

tax holiday /ˈtæks ˈhɒlɪdeɪ/ noun [count] a temporary period, during which time the government removes certain taxes (usually sales tax) on certain items, in order to encourage the consumption or purchase of these items.

twentysomething /ˈtwentiˌsʌmθɪŋ/ noun [count] refers to the age of someone who is between twenty and twenty-nine.

2.2 Vocabulary

Customer service and telephoning

clip /kɪp/ noun [count] a small object that holds something in position: *hair clip*.

earth /ɜː(r)θ/ verb [transitive] BRITISH to connect a piece of electrical equipment to the ground so that it is safe: *Make sure the machine is earthed properly*.

retain /rɪˈteɪn/ verb [transitive] to keep someone or something.

side-panel /ˈsaɪd ˌpæn(ə)l/ noun [count] a flat part of a box or other object that can be removed.

slot /slɒt/ noun [count] a long narrow hole that you can fit something into.

upset /ʌpˈset/ adjective very sad, worried or angry about something: *Why are you so upset?*

2.4 Speaking

Dealing with problems by telephone

Come again? /kʌm əˈɡen/ INFORMAL used for asking someone to repeat what they have just said.

crash /kræʃ/ verb [intransitive or transitive] COMPUTING if a computer or computer program crashes, it suddenly stops working.

freeze /friːz/ verb [intransitive or transitive] COMPUTING if a computer screen freezes or is frozen you cannot move anything on it because there is something wrong with the computer.

2.5 Writing

Formal and informal correspondence

accounts payable /əˌkaʊnts ˈpeɪəb(ə)l/ noun [plural] MAINLY AMERICAN a record of how much money a company owes other people or companies for goods and services.

ASAP /ˌeɪ es eɪ ˈpiː/ abbreviation as soon as possible.

crack /kræk/ verb [transitive] to damage something so that a line appears on its surface, but it does not break into pieces: *I dropped a plate and cracked it*.

duplicate /ˈdjuːplɪkeɪt/ adjective made as an exact copy of something else.

inconsistency /ˌɪnkənˈsɪstənsi/ noun [count] something that does not match something else.

patch /pætʃ/ noun [count] a piece of software that you add to a computer program to improve it or remove a fault.

Trojan (horse) /ˈtrɒdʒ(ə)n ˌhɔː(r)s/, noun [count] COMPUTING a program that seems useful but is designed to cause damage, for example by destroying information.

write-off /raɪt ɒf/ noun [count] a vehicle or machine that is so badly damaged that it cannot be repaired.

2.6 Case study

Cybertartan Software

come up with /ˌkʌm ˈʌp wɪð/ phrasal verb [transitive] to think of something such as an idea or a plan.

from the horse's mouth /frəm ðə ˈhɔː(r)s,ɪz maʊθ/ INFORMAL information from the horse's mouth comes from someone who is directly involved.

obsolescence /ˌɒbsəˈles(ə)ns/ noun [uncount] the state of something which is no longer used: **planned obsolescence** the practice of making products that will not last long, so that people will need to buy new ones.

shift /ʃɪft/ noun [count] a period of work in a factory or business where some people work during the day and some work at night: *a three-shift system*.

staff turnover /stɑːf ˈtɜː(r)nəʊvə(r)/ noun [count or uncount] the rate at which people leave jobs and new people arrive: *a high turnover of staff/personnel*

swap /swɒp/ verb [intransitive or transitive] to give something to someone in exchange for something else: *Do you want to swap seats?*

triple /ˈtrɪp(ə)l/ verb [transitive] to increase something so that it is three times bigger than before: *He helped triple the value of the company*.

3 Products and packaging

3.1 About business

Packaging

focus group /ˈfəʊkəs ˌɡruːp/ noun [count] a small group of people who are interviewed together and give their opinions to help a company make decisions.

frustration /frʌˈstreɪʃ(ə)n/ noun [count or uncount] the feeling of being frustrated.

interface /ˌɪntə(r)ˈfeɪs/ verb [intransitive] interact and communicate with each other.

provocation /ˌprɒvəˈkeɪʃ(ə)n/ noun [count or uncount] the act of doing or saying something deliberately in order to make somebody angry or upset. *She bursts into tears at the slightest provocation*.

rage /reɪdʒ/ noun [count or uncount] a very strong feeling of anger: MAINLY JOURNALISM angry violent behaviour in a public situation: *It is clear that air rage is now on the increase*.

resistant /rɪˈzɪst(ə)nt/ adjective able to resist something: *a disease that is resistant to antibiotics*.

trigger /ˈtrɪɡə(r)/ verb [transitive] to make something happen: *to trigger an alarm*.

wrap /ræp/ verb [transitive] to cover something by putting something such as paper or plastic around it: *I wrapped my present for my sister's birthday*.

3.2 Vocabulary

Specifications and features

attention-grabbing /əˈtenʃ(ə)n ˌɡræbɪŋ/ adjective an attention-grabbing remark or activity is one that is intended to make people notice it.

bird's-eye view /ˌbɜːdz aɪ ˈvjuː/ noun [singular] a good view of something from a high position.

blueprint /ˈbluːprɪnt/ noun [count] a drawing that shows how to build something.