

## 2.3 Grammar

### Comparing solutions and getting help

**bulky** /'balki/ adjective too big to be carried or stored easily

**carbon footprint** /,kɑ:(r)bən 'fʊtprɪnt/ noun [count] the amount of carbon dioxide released into the atmosphere as a result of the activities of an individual, organization or community

## 2.4 Speaking

### Telephoning

**acquaintance** /ə'kwetɪəns/ noun [count] someone you know a little, who is not a close friend

**IP address** /,aɪ 'pi: ə,dres/ noun [count] COMPUTING

**Internet Protocol address:** a code that represents a particular computer and is used to send messages to it on a network or the Internet

**mustn't grumble** /'mʌs(ə)nt ,grʌmb(ə)l/ phrase SPOKEN used as a reply to someone who asks you whether you are well, for saying that you feel all right

**small talk** /'smɔ:l tɔ:k/ noun [uncount] INFORMAL conversation about things that are not important

**trivial** /'trɪviəl/ adjective not very interesting, serious or valuable

## 2.5 Writing

### Memos

**alleviate** /ə'li:vɪet/ verb [transitive] to make something less painful, severe or serious

**fine** /faɪn/ noun [count] an amount of money that you have to pay because you have broken the law: *Firms could face fines of up to £5,000.*

**forethought** /'fɔ:(r),θɔ:t/ noun [uncount] careful thought and planning that prepares you well for a future event

**forthwith** /'fɔ:(r)θ'wɪθ/ adverb FORMAL LEGAL immediately

**imperative** /ɪm'pɛrətɪv/ adjective FORMAL extremely important and urgent

**officialese** /ə,ɪf'ɔ:li:z/ noun [uncount] the way of speaking or writing used by people who work in government offices, especially when ordinary people cannot understand it

**solicit** /sə'lisɪt/ verb [transitive] FORMAL to ask someone for something such as money or support

**time frame** /'taɪm ,freɪm/ noun [count] the period of time during which something happens or must happen

**unambiguous** /,ʌnə'mbɪgjuəs/ adjective clear and with only one possible meaning

## 2.6 Case study

### Meteor Bank

**down time** /'daʊn taɪm/ noun [uncount] time when a computer or other machine is not working

**drag someone kicking and screaming** /'dræg sɑ:mwən ,kɪkɪŋ ænd 'skri:mɪŋ/ phrase to make someone do something that they do not want to do

**malicious** /mə'liʃəs/ adjective deliberately wanting to hurt someone or cause damage

**morale** /mə'reɪl/ noun [count] the amount of enthusiasm that a person or group of people feel about their situation at a particular time

**outsource** /,aʊts'ɔ:(r)s/ verb [intransitive/transitive] to arrange for work to be done by people from outside your company, usually by a company that is expert in that type of work

**recruit** /rɪ'kru:t/ verb [intransitive/transitive] to get someone to work in a company or join an organization

**subsidiary** /səb'sɪdiəri/ noun [count] a company that is owned by a larger company

**turnover** /'tɜ:(r)n,əʊvə(r)/ noun [count/uncount] the value of the goods and services that a company sells in a particular period of time

## 3 Quality

### 3.1 About business

#### What quality means

**commitment** /kə'mɪtmənt/ noun [singular uncount] a strong belief that something is good and that you should support it: *The government has failed to honour its commitment to the railways.*

**craze** /kreɪz/ noun [count] something that suddenly becomes very popular, but only for a short time

**elusive** /ɪ'lu:sɪv/ adjective an elusive person or animal is difficult or impossible to find or catch

**enchanting** /ɪn'tʃɑ:ntɪŋ/ adjective very interesting and attractive

**end** /end/ noun [count] the reason for a particular action or the result you want to achieve

**fad** /fæd/ noun [count] something that is popular or fashionable for only a short time

**fake** /feɪk/ verb [transitive] to pretend to have a feeling that you do not have

**intrinsically** /ɪn'trɪnskli/ adverb relating to the essential qualities or features of something or someone

**planned/built-in obsolescence** /'plænd'bilt ɪn ,ɒbsə'les(ə)ns/ noun [uncount] the practice of making products that will quickly become old-fashioned, or will not last long, so that people will need to replace them

**rattle** /'ræt(ə)l/ verb [intransitive] if something rattles, it makes short sharp knocking sounds as it moves or shakes

**roughly** /'rʌfli/ adverb approximately: *The meeting lasted roughly 50 minutes.*

**rumble** /'rʌmb(ə)l/ verb [intransitive] to make a continuous deep sound

**sake** /seɪk/ noun [count usually singular] the purpose of doing, getting or achieving something: *For clarity's sake, let me explain that again.*

**sour** /'saʊə(r)/ verb [intransitive/transitive] if a situation sours, it stops being successful or satisfactory

**stream** /stri:m/ noun [count] a continuous flow of people or things

**struggle** /'strʌg(ə)l/ verb [intransitive] to try hard to do something that you find very difficult: *He struggled to open the bottle with a knife.*

**take for granted** /,teɪk fə(r) 'grɑ:ntɪd/ phrase to expect something always to exist or happen in a particular way: *People take it for granted that the weather in Spain will be sunny.*

**trap** /træp/ noun [count] a mistake or problem that you should try to avoid

**white goods** /'waɪt ɡʊdz/ noun [count] large pieces of electrical equipment used in people's homes