

circulation /ˌsɜː(r)kjʊˈleɪʃ(ə)n/ noun the number of copies of a newspaper or magazine sold each day, week, etc.: *Most newspapers have seen their circulation decline sharply over the last decade as people get their news online.*

leverage /ˈliːvərɪdʒ/ verb [transitive] to borrow capital in order to make an investment with the expectation that the profits from it will be greater than the interest payable on the loan: *We are going to leverage private sector investment through loans.*

lobby /ˈlɒbi/ verb [intransitive/transitive] to try to influence politicians or people in authority on a particular subject: *Shopkeepers have been lobbying the city council to try to overturn the ban on vehicles in the city centre.*

1.6 Case study The glass ceiling

comfort zone /ˈkʌmfə(r)t zəʊn/ noun [count] a situation, place or temperature that you feel comfortable in. In business, it may describe a set of behaviours where risk is avoided, leading to disappointing results: *Genuinely successful people regularly step outside their comfort zone in order to achieve their objectives.*

devil's advocate /ˌdev(ə)l z 'ædvəkət/ noun somebody who pretends to disagree with someone in order to start an argument or interesting discussion: *It can be useful to have a devil's advocate in the team to ensure that decisions are well thought through.*

glass ceiling /glɑːs 'siːlɪŋ/ noun [count] an unfair system that prevents some people, especially women, from reaching the most senior positions in a company or organization: *Hillary Clinton's candidacy is a reminder that the ultimate glass ceiling remains intact.*

headhunt /ˈhed,hʌnt/ verb [transitive, usually passive] to try to persuade someone to leave their job and go to work for another company: *He was headhunted by a large electronics company.*

2 Corporate image

2.1 About business Corporate image

back-to-basics /ˌbæk tə 'beɪsɪks/ adjective a return to fundamental principles: *The current approach to climate change is over complex, and isn't working. We need a back-to-basics approach where we can step back and look at the bigger picture.*

fruits of its labours /ˌfrʊɪts əv ɪts 'leɪbə(r)z/ noun result of work done: *Last week, after weeks of research, the committee presented the fruits of its labours to the forum for consideration and feedback.*

green on the inside /ˌɡriːn ɒn ðɪ 'ɪnsaɪd/ phrase showing concern for the environment as a core principle at the centre of an organization's activities: *Today the question is rarely, why go green on the inside but rather what is the best way to attain a level of sustainability?*

green on the outside /ˌɡriːn ɒn ðɪ 'aʊtsaɪd/ phrase showing concern for the environment but only superficially: *Although many people claim to be concerned about the environment they are only green on the outside and aren't prepared to give up the conveniences of modern living.*

greenwash /ˈɡriːn,wɒʃ/ noun [uncount] activities by a business or other organization that are intended to show that the organization is concerned about the environment: *The company is determined to cleanse communications of greenwash because it undermines the validity of genuine green marketing.*

in your face /ˈɪn jə(r) ˈfeɪs/ phrase INFORMAL in a bold aggressive manner: *The film has been described as a modern, in your face World War II epic.*

McLibel /mækˈlaɪb(ə)l/ adjective McLibel Trial, an infamous British court case, which became the longest ever English trial, between McDonald's and two ordinary people who humiliated McDonald's in the biggest corporate PR disaster in history. It was made into a film, released in 2005.

2.2 Vocabulary Corporate social responsibility

cause-related marketing /ˌkɔːz rɪleɪtɪd 'mɑː(r)kɪtɪŋ/ noun [uncount] a type of marketing which involves the cooperative efforts of a for-profit business and a non-profit organization for mutual benefit. It differs from corporate giving in that it is a marketing relationship not based on donation: *The survey conducted last year identified the fact that consumers responded extremely positively to cause-related marketing (CRM) partnerships between companies and charities.*

community investment /kəˌmjʊːnəti ɪnˈves(t)mənt/ noun [uncount] a type of investment which focuses on how companies manage their activities in the community, and in so doing create a positive impact for both the community and the business: *Many of our employees play a role in our community investment programme through volunteering and fundraising.*

corporate philanthropy /ˌkɔː(r)p(ə)rət fɪˌlænθrəpi/ noun [uncount] activities which demonstrate the promotion of human welfare through business: *Their activities appear to be an example of pure corporate philanthropy. 'We are not doing this for propaganda or visibility. We are doing it for the satisfaction of knowing that we have really achieved and given something to the community in which we are working,' said the CEO.*

eco-efficiency /ˌiːkəʊ ɪˈfɪʃ(ə)nsi/ noun [uncount] the concept of creating more goods and services while using fewer resources, and creating less waste and pollution: *Calculating measures of eco-efficiency alone is not enough to ensure added corporate value. Financial staff must also be involved in the planning of future long-term eco-efficiency improvement.*

2.3 Grammar The future, tentative and speculative language

carbon footprint /ˈkɑː(r)bən ˈfʊtprɪnt/ noun [count] the amount of carbon dioxide emitted by a person or organization per year: *He drove a car with a six-litre engine and used his private jet all the time, leaving a massive carbon footprint.*

signage /ˈsaɪnɪdʒ/ noun [uncount] signs and how they are presented: *There's hardly any signage in that building, so you can't find where anything is.*