

impact /'ɪmpækt/ noun [count] an effect, or an influence
reactor /ri'æktə(r)/ noun [count] a machine used for producing nuclear energy, usually in the form of electricity
seismic /'saɪzmɪk/ adjective SCIENCE relating to earthquakes
turn (something) down /tɜ:(r)n 'daʊn/ phrasal verb [transitive] to not accept an offer or request

4.4 Speaking Coaching

elicit /r'lɪsɪt/ verb [transitive] FORMAL to obtain information by encouraging someone to talk
mess up /mes 'ʌp/ phrasal verb [intransitive/transitive] to make a mistake, or to do something badly: *You messed up. Don't let it happen again.*
overdo /,əʊvə(r)'du:/ verb [transitive] to do more of something than you should; **overdo it**: to work too hard, making yourself tired or ill
praise /preɪz/ noun [uncount] an expression of strong approval or admiration: *Give your child plenty of praise and encouragement.*

4.5 Writing Reports

engage /ɪn'geɪdʒ/ verb [transitive] to start to employ someone or use their services
foster /'fɒstə(r)/ verb [transitive] to help something to develop over a period of time: *This approach will foster an understanding of environmental issues.*
team spirit /,ti:m 'spɪrɪt/ noun [uncount] an enthusiastic attitude towards working or playing together with other people as a team
touch on /'tʌtʃ ɒn/ phrasal verb [transitive] to mention something when you are talking or writing

4.6 Case study Trident Overseas

could do with (something) /kʊd 'dəʊ wɪð/ phrase SPOKEN used for saying that you want or need something
dealer /'di:lə(r)/ noun [count] a person or company that buys and sells a particular product: *a car dealer*
forecourt /'fɔ:(r),kɔ:(r)t/ noun [count] an open area in front of a large building or service station
handle someone with kid gloves /'hænd(ə)l sʌm wʌn wɪð ,kɪd 'glʌvz/ phrase to treat someone in a very careful or gentle way
mess /mes/ noun [singular] a difficult situation with lots of problems, especially because people have made mistakes
put up with /pʊt 'ʌp wɪð/ phrasal verb [transitive] to accept something or someone unpleasant in a patient way
sort out /sɔ:(r)t 'aʊt/ phrasal verb [transitive] to solve a problem or deal with a difficult situation successfully
top up /tɒp 'ʌp/ phrasal verb [transitive] to completely fill a container that is already partly full
windscreen /'wɪn(d),skri:n/ noun [count] BRITISH the large glass window at the front of a vehicle
work your fingers to the bone /,wɜ:(r)k jə(r) 'fɪŋgə(r)z tə ðɪ 'bəʊn/ phrase to work very hard, especially doing something that involves a lot of physical effort

5 Selling more

5.1 About business Social media marketing

bundle /'bʌnd(ə)l/ noun [count] a group of things that are sold or offered as a set
dodgy /'dɒdʒi/ adjective INFORMAL dishonest, criminal or not reliable
double-edged sword /'dʌb(ə)l edʒd ,sɔ:(r)d/ noun [singular] a situation or decision that has both positive and negative aspects
endorse /ɪn'dɔ:(r)s/ verb [transitive] if someone famous endorses a product, they say in advertisements that they like it
gripe /graɪp/ noun [count] INFORMAL a complaint about something that is annoying but not very important
inclined to believe /ɪn'klaɪnd tə bɪ,lɪ:v/ phrase having an opinion but not completely sure about it
lobby /'lɒbi/ verb [intransitive/transitive] to try to influence people in authority on a particular subject
on the house /ɒn ðə 'haʊs/ phrase given to you free in a restaurant, hotel, pub or club
stack up /stæk 'ʌp/ phrasal verb [intransitive] INFORMAL to appear good, bad, etc. when compared with someone or something else: *Teachers will know how they stack up against national standards.*
suck /sʌk/ verb [intransitive] MAINLY AMERICAN VERY INFORMAL to be very bad, very annoying, etc. This is used only in the present tense. *If your job really sucks, leave it.*
thrive /θraɪv/ verb [intransitive] to become very successful, happy or healthy
vertical market /,vɜ:(r)tɪk(ə)l 'mɑ:(r)kɪt/ noun [count] a business market focused on a particular industry sector or niche

5.2 Vocabulary The marketing mix

blend /blend/ verb [transitive] to mix different foods, styles or qualities together in a way that is attractive or effective
coupon /'ku:pən/ noun [count] a piece of paper that allows you to buy something at a reduced price: *This coupon gives £2 off the price of a meal.*
marmalade /'mɑ:(r)məleɪd/ noun [uncount] a sweet food made from cooked fruit such as oranges or lemons that is usually spread onto bread and eaten at breakfast
razor /'reɪzə(r)/ noun [count] a small tool used for shaving
SMS /,es em 'es/ noun [uncount] **short message service**: a method of sending a text message to a mobile phone
spare /speə(r)/ adjective [only before noun] a spare object is one that you keep in addition to other similar objects in case you need it: *a spare key/battery/pair of glasses*
stealth /steɪθ/ noun [uncount] a quiet and secret way of behaving so that no one sees you or hears you
subliminal /sʌb'lɪmɪn(ə)l/ adjective a subliminal influence is one that may affect you even though you do not notice or think about it
timeshare /'taɪm,ʃeə(r)/ noun [count] a flat or house that you buy with other people so that you can each use it for a particular amount of time every year