sb about sth; to allow sb to know sth sdělit někomu něco

share(2) *noun* 1 [C, usually singular] one part of sth that is divided between two or more people podíl(y) 2 [C, usually pl] one of many equal parts into which the value of a company is divided and which can be sold to people who want to own part of the company akcie

shareholder *noun* [C] a person who owns part of company and receives part of the company's profits akcionář/ka

slide *noun* [C] a small piece of photographic film in a plastic or cardboard frame diapositiv

small talk *noun* [U] polite conversation, for example at a party, about unimportant things společenská konverzace

social life *noun* [C] your free time that you spend outside work doing things for pleasure, usually with other people společenský život

software *noun* [U] the programs and other operating information used by a computer software, programové vybavení

sound recordist *noun* [C] a person who works in a recording or film studio and whose job is to control the levels and balance of sound being recorded zvukař/ka

spell check *noun* [C] a computer program that checks your writing to see if your spelling (= the way you have written the words) is correct kontrola pravopisu (na počítači)

staff *noun* [C, U] the group of people who work for a particular company zaměstnanci, personál

stamina *noun* [U] the ability to do sth that involves a lot of physical or mental effort for a long time vitalita, výdrž, odolnost

state *verb* to say or write sth, especially formally prohlásit ► **statement** *noun* [C] prohlášení

steer *verb* to make sb/sth move in a particular direction řídit, kormidlovat

strategy *noun* 1 [C] a plan that you use in order to achieve sth akční plán, taktika 2 [U] the process of planning sth or carrying out a plan in a skilful way strategie

stressed *adj* too anxious and tired to be able to relax vynervovaný, přepjatý, podrážděný

stressful *adj* causing worry and pressure způsobující stress, stresový, náročný

structure *noun* [C] the way that the parts of sth are put together and organized struktura, výstavba

studio *noun* [C] 1 a place where films are made or produced nahrávací/filmové studio 2 a company that makes films filmová společnost

subject *noun* [C] a thing or person that is being discussed, described or dealt with předmět hovoru

subject line *noun* [C] the line at the top of an e-mail where there is space for you to put the name of the person or thing that is being considered or talked about předmět zprávy

subsidiary *noun* [C] a business company that belongs to and is controlled by another larger company dceřiná společnost, filiálka

subsidized *adj* partly paid for by the government, the company you work for, etc. in order to keep the price low subvencovaný, dotovaný

succeed (in sth) *verb* to manage to achieve what you want; to do well uspět (~ v čem)

successful *adj* having achieved what you wanted; having become popular, rich, famous, etc. úspěšný

summary *noun* [C] a short description of the main ideas or points of sth but without any details shrnutí, souhrn

supplier *noun* [C] a person or a company that provides sb/sth with the things that he/she/it needs or wants dodavatel/ka, zásobovač/ka

supply *noun* [C,U] a store or amount of sth that is provided or available to be used; the act of supplying sth dodávky; zásobování; zásoby

support *noun* [U] help and encouragement that you give to sb/sth because you want him/her/it to be successful podpora ► **supportive** *adj* giving help or encouragement nápomocný

survey *noun* [C] the study of the opinions, behaviour, etc. of a group of people průzkum

T

target market *noun* [C] the particular group of people that a product, etc. is aimed at cílový trh

tax *noun* [C,U] the money that you have to pay to the government so that it can provide public services daň

team *noun* [C] a group of people who work together tým, kolektiv

telesales *noun* [U] a method of selling things and taking orders for sales by telephone prodej po telefonu, telemarketing

title *noun* [C] a word that shows a person's position, profession, etc. titul

tone *noun* [C] the general quality or style of sth prestiž, úroveň

track *noun* [C] a circular belt of metal, rubber, etc. around the wheels of a large vehicle that allows it to move over the ground (kolejový, housenkový) pás (traktoru, tanku)

trade *noun* [U] the buying or selling of goods or services between people or countries obchod(ování)

trainee *noun* [C] a person who is learning how to do a particular job učeň/učnice, praktikant/ka

training *noun* [U] the process of learning the skills that you need in order to do a job výcvik, učební praxe

training course *noun* [C] a series of classes, etc., in which you learn a skill or how to do a particular task učební, výcvikový kurz

translate *verb* to change sth written or spoken from one language into another překládat, přeložit ► **translator** *noun* [C] překladatel/ka

transmit *verb* to send out radio or television programmes, electronic signals, etc. přenášet

travel allowance *noun* [C] an amount of money that is given to an employee to cover the cost of journeys to and from work, business travel, etc. cestovné; cestovní výdaje

trend *noun* [C] (a trend (towards sth)) a general change or development směr, sklon, tendence (k čemu)

turn *noun* [C, usually singular] a time when sb in a group of people should or is allowed to do sth řada (It's your turn. – Jsi/Jste na řadě. Jen na tobě/vás řada.)

twice *adv* double in quantity, speed, etc. dvakrát tolik

U

unethical *adj* not morally acceptable neetický, nemorální

unique *adj* very special or unusual unikátní, jedinečný

unselfish *adj* giving more time or importance to other people's needs, wishes, etc. than to your own nesobecký

USP *noun* [C] abbreviation for 'unique selling point'; something that makes one product more desirable to buyers because no other product does anything similar bezkonkurenční vlastnost výrobku

V

values *noun* [pl] beliefs about what is the right and wrong way for people to behave; moral principles hodnoty; morální principy

variable *adj* not staying the same; changing or likely to change: *variable costs* proměnlivé, proměnné (~ náklady)

venue *noun* [C] the place where people meet for an organized event, for example a concert, sporting event or a conference místo konání, setkání

vice-president *noun* [C] (*abbr* VP) (especially US) a person in charge of a particular part of a business company místoprezident/ka, viceprezident/ka

video camera *noun* [C] a special camera for making video films videokamera

voluntary work *noun* [U] work that is done without payment, for a charity, etc. dobrovolná práce

VP = Vice-President místoprezident/ka, viceprezident/ka

W

website *noun* [C] a place connected to the Internet, where a company, an organization, etc. puts information that can be found on the World Wide Web webové místo

willing *adj* happy to do sth; having no reason for not doing sth ochotný

wiring *noun* [U] the system of wires that is used for supplying electricity to a building or machine elektrický rozvod, instalace, vedení

working hours *noun* [pl] the number of hours in the week that you spend doing your job pracovní doba

worthwhile *adj* enjoyable, useful and satisfying enough to be worth the effort hodnotný, příjemný, užitečný