

ENGLISH / VOCABULARY

UNIT 2: INTERNATIONAL MARKETING

WORD / PHRASE	DESCRIPTION	USE
economy (<i>gospodarstvo</i>)	The system by which a country's goods and services are produced and used, or a country considered in this way.	Slovenian <i>economy</i> is expected to grow very fast.
economics (<i>ekonomija- znanost</i>)	The study of the way in which wealth is produced and used.	I'm a student of the Faculty of <i>Economics</i> .
marketing mix (<i>trženjski splet</i>)	The combination of the four Ps: product, price, promotion & placement (distribution)	The group is struggling to find a <i>marketing mix</i> that is cost-effective and appeals to its customer base.
customized (product) (<i>prilagojen, izdelan po meri</i>)	A product that is designed, built etc specially for a single customer, which makes him different from other things of its kind.	We provide both standard and <i>customized</i> training schemes.
standardized (product) (<i>standardiziran, istovrsten</i>)	A product is standardized if all the things of one particular type are the same as each other.	Computer bulletin boards have become increasingly <i>standardized</i> in recent years.
consumption pattern (<i>vzorec potrošnje</i>)	The regular way in which goods, services, energy or natural materials are bought and used.	They've made a survey on the <i>consumption patterns</i> of various nationalities.
upmarket (product) (<i>proizvod ipd., usmerjen na trg, kjer kupujejo premožnejši</i>)	Involving goods and services that are expensive and perhaps of good quality compared to other goods etc of the same type, or the people that buy them.	European and US-style coffee houses have begun springing up in the <i>upmarket</i> districts.
downmarket (product) (<i>proizvod ipd., usmerjen na trg, kjer kupujejo revnejši</i>)	Involving goods and services that are cheap and perhaps not of very good quality compared to other goods etc of the same type, or the people that buy them.	The mail order business has never been able to break away from its traditional <i>downmarket</i> image.
indirect export (<i>posredni izvoz</i>)	The way of export, where exporters use an intermediary, such as an export agent, to deal with buyers in the overseas markets.	The best way to start a business on a new market is through a <i>indirect export</i> .
intermediary	A person or organization that	Financial institutions act as

(posrednik)	helps to arrange agreements or business deals between other people or organizations.	<i>intermediaries</i> between lenders and borrowers.
direct export (neposredni izvoz)	The way of export, where companies handle their own exports, for example by setting up overseas sales offices.	If you think you know the certain market enough, you should start with <i>direct export</i> .
licensing & franchising (licenciranje & franšizing)	Companies sell the rights to use a manufacturing process, trademark or patent for a fee or royalty.	EDS has <i>licensing and franchising</i> agreements that allow it to use some of Computer Associates' software.
joint venture / to jointly invest (skupna vlaganja)	A business activity in which two or more companies, for example an overseas firm and a local one, invest and work together to develop a particular market.	- Saudi Arabian and Japanese officials agreed on a <i>joint venture</i> to build oil refineries in both countries. - They have decided to <i>jointly invest</i> in R&D.
direct investment (neposredna vlaganja)	Investment by companies in business activities abroad, for example when companies buy local firms, or set up their own manufacturing subsidiaries.	US companies had \$50.7 billion in <i>direct investment</i> in Brazil at the end of last year.
subsidiary (podružnica)	A company that is at least half-owned by another (holding or parent) company.	- Among Berkshire's holdings is an 80.1%-owned <i>subsidiary</i> , Wesco F.C. - They've established a <i>subsidiary</i> in Croatia.
holding (parent) company	A company, which controls the shares in one or more subsidiaries.	We have to get the permission from the <i>holding company's</i> headquarters.
red tape (birokracija)	Bureaucracy; official rules that seem complicated and unnecessary and prevent things from being done quickly and easily.	The only way to get this project off the ground is to cut through the <i>red tape</i> .
frothy (penen)	A liquid that is frothy has a lot of small bubbles.	This cappuccino is so <i>frothy</i> !
subtle (komaj opazen)	difficult to notice; very small	Even the most <i>subtle</i> differences will not have been lost on Starbucks.
to run a trial / trial run (izvedba testnega obdobja)	to run a test; a probation period	After searches for local partners, and a successful <i>trial run</i> in Mexico City, Starbucks arrived in South America.
to spring up (vzbrsteti)	to start, appear	European and US-style coffee houses have begun <i>springing up</i> in the upmarket districts.

outlet (prodajalna)	a shop	The company owns 45 <i>outlets</i> in Slovenia.
copy-cat (podoben)	similar to something else	Copy-cat coffee-bar chains have emerged.
to merge / a merger (združiti se / združitev)	When two companies merge they form a new, bigger one; The act of merging.	Copy-cat coffee-bar chains have emerged, only to be swallowed by Starbucks or forced to merge with competitors.
aspiring societies (prizadeven, ambiciozen)	ambitious societies	In aspiring societies, such as Chile and Mexico, American companies are generally well regarded.
to aspire (prizadevati si)	to desire and work towards something important	She <i>aspired</i> for the success so much.
packed (nabasan)	extremely full of people or things	Both the Lima and Santiago Starbucks have been <i>packed</i> since opening their doors.
to roll out a store (odpreti prodajalno)	to open a store	The company has <i>rolled out</i> 15 stores in Mexico City.
purchasing behaviour (nakupovalne navade)	buying habits of consumers	The <i>purchasing behaviour</i> of consumers can be described as their buying habits.
stable business environment (stabilno poslovno okolje)	Business environment, appropriate for business activities- with no or small risk.	In the new global <i>business environment</i> the exchange of information is the key to success.
questionnaire (vprašalnik)	A written set of questions which you give to a large number of people in order to collect information.	Consumers filled out a detailed <i>questionnaire</i> about their smoking habits.
survey (anketa)	A set of questions given to a group of people to find out about their opinions or behaviour.	People are becoming more pessimistic about the economy, according to the latest consumer <i>survey</i> .
market niche = niche market (tržna niša)	A market for a product or service, perhaps an expensive or unusual one, that does not have many buyers, but that may make good profits for companies that sell it.	MGI Pharma, a relatively tiny player in the pharmaceuticals market, has targeted specialty cancer treatments as its <i>niche market</i> .
domestic market	Goods and services sold in the country where they are produced, or where the company producing them has its base.	It will now be difficult to keep foreign airlines out of domestic markets.
verb: to withdraw (=to recall; odpoklicati) a product;	If a company withdraws a product or service, it stops making it available, either for a	The drug has been withdrawn from the market for further testing.

noun: product withdrawal past participle: withdrawn (umakniti iz prodaje)	period of time or permanently.	
slogan (slogan, parola)	A short phrase that is easy to remember and is used by an advertiser, organization, or other group.	We need an advertising <i>slogan</i> for the new campaign.
retailer (latter) / retail sale (prodajalec na drobno / maloprodaja, prodaja na drobno)	A business that sells goods to members of the public, rather than to shops etc.	Where can I find the <i>retailer</i> ?
wholesaler / whole sale (prodajalec na debelo, grosist / veleprodaja, prodaja na debelo)	The business of selling goods in large quantities to businesses, rather than to the general public.	Who is the <i>wholesaler</i> ?
channel of distribution = distribution channel (distribucijski kanal)	A system for moving goods from producers to buyers, and the people and organizations involved. It usually consists of four "persons": manufacturer → wholesaler → retailer → end user.	Until very recently, the company's 2,000 dealers were its only <i>distribution channel</i> .
an acquisition (=a takeover) (prevzem)	When one company buys another one, or part of another one.	Sales from a recent <i>acquisition</i> increased revenue to \$2.74 billion.
to phase out (a product) (ustaviti proizvodnjo)	When a company decides to slowly stop the production of a product.	The product is expected to <i>be phased out</i> by the end of this year.
saturation; to saturate the market (zasičenost)	When the supply exceeds demand.	Companies are worried about market <i>saturation</i> .
potential customer (would-be customer) (potencialna stranka)	A person, organization etc, which is not yet a customer, but may become one in the future.	You have to pay a special attention not only to existing, but also to <i>potential customers</i> .
barrier to trade = trade barrier (zapreke pri trgovanju)	Something that makes trade between two countries more difficult or expensive, for example a tax on imports.	Companies have located production abroad to overcome <i>barriers to trade</i> .
literacy (pismenost)	The ability to write and read.	The nation's literacy was at its lowest.
per capita consumption (potrošnja na prebivalca)	The average amount of goods, services, energy, or natural materials used by a person in a particular period of time.	As far as <i>per capita consumption</i> is concerned, we can say that it is quite low.
product range (asortima izdelkov)	A set of similar products made by a particular company or available in a particular shop.	Customers are able to choose from a wide <i>range of products</i> .
price range (cenovni razpon)	The limits within which amounts can vary.	We are looking at properties within a certain <i>price range</i> .

product features (značilnosti izdelka)	Characteristics of a certain product.	The product's got a few new <i>features</i> .
revenue (prihodek)	Money that a business or organization receives over a period of time, especially from selling goods or services.	B&L has an annual <i>revenue</i> of about \$8 million.
expenditures (odhodki)	Costs that have to do with the sold merchandise.	It's a rare advertiser who knows what their return on investment in advertising <i>expenditure</i> is.
balance sheet (finančno poročilo)	A document showing a company's financial position and wealth at a particular time, often the last days of its financial year. It consists of assets and liabilities.	IFF performed well last year, and has a healthy <i>balance sheet</i> with a good amount of cash.
assets (sredstva)	Group of things belonging to a business that have value or the power to earn money.	The company listed <i>assets</i> of \$264.9 million.
liabilities (obveznosti)	The amounts of money owed by a business considered together.	The company listed <i>liabilities</i> of \$345.8 million.
volatile (nestalen, spremenljiv, vihrav)	A volatile market, situation etc is changing quickly and suddenly, for example rising and falling without much warning.	The exchange rates have been extremely <i>volatile</i> today.
direct advertising (neposredno oglaševanje)	Advertising that uses traditional methods such as TV or magazine advertisement. <i>or</i> Advertising that involves contacting people directly, for example by writing to them, to tell them about a product or service.	We are planning to launch a <i>direct advertising</i> campaign.
billboard (jumbo plakat)	A large sign used for advertising.	Tobacco ads in magazines, newspapers and on <i>billboards</i> .
glossy brochure (brošura z bleščečimi ovojnicami)	A brochure with smooth pages and beautiful colours.	We should send them a <i>glossy brochure</i> .
mover and shaker (VIP oseba)	A powerful and influential person.	The <i>movers and shakers</i> in the stock market predicted a rise in share-dealing.
to wrap up the meeting (zaključiti sestanek)	To finish the meeting by repeating the main points, which were mentioned during the meeting.	I'm going <i>to wrap the meeting up</i> now.
to meet a requirement	To succeed in doing something	They failed <i>to meet</i> all

(zadostiti zahtevi)	that you have to do.	financial <i>requirements</i> .
to meet a deadline (nekaj narediti pravočasno)	To finish something at or before the time it was meant to be finished.	The firm failed <i>to meet the</i> 31 March deadline for submitting the report.
to meet a demand (zadostiti povpraševanju)	To produce enough goods to satisfy the demand for them.	- The company is operating both its plants at 100% capacity <i>to meet the</i> increased demand. - The supply meets the demand. (<i>ponudba ustreza povpraševanju</i>)
to retain the market position (obdržati položaj na trgu)	to keep	We should <i>retain</i> our current market position.
competitive advantage (=competitive edge) (konkurenčna prednost)	An advantage that makes a company more able to succeed in competing with others.	Advanced Micro's chip carries the <i>competitive advantage</i> of using less power than Intel's.
mission statement (poslanstvo)	A short written statement made by an organization, intended to communicate its aims to customers, employees, shareholders etc; belief, philosophy, creed	The bank's <i>mission statement</i> uses language such as "Our personal conduct will reflect the highest professional standards."
intangible asset (neotipljivo, nedoločeno sredstvo) also: an intangible aspect	Something that a business has and can make money from, but that is not something physical and so cannot easily be valued, for example a name of a product, technical knowledge, loyalty from customers etc.	<i>Intangible assets</i> such as information, image, and people are the main drivers of business today.
vacancy / vacancies (prosto delovno mesto) to apply to the employer for a vacancy in the... (prijaviti se pri zaposlovalcu za prosto delovno mesto XY)	A job that is available for someone to start doing.	We have <i>job vacancies</i> for graduates in engineering and information technology.
to resign (odstopiti) noun: resignation	To step down; To officially leave a job, position etc through your own choice, rather than being told to leave.	He has <i>resigned from</i> the board for personal reasons.

UNIT 3: BUILDING RELATIONSHIPS

WORD / PHRASE	DESCRIPTION	USE
win-win situation	a compromise; a situation,	We have to reach a <i>win-win</i>

(za vse udeležence ustrezen izid)	when both parties are satisfied	situation today.
speed of response (odzivni čas)	response time; the time it takes to react to something	The additional load has slowed the computer's <i>response times</i> .
to forge a relationship (vzpostaviti odnos)	to establish	Many of those relationships have been <i>forged</i> by Maurice Greenberg.
to cement a relation (ojačiti, učvrstiti odnos)	to strengthen	
to foster a relation (spodbujati odnos)	to encourage	
to cut off a relation (prekiniti odnos)	to stop	
to disrupt a relation (motiti, prekiniti odnos)	to pause, to damage; to prevent from working in the normal way	
to jeopardise a relation (ogroziti, spraviti v nevarnost)	to risk losing or harming a relation	
to sour a relation (zagreniti, poslabšati odnos)	to bitter	
to undermine a relation (spodkopati odnos)	to threat, to make it less stable	
to strain a relation (obremeniti, napeti odnos)	When people do not fully like and trust each other, their relations are strained.	The rumours of a hostile bid are certain to <i>strain the relations</i> between the companies.
stormy relation (nevihten, viharen odnos)	A relation full of angry feelings.	
hostile take-over bid (sovražna prevzemna ponudba)	A take-over bid that is not wanted by the company that the bid is for.	The company fought off a <i>hostile bid</i> from the American food giant.
receipt (račun- fizična oseba)	A written statement showing that you have received money, goods, or services; a bill.	Keep all your <i>receipts</i> for work-related expenses.
invoice (faktura- pravna oseba)	A document sent by a seller to a customer with details of goods or services that have been provided, their price, and the payment date.	We require suppliers to submit <i>invoices</i> with services clearly categorized.
imposition (naložitev, breme, davek)	An introduction of something, for example a rule, tax, punishment etc.	As a result of government's <i>imposition</i> of currency controls, its relations with major investors have been jeopardised.
to do business (poslovati)	To produce, buy and sell goods and services for profit.	Colgate says it will never do <i>business</i> with the bank again.

CEO (<i>glavni izvršni direktor</i>)	chief executive officer, a person who runs the main business in a company and is responsible to supervisory board (<i>nadzorni svet</i>)	
COO (<i>glavni operativni direktor</i>)	chief operating officer; a person who runs and controls the production and takes care of general company organization	
to court (<i>snebiti, prizadevati si</i>)	To behave nicely towards someone because you want them to do something for you or you want to get something from them.	AIG believes its three decades spent <i>courting</i> China will be rewarded with unrestricted access to its vast insurance market.
underwriting agency (<i>zavarovalna agencija</i>)	An agency that sells insurance.	AIG has grown from a small <i>underwriting agency</i> into the world's largest insurer.
to be firmly embedded (<i>biti trdno vkoreninjen</i>)	To be firmly and deeply stuck in the surface or an object.	Small stones had become <i>embedded</i> in the ice.
benchmark (<i>merilo</i>)	Something that can be used as a comparison by which to judge or measure other things.	For other US insurers, the company is both a <i>benchmark</i> and a competitor.
unrivalled (<i>brez tekmecca</i>)	Better than anyone or anything else.	AIG has an <i>unrivalled</i> scale of operations.
rivalry (<i>rivalstvo, medsebojno tekmovanje</i>)	Competition between people, companies, organizations etc who are in the same business or selling similar goods or services in the same market.	Retailers have been pressing manufacturers to keep prices from rising as they face heavy store-versus-store <i>rivalry</i> .
to prosper (<i>uspevati</i>)	To be successful and become rich.	In order to continue <i>to prosper</i> , AIG will have to succeed in China.
to tap (<i>izkoristiti</i>)	To use or take things from a large supply of something.	<i>Tapping</i> the country's natural resources might be a good solution.
untapped potential (<i>neizkoriščen potencial</i>)	unused possibilities	Chinese insurance market it the insurance market with the biggest <i>untapped potential</i> in the world.
long-standing presence (<i>dolgotrajna prisotnost</i>)	continuing in the same place for a great length of time	AIG's main advantage over its competitors is its <i>long-standing presence</i> .
entrepreneur (<i>podjetnik</i>)	Someone who starts a company, arranges business deals, and take risks in order to make a profit.	The group was founded in Shanghai in 1919 by an American <i>entrepreneur</i> .
entrepreneurial (<i>podjetniški</i>)	Of the kind that has to do with entrepreneurship.	We're welcoming design graduates with an <i>entrepreneurial</i> approach to the subject.

entrepreneurship (<i>podjetništvo</i>)	The state of being an entrepreneur.	Once again private <i>entrepreneurship</i> has not waited for government to take the initiative.
historical accident (<i>dogodek</i>)	an event	That <i>historical accident</i> is still benefiting the company.
quest (<i>iskanje</i>)	A long and difficult search.	Mr Starr's <i>quest</i> to expand to the rest of the Asia in the ensuing 10 years is still benefiting the company.
in the ensuing years (<i>v naslednjih/ prihajajočih letih</i>)	in the years to follow; in the following years	Mr Starr's quest to expand to the rest of the Asia in the <i>ensuing</i> 10 years is still benefiting the company.
regulator (<i>urejevalec</i>)	A person or organization who is chosen by the government to be responsible for making sure that an industry or system works legally, and fairly.	AIG built on those foundations through endlessly pursuing close relationships with Asia's governments and <i>regulators</i> .
unrestricted access (<i>neomejen dostop</i>)	unlimited entry	AIG believes its three decades spent courting China will be rewarded with <i>unrestricted access</i> to its vast insurance market.
vast (<i>ogromen</i>)	extremely large	AIG believes its three decades spent courting China will be rewarded with unrestricted access to its <i>vast</i> insurance market.
affiliated agent (<i>pridružen agent</i>)	Representative connected to a company.	AIG is a company of 80,000 employees and 350,000 affiliated agents.
to have/give sb an edge (<i>prednost</i>)	If a person, company, or country has an edge over others, they are more successful, profitable etc. because they have an advantage that the others do not have.	Mr Greenberg says that playing the long game <i>has given</i> AIG an edge, particularly in terms of investing in emerging markets.
emerging markets (<i>"vzhajajoči" trgi</i>)	Markets, especially those in Asia, Africa, and South America that are just starting to have influence or power in trade, finance etc; developing sales areas.	Mr Greenberg says that playing the long game has given AIG an edge, particularly in terms of investing in <i>emerging markets</i> .
high-level discussions (<i>pomembni pogovori</i>)	important talks	One analyst refers to AIG as a "sovereign corporate nation" as Mr Greenberg insists on representing the company in <i>high-level discussions</i> .

to be thrilled (vznemirjen, navdušen)	Very excited, pleased, or happy.	If you're dealing with the premier or president of a country, he is not <i>thrilled</i> to have a deputy come and see him.
deputy (namestnik, pomočnik)	Someone in an organization who is immediately below the rank of another important person, and who is officially in charge when that other person is not there.	If you're dealing with the premier or president of a country, he is not thrilled to have a <i>deputy</i> come and see him.
to grant (dovoliti, podeliti)	To officially give a person or an organization something they have asked for, especially official permission to do something.	He courted the Chinese for 17 years before being granted a licence in 1992.
to boost (povečati, okrepiti)	to increase something such as production, sales, or prices	We thought we could count on him <i>to boost</i> sales but he had no commitment, no motivation.
something came up / something's come up (nekaj se je nepričakovano pojavilo)	if a problem comes up, it suddenly happens	We'd set up a meeting on Friday, but he had to call it off – something <i>came up</i> .
to be popular with (biti priljubljen pri)	You are popular with somebody, if he/she likes you.	The new manager <i>is very popular with</i> his team.
track record (seznam preteklih dosežkov)	All the things that a person or organization has done in the past, which shows how good they are at doing their job, dealing with problems etc.	He's got a very good <i>track record</i> .
PHRASAL VERBS		
to be tied up in (biti zelo zaseden)	to be very busy	I'm going to be <i>tied up in</i> meetings all day.
up to one's eyes (biti zelo zaseden)	to be very busy	I'm <i>up to my eyes</i> .
to beat off (the competition) (odbiti, znebiti se)	to get rid of	In the excitement of <i>beating off</i> the competition, managers become carried away.
to look into (pregledati, raziskati)	to examine the facts about something	I'll <i>look into</i> the matter immediately.
to wake up to (spoznati, zavesti se)	to start to realize and understand that something important is true or is happening	Organizations are beginning <i>to wake up to</i> these lost opportunities.
to get on (razumeti se s kom)	to have a friendly relationship	We <i>get on</i> really well.
to count on	to depend on / to rely on	We thought we could <i>count</i>

(računati na)		on him to boost sales but he had no commitment, no motivation.
to build up (okrepiti)	to make bigger / stronger	We tried <i>to build up</i> market share but it just didn't happen.
to hold on to (obdržati)	to keep / to maintain	We just managed <i>to hold on</i> to what we had.
to put off (odložiti, prestaviti)	to postpone / to delay	I've <i>put it off</i> far too long already.
to sound out (povprašati, poiskati mnenja o nečem ali nekom)	to find out opinions / intentions; to talk to somebody to find out what people think of something / somebody	We <i>sounded out</i> a few possible replacements and found someone else.
to let down (pustiti na cedilu)	to disappoint, especially by not doing something you promised	Unfortunately, our agent <i>let us down</i> .
to set up (dogovoriti se za, pripraviti, postaviti)	to arrange	We'd <i>set up</i> a meeting on Friday, but he had to call it off – something came up.
to draw up (sestaviti, spisati)	to compile / to write down	I've got <i>to draw up</i> an agency agreement myself, I've put it off far too long already.
to call off (odpovedati)	to cancel	We'd set up a meeting on Friday, but he had to <i>call it off</i> – something came up.
by all means (vsekakor, na vsak način)	used to emphasise that someone should do or is allowed to do something	<i>By all means</i> , come over and use the e-mail.
to offer a piece of advice (dati nasvet)	what you say to someone when you tell them what you think they should do	He offered me one <i>piece of advice</i> that I've never forgotten.
to hit it off (biti si všeč)	to like each other	She didn't <i>hit it off with</i> Peter at first.
to fall out with sbd (spreti se)	to have a quarrel	Nina's <i>fallen out with</i> her brother
to fall out over sth (pasti iz tira zaradi nepomembne malenkosti)	to get upset for a trivial cause	He's <i>fallen out over</i> 10 cents.
to relate to (biti sposoben poistovetiti se z)	to be able to understand someone's problems, feelings etc.	I find it hard <i>to relate to</i> kids.
had better = 'd better (raje)	used to tell someone they ought to do something	You're late again. You'd <i>better</i> hurry!
to look after (paziti na kaj / koga)	to take care of something or somebody	Who's going <i>to look after</i> your children?

UNIT 4: SUCCESS		
WORD / PHRASE	DESCRIPTION	USE
PREPOSITIONS		
a raise an increase a rise <i>(dvig)</i> a decrease a drop a fall <i>(padec)</i>	<i>in...</i> <i>by...</i>	Nouns that mark a change (up or down) are always followed by preposition <i>in</i> and <i>by</i> ! There was <i>an increase in</i> the number of shares <i>by</i> 10%.
to be surprised at/by <i>(biti presenečen nad)</i>	if you are surprised by something, you do not expect it and it seems strange or unusual	She was <i>surprised at</i> how much it cost.
to: - go + to - travel + to - take somebody + to <i>(iti, potovati, vzeti nekoga nekam)</i>		They're <i>going to</i> France. Have you <i>been to</i> Japan?
to get to <i>(priti nekam)</i>		What time did you <i>get to</i> London?
to arrive in/at <i>(prispeti nekam)</i>		- What time did you arrive <i>in</i> France? - What time did you arrive <i>at</i> party?
to buy on credit <i>(kupiti na kredit)</i>		They are saving for new furniture, instead of <i>buying on credit</i> .
to pay: • by cheque / credit card <i>(plačati s čekom / kreditno kartico)</i> • in cash / instalments <i>(plačati z gotovino / na obroke)</i>		- You can pay <i>by cheque</i> or credit card. - Are you going to pay this <i>in instalments</i> ?

to travel by: - car/train/plane/boat - road/rail/air/sea (- potovati z: avtom/vlakom/letalom/ladjo; - potovati po: cesti/tirih/zraku/morju)		
ampak pazi!!! --> če spredaj <i>the/a/an/my/this</i> , potem:		
	<i>to travel <u>by</u> taxi</i> <i>to travel <u>by</u> ship/ <u>by</u> bus / <u>by</u> train</i>	vs. <i>to travel <u>in a</u> taxi!!!</i> vs. <i>to travel <u>on the</u> ship/ <u>on the</u> bus / <u>on the</u> train</i>
something by somebody (nekogaršnje delo)		A play <i>by</i> Shakespeare. This painting was made <i>by</i> Picasso.
to accuse sbd. of doing sth. (nekoga obtožiti nečesa)	to say that someone has done something wrong or illegal	Are you <i>accusing</i> me of stealing?
to be interested in (biti zainteresiran v)	feeling that you want to give your attention to someone or something and find out more about them	All she's <i>interested in</i> is boys!
to be good at (biti dober v/pri)	clever or skilful	Andrea is very <i>good at</i> swimming.
to be fed up with (imeti dovolj nečesa)	annoyed, bored, or unhappy	She was <i>fed up with</i> being treated like a servant.
to look forward to hearing from somebody (veseliti se ponovnega slišanja/odgovora/kontakta)	to be excited and happy about somebody's reply	I <i>look forward to</i> hearing from you!
to prefer sth. to sth. else (dajati prednost nečemu pred nečim drugim)	to like someone or something more than someone or something else	Suzy <i>prefers</i> coffee to tea.
to be used to (biti navajen)	if you are used to something, you have done it or experienced it many times before and it no longer seems surprising, difficult, etc.	Are you <i>used to</i> getting up so early?
to apologise for (opravičiti se za)	to say that you are sorry about something that you have done or said	He <i>apologised for</i> being so late.
to succeed in (uspeti v)	to do what you have tried to do	Did you <i>succeed in</i> finding a place to stay?
to insist on (vztrajati na/pri)	to demand that something should be done	They're <i>insisting on</i> your resignation.
to think of (misliti na/razmišljati o)	to use your mind to decide or remember something or solve a problem	I was <i>thinking of</i> all the happy times we'd spent together.
to approve of sth. (odobravati, strinjati se z) noun: approval	to believe that someone or something is good or acceptable	I don't <i>approve of</i> taking drugs.
to spend (money) on (zapraviti denar na)	to use your money to buy or pay for something	I <i>spent</i> \$40 on these shoes.
to warn sbd. against sth. (posvariti koga pred čem)	to tell someone that something bad or dangerous may happen, so that they can avoid it or	Her financial adviser <i>warned</i> her <i>against</i> risky investments.

	prevent it	
WORD / PHRASE	DESCRIPTION	USE
an instalment (<i>obrok</i>)	a payment that you make every week, month etc in order to pay for something	We're paying for the car in monthly <i>instalments</i> .
charisma (<i>karizma</i>)	some special qualities because of which people like the person; the natural ability to attract and influence other people	People like her very much and I think it is so because of her great <i>charisma</i> .
a drive (<i>zagon, energija, zagnanost</i>)	determination and energy to succeed	Mel's got a tremendous <i>drive</i> .
to be neat and tidy (<i>biti urejen</i>)	to be dressed properly, have a nice haircut, shaved beard, etc; well presented	You have <i>to be neat and tidy</i> when you're attending an interview for a job.
dedication = commitment (<i>predanost</i>)	when you work very hard because you believe that what you are doing is important; determination and loyalty	Getting to the top of any sport requires tremendous <i>dedication</i> .
ruthlessness (<i>neusmiljenost</i>)	The act of being cruel and not caring if you harm other people in order to get what you want.	Adolf Hitler was well-known for his <i>ruthlessness</i> .
headquarters (<i>glavni stan, generalni štab; najpomembnejše pisarne neke organizacije</i>)	The head office or main building of an organization.	The company moved its corporate <i>headquarters</i> to Houston.
profit (<i>dobiček</i>)	Money that you gain from selling something, or from doing business in a particular period of time, after taking away costs.	A business has to make a <i>profit</i> .
market leader (<i>"tržni vodja"</i>)	The company, product, or service with more sales than any other company, product etc in its market.	Opel is the <i>market leader</i> in the eastern region, with a 25% share.
innovation (<i>iznajdba</i>)	A new idea, method, or invention.	It is a fairly recent <i>innovation</i> for rent to be paid in advance.
workforce (<i>delovna sila</i>)	All the people who work in a particular country, industry, or factory.	A successful business has a motivated <i>workforce</i> .
customer base (<i>baza strank</i>)	All the people who buy or use a particular product.	A successful business has a loyal <i>customer base</i> .
brand (<i>znamka</i>)	A name given to a product by a company so that a product can easily be recognised by its name or its design.	A successful business has a world-famous <i>brand</i> and an instantly recognised logo.

logo (<i>logotip</i>)	A design or way of writing its name that a company or organization uses as its official sign on its products, advertising etc.	A successful business has a world-famous brand and an instantly recognised <i>logo</i> .
share (<i>delnica</i>)	One of the parts into which ownership of a company is divided.	A successful business issues <i>shares</i> which are worth millions on the stock market.
stock market (<i>borza</i>)	A market where company shares are traded.	A successful business issues shares which are worth millions on the <i>stock market</i> .
people orientated (=oriented) business (<i>k ljudem usmerjeno poslovanje</i>)	A business that is developed or done to meet the people's (customers, employees) needs.	A successful business treats its employees well and is <i>people orientated</i> .
advent (+of sth) (<i>prihod</i>)	When something important first starts to exist or to be used by a lot of people.	The <i>advent of</i> LCD technology created a vast opportunity for us.
a gimmick (<i>reklamni trik, zvijača</i>)	Something unusual that is used to attract people's attention.	They believed that the quartz watch was only <i>a gimmick</i> and that it would soon fade out.
premises (<i>poslovni prostori</i>)	The buildings and land used by a shop, business, hotel etc.	We moved from office <i>premises</i> to a factory.
to tackle (<i>lotiti se</i>)	To make a determined effort to deal with a difficult problem.	So I had to think about certain strategies <i>to tackle</i> this problem.
tenfold (<i>desetkraten</i>)	Ten times as big.	The company grew more than <i>tenfold</i> in the next five years.
price conscious customers (<i>stranka, ki ji je je pomembna cena izdelka; ki se odloča o nakupu določenega izdelka zgolj na podlagi cene</i>)	A customer that puts a special attention on the price of a certain product and usually decides about buying it only upon a price.	However for certain <i>customers</i> who are less <i>price conscious</i> , I was able to upgrade the quality of our products.
assembly line (=production line) (<i>tekoči trak</i>)	A method of making goods, especially cars or other machines, in a factory. It involves the product moving down a line of workers who each add a different part or do a different job.	Watch production was based on an <i>assembly line</i> .
to assemble (a product) (<i>sestaviti</i>)	To make a product by putting parts together.	We bought components from suppliers and <i>assembled</i> the watches.
CRM (<i>management odnosov s strankami</i>)	Customer relationship management system; a way of managing a company- paying a special attention to the	Lately we have developed a <i>customer relationship management system</i> .

	relationships with the customers.	
SWOT analysis (PSPN analiza)	strengths, weaknesses, opportunities, threats; a system for examining the way a company is run or the way someone works, to see what the good and bad points are.	Before producing a business development plan, it may be helpful <i>to carry out a SWOT analysis</i> .
to carry sth out (izvršiti, izvesti, izpeljati)	To do something that needs to be organized and planned.	Before producing a business development plan, it may be helpful <i>to carry out</i> a SWOT analysis.
analysis, pl analyses (analiza)	A careful examination of something in order to understand it better.	By using statistical <i>analysis</i> , we determined which parts the engineers were most likely to use.
to go public = to float a company (ponuditi delnice na trgu)	To sell shares in a company on a stockmarket for the first time.	In 1986 Puma became a corporation and <i>went public</i> on the Munich and Frankfurt stock exchanges.
a floatation (=a flotation) (lansiranje podjetja)	The act of going public-making the shares in a company available for people to buy for the first time.	3i group has decided to postpone its stockmarket <i>floatation</i> until next year.
fashion-conscious people (modno ozaveščeni ljudje)	People who follow “the fashion rules” and dress in a fashionable way.	New models of their shoes are snapped up by <i>fashion-conscious people</i> .
to snap sb/sth up (zagrabiti, planiti po)	To eagerly take an opportunity to buy something.	New models of their shoes are <i>snapped up</i> by fashion-conscious people.
a roll-out (predstavitve, ”izstrelitev”)	When a new product or service is made available in a region or country after it has been successfully tested and marketed locally; an introduction into the market; a launch	Puma are planning a world-wide <i>roll-out</i> of their concept stores to expand their market.
diversification (razvejanje)	The expansion of a product range of a company.	The company intends school software to be a major new area of <i>diversification</i> for their business.
to diversify; diversification (razvejati)	To expand a product range of a company.	Singapore has <i>diversified</i> into a wider range of industries.
to differentiate (razlikovati (se), razločevati)	When a company differentiates its products, it shows how they are different from each other and from competing products, for example in its advertising. This is done to show buyers the	The only viable (<i>sposoben za življenje</i>) strategy was <i>to differentiate</i> Citibank credit cards from all the low-cost alternatives.

	advantages of one product over another.	
outsourcing (<i>zunanje izvajanje</i>)	If a company, organization etc outsources its work, it employs another company to do it.	Workers affected by <i>outsourcing</i> will have the right to take the issue to a tribunal.
expansion (<i>širjenje, ekspanzija</i>)	When something increases or is increased in size, amount, or number.	An <i>expansion</i> of demand can give rise to inflationary pressures.
to expand (<i>širiti (se)</i>)	To become larger in size, amount, or number, or to make something larger in size, amount, or number.	Puma are planning a world-wide roll-out of their concept stores <i>to expand</i> their market.
product endorsement (<i>oglaševanje izdelka</i>)	When a well-known person says how good a product is in advertisements. People will buy the product because they like or trust the person.	He committed the Spice Girls to <i>product endorsement</i> deals for everything from Asda supermarkets to Polaroid cameras.
to be familiarized with (<i>biti seznanjen z</i>)	to know about; to have heard of	I'm not sure if you're all <i>familiarized with</i> the new situation.
to drop the pilot (inf.) (<i>nekoga odpustiti</i>)	to fire somebody	Apple was the first landmark in Jobs' career but by 1985 he was on his way out after John Sculley, who had joined the company from Pepsi-Cola, decided it was time <i>to drop the pilot</i> .
handsome profits = healthy profits = hefty profits = good money (<i>veliki dobički</i>)	A large amount of profit, money.	He came back in 1997 and within a year the ailing company was once more making <i>handsome profits</i> .
ailing (<i>bolehen</i>)	Weak or ill and not getting stronger or better.	He came back in 1997 and within a year the <i>ailing</i> company was once more making handsome profits.
to harness (<i>obrzdati, ukrotiti</i>)	to control and use	The dream of hundreds of companies has been a way <i>to harness</i> the desire for music on the Internet and turn it into the profit.
of a blastfurnace intensity (<i>"plavževske" intenzitete</i>)	very strong	Jobs exudes arrogance of a certain <i>blastfurnace intensity</i> that people find hard to overlook.
to exude (<i>izžarevati, oddajati</i>)	to show a lot of a feeling or quality	Jobs <i>exudes</i> arrogance of a certain blastfurnace intensity that people find hard to overlook.

unwillingly (=reluctantly) (<i>nehote</i>)	if you're unwilling to do something, you do not want to do it	He <i>unwillingly</i> admitted he was wrong.
voluntarily (<i>prostovoljno</i>)	something that is voluntary is done because you want to do it, not because someone says you must do it	He resigned completely <i>voluntarily</i> .
to turn the company around (<i>zopet narediti podjetje uspešno</i>)	to make a company become successful again	Once he came back in 1997, he <i>turned the company around</i> .

PREFIXES

to misinterpret (<i>narobe razumeti</i>)	To not understand the real meaning of someone's words or behaviour.	I think she <i>misinterpreted</i> my offer of a ride home.
to mismanage (<i>slabo voditi</i>)	to manage badly	Because the company has been <i>mismanaged</i> for years we are close to bankruptcy.
to out-vote (<i>preglasovati</i>)	To defeat a person or their ideas, proposals etc by voting against them.	If this Bill is <i>out-voted</i> , we are faced with dire consequences.
to outbid (<i>ponuditi več</i>)	To succeed in obtaining a product, contract etc by making a better offer than anyone else.	They had to <i>outbid</i> their rivals to take over the company.
to outperform (<i>prekositi v delu</i>)	To do something better than other things or people.	Mart Stores continued to <i>outperform</i> other retailers.
to outmanoeuvre (<i>prelisičiti</i>)	To behave in a clever or skillful way so that you do better than someone; to have a better strategy.	Darn! They <i>outmanoeuvred</i> us!
to outnumber (<i>prekašati v številu</i>)	To be greater in number.	Women <i>outnumber</i> men in the nursing profession.
to undersell (the other company) (<i>proda(ja)ti ceneje kot</i>)	To sell goods etc at a lower price than someone else.	We <i>undersell</i> all our rivals.
to underperform (<i>izvajati slabše od pričakovanj</i>)	If a company underperforms, it is not as profitable as it should be, or as profitable as similar companies.	One reason Champion has <i>underperformed</i> is too much capital spending.
to underrate (<i>podceniti</i>)	To think that someone or something is not as good, effective etc as they really are.	People <i>underrate</i> this player.
to undercharge (<i>premalo zaračunati</i>)	To charge too little or less than the correct amount of money for something.	They <i>undercharged</i> me by about two dollars.
to underspend (<i>potrošiti manj kot je bilo</i>)	To spend less than you intended or than you are	If the budget is <i>underspent</i> , then the amount will be lost

<i>planirano ali kot ti je bilo odobreno)</i>	allowed to.	or next year's budget will be reduced to the lower amount.
to undertake (a business) (prevzeti, obvezati se)	To accept that you are responsible for a piece of work and start to do it.	His first task was <i>to undertake</i> a major reorganization or production methods.
to overspend (porabiti več kot je bilo planirano ali kot ti je bilo odobreno)	To spend more than you intended or than you are allowed to.	If the budget is <i>overspent</i> , we'll get fired!
to overtake (!!! ni enako to take over!!! – prevzeti podjetje) (prehiteti)	To go past a moving vehicle because you are driving faster than it.	The accident happened as he was <i>overtaking</i> a bus.
to overproduce (proizvesti preveč)	To produce too much of something, either more than is needed or more than was planned.	Originally, malls just sold merchandise that was <i>overproduced</i> or sent back unsold by retailers.
to overestimate (preceniti)	To think that someone or something is bigger, more important etc than they really are.	We <i>overestimated</i> the number of people who would buy the product in Asia.
to oversell (olepševati oz. z besedami povečevati resnično vrednost nekega proizvoda ali storitve)	To say that a product or service is better, more useful etc, than it really is.	Vendors tend <i>to oversell</i> the software.
to demerge (razdružiti se)	To take one part of a large company into a separate company.	A plan was announced yesterday <i>to demerge</i> its North American operations.
to denationalise (=to privatise) (denacionalizirati, privatizirati)	To sell a business or industry that is owned by the state, so that is owned privately.	There was no attempt <i>to denationalise</i> the giant state monopolies.
to deregulate (deregulirati; ukiniti (državni) nadzor)	To remove or reduce the number of government controls on a particular business activity, done to make companies work more effectively and to increase competition.	After internal US flights were <i>deregulated</i> in 1978, the industry quickly became more competitive.
oversubscribed (shares) (preveliko povpraševanje po delnicah)	If shares are oversubscribed, people are asking for more shares than are available; the demand is bigger than the supply (D>S).	The shares were <i>oversubscribed</i> .
undersubscribed (shares) (premajhno povpraševanje po delnicah)	If shares are undersubscribed, people are asking for fewer shares than are available; the	The shares were <i>undersubscribed</i> .

	supply is bigger than the demand (S>D).	
to upgrade (<i>nadgraditi</i>)	To improve, to make more efficient.	We need <i>to upgrade</i> our computer.
to downsize (<i>zmanjšati število zaposlenih/ravni managementa</i>)	If a company downsizes, or someone downsizes it, the company reduces the number of employees and levels of management that it has.	If your company <i>downsizes</i> and you are over 50, your working life may be over.
bankruptcy (<i>stečaj, bankrot</i>)	When someone is judged to be unable to pay their debts by a court of law, and their assets are shared among the people and businesses that they owe money to.	Because the company has been mismanaged for years we are close to <i>bankruptcy</i> .
a (economic) downturn (<i>nazadovanje, upad</i>)	The part of the economic cycle when prices of the value of stocks, shares etc fall.	In the late 1990s, many countries witnessed a sharp economic <i>downturn</i> .
a (economic) upturn (<i>oživitev, izboljšanje</i>)	The part of the economic cycle when prices of the value of stocks, shares etc rise.	In the early 1960s, many countries witnessed a sharp economic <i>upturn</i> .
a divisive issue (<i>sporna, konfliktna tema</i>)	An issue that causes a lot of disagreement among people.	This action would be extremely <i>divisive</i> .
to make a go of sth. (<i>biti uspešen v nečem</i>)	To be successful in something.	It's been a lot of hard work, but she seems <i>to be</i> really <i>making a go</i> of her dry-cleaning business.
to bear fruit (<i>obroditi sadove</i>)	to be successful	At long last, their hard work and investment is beginning <i>to bear fruit</i> .
to clinch the deal (inf.) (=to wrap a deal) (<i>dokončno urediti, zaključiti</i>)	To finally succeed in making a deal after trying very hard.	Nobody thought we'd <i>clinch the deal</i> , but we came up trumps in the end.
to come up trumps (<i>nepričakovano uspeti</i>)	To succeed unexpectedly.	Nobody thought we'd clinch the deal, but we <i>came up trumps</i> in the end.
a high flyer (<i>uspešnež</i>)	a successful person	She's so bright – a real <i>high flyer</i> .
a slave driver (<i>tiranski šef</i>)	a tyrannical boss	He wants too much from his employees. He's a real slave driver.
teething troubles (<i>začetne motnje</i>)	Problems with something new when it is first starting or first being used.	After some <i>teething troubles</i> , they now have a thriving business with a huge turnover.
thriving	a very successful	After some teething troubles,

(cvetoč, uspevajoč)		they now have a <i>thriving</i> business with a huge turnover.
a turnover (prodaja, promet)	The amount of business done in a particular period of time, measured by the amount of money obtained from customers for goods or services that have been sold.	After some teething troubles, they now have a thriving business with a huge <i>turnover</i> .
product proliferation (širjenje proizvoda)	A fast increase in the number of something; the next stage is usually saturation.	The nuclear weapon proliferation is becoming a serious threat for the humankind.
to proliferate (bujno rasti, močno se širiti)	To increase rapidly in number.	Projects to clean up the environment are <i>proliferating</i> .
to prosper (uspevati, cveteti)	To be successful, especially financially.	Since she's been appointed General Manager, the business has really <i>prospered</i> .
to take off = to go places (vzpenjati se, postajati uspešen)	to start being successful	- Our new product filled a gap in the market and <i>took off</i> as soon as it was launched. - Yes, invest in InterMedia. It's definitely a company that is <i>going places</i> .
to overflow (preplaviti)	To saturate; if people or things overflow the place, there are too many of them to fit into it.	A sink is <i>overflowing</i> with water.
without a hitch (brez težav)	without problems	Dinner went off <i>without a hitch</i> .
to overrun the budget (preveč potrošiti)	To spend more money than it was planned – to overspend.	Businesses refused to commit themselves in case the project's costs <i>overran</i> its <i>budget</i> .
to be in the doldrums (inf.) (biti v situaciji, ko se dogaja bolj malo- cene zelo malo rastejo in ni veliko prodaje)	If an industry or market is in the doldrums, there is very little increase in prices or very little trade taking place.	The motor trade has been <i>in the doldrums</i> all year.
to recall a product (odpoklicati)	If a company recalls one of its products, it asks customers to return it because there may be something wrong with it.	The new XY3 tyre series had really taken off, but then they were all <i>recalled</i> after a spate of complaints.
a spate (=a plethora) of complaints (poplava, množina)	A large number of similar, especially bad, events that happen within a short period of time.	The new XY3 tyre series had really taken off, but then they were all recalled after a <i>spate of complaints</i> .
a low-down (izliv informacij)	a lot of informations	She has given me the <i>low-down</i> on the merger, so I

		feel well prepared for the meeting.
to be off sick = a sick leave (<i>biti na bolniški</i>)	To be absent from work due to an illness.	The project manager's <i>off sick</i> , so there's little chance of achieving much this week.
to gauge (<i>izmeriti, oceniti</i>)	To measure something using a particular instrument or method.	Even fewer <i>gauge</i> whether the family will cope.
to allege (<i>obtožiti</i>)	To say that something is true without showing proof.	Baldwin is <i>alleged</i> to have killed two people.
a concession (<i>koncesija, podelitev dovoljenja</i>)	The right to carry out a particular business activity, given or sold to a company by a government or other public organization.	AW was granted <i>a concession</i> to build a 364 km stretch of the Warsaw-to-Berlin motorway.
negotiation (<i>pogajanje</i>)	Official discussions between groups who are trying to reach an agreement.	The terms of the contract are still open to <i>negotiation</i> .
negotiable (<i>nedoločen, dogovoren</i>)	An offer, price etc that is negotiable can be discussed and changed before being finally agreed on.	The terms of the contract are not <i>negotiable</i> .
to make concessions (<i>popustiti</i>)	Something that you agree to in order to end an argument.	The government will never <i>make concessions</i> to terrorists.
a satisfactory outcome (<i>zadovoljiv izid</i>)	a good enough outcome; an outcome making you feel pleased	One could say that the outcome was satisfactory.
sticking points (<i>limits</i>)	The lowest amount of money, which you have to negotiate – a minimum.	You have to be aware of your sticking points through the whole time of the negotiations.
a rapport (<i>dober odnos</i>)	Friendly understanding and agreement between people.	She quickly established <i>a rapport</i> with her students.
to break the ice (<i>prebiti led</i>)	To break the ice means to make the people who do not know each other feel relaxed, by starting to talk to them; the first sentence is the <i>ice breaker</i> .	Will someone <i>break the ice</i> , please?
a deadlock (<i>mrtva točka, status quo</i>)	When people, organizations, or countries cannot agree.	The UN is trying <i>to break the deadlock</i> between the two countries.
financially sound (=financially healthy) (<i>v dobrem finančnem stanju</i>)	Not to be too much in debts; to have enough "free" money.	The company that wants to go public has to be financially sound.
fictitious (<i>namišljen</i>)	If something is fictitious, it has been made up and is not real.	He uses a <i>fictitious</i> name.
plc (public limited	A limited company whose	

company) (<i>d.d.</i>)	shares are freely sold and traded, with a certain minimum share capital and certain letters after its name.	
ltd (private limited company) (<i>d.o.o.</i>)	A company whose shares are not openly traded and can only pass to another person with the agreement of other shareholders.	
agenda (<i>dnevni red</i>)	A list of the subjects to be discussed at a meeting.	The next item on the agenda is finances.
a press release (<i>izjava za medije</i>)	An official statement that you give to the press (media).	He is scheduled to give a <i>press release</i> at noon.

UNIT 5: JOB SATISFACTION

WORD / PHRASE	DESCRIPTION	USE
subsidy (<i>subvencija</i>)	Money that is paid by a government or organization to make something such as a particular food or product cheaper to buy, use, or produce.	Billions of dollars were given out in agricultural <i>subsidies</i> .
to subsidise (<i>subvencionirati</i>)	If a government or organization subsidises a company, activity etc, it pays part of the cost.	The railroad company is partially <i>subsidised</i> by the federal government.
to sack (inf.) = to dismiss = to fire (<i>odpustiti</i>)	To dismiss someone from their job.	I was given a choice – resign or <i>be sacked</i> .
to give (in) a notice	To tell your employer that you will soon be leaving your job.	I <i>gave in a notice</i> yesterday.
(to do something) at short notice (<i>brez predhodnjega svarila</i>)	Without much warning, so that you have only a short time to do something.	You can't expect us to leave <i>at short notice!</i>
turnkey (<i>narejeno na ključ; možna takojšnja vselitev, uporaba itd.</i>)	Turnkey projects or systems are ones that have been produced in such a way that they are ready to be used immediately by a customer.	The unit provides <i>turnkey</i> software systems to credit unions.
white-collar workers	Workers who work in offices, banks etc, rather than in factories, mines etc.	The car maker will cut 9,000 <i>white-collar jobs</i> .
blue-collar workers	Workers who work in factories, mines etc, rather than in offices, banks etc; an unskilled work that may be hard and dirty.	A strike was organized by the <i>blue-collar workers</i> .

stimulation (<i>stimulacija</i>)	Encouragement to grow and develop, or happen more.	Workers are not lazy by nature, they just need a proper <i>stimulation</i> .
motivation (<i>motivacija</i>)	The reason why you want to do something.	What was your <i>motivation</i> to write a book?
to praise (<i>hvaliti</i>)	To say that someone has done something well or that you admire them.	Mr Lee <i>praised</i> Jill for the quality of her work.
perks = fringe benefits = special benefits (<i>bonitete, posebne ugodnosti</i>)	Something in addition to money that you get for doing your job, such as a car.	Employees must pay tax on anything regarded as a <i>perk</i> .
hygiene factors (<i>higieniki</i>)	Things such as salary and working conditions that are not enough in themselves to make employees satisfied with their work, but can cause dissatisfaction if they are not good enough (Herzberg).	Managers should not expect to motivate employees with <i>hygiene factors</i> alone.
motivator factors (<i>motivatorji</i>)	Things such as achievement, recognition, responsibility, advancement etc that together with the hygiene factors make employees satisfied with their work and that persuade them to work even harder, more enthusiastic.	Managers have to use the combination of hygiene and <i>motivator factors</i> to properly motivate employees.
advancement		
autocratic = centralised = bureaucratic = hands-on style of management (<i>centraliziran način vodenja</i>)	To organise the control of a company, so that one central group has power and tells people in other places what to do; the communications are vertical.	His way of managing a company is typically <i>autocratic</i> .
democratic = decentralised = facilitating = hands-off = laissez-faire style of management (<i>decentraliziran način vodenja</i>)	To organise the control of a company, so that the power is divided to many people or groups; people in such companies are empowered; the communications are more or less horizontal.	The 1970s saw a trend on the part of the “nationals” to <i>decentralise</i> their operations.
to facilitate (<i>olajšati</i>)	To make it easier for something to happen.	We’ve employed temporary staff <i>to facilitate</i> the enrolment of new students.
empowerment (<i>opolnomočenje</i>)	When workers in a company are given more responsibility by allowing them to organise their own work, make decisions without asking their manager etc. For the company, this has	The trend is towards <i>empowerment</i> and allowing junior employees to take personal initiatives that normally would have been beyond the scope of their

	the advantage of making their own employees more involved and able to help clients more quickly.	jobs.
threat of redundancy (<i>strah pred odpuščanjem</i>)	Threat of losing a certain job in a company because the job is no longer needed.	Over 2000 car workers are now in a <i>threat of redundancy</i> .
bureaucracy (=red tape) (<i>uradništvo, birokracija</i>)	All the complicated rules and processes of an official system, especially when they are confusing or responsible for causing a delay.	Dealing with <i>bureaucracy</i> is a very time-consuming, demotivating problem which affects large businesses and organisations.
autonomy (=independence) (<i>avtonomija, samostojnost</i>)	The state of having the power to make independent decisions or rules.	Most people like to have control over their work and therefore put <i>autonomy</i> near the top of their list of motivating factors.
a burnout (= a breakdown) (<i>izgorevanje</i>)	A feeling of extreme tiredness and lack of energy caused by working too hard.	Overwork can lead to <i>burnout</i> if not spotted early.
pay (=remuneration) (<i>plačilo</i>)	Payment for work, especially in the form of a salary and additional benefits such as a car.	Many job satisfaction studies, perhaps surprisingly, have found that often <i>remuneration</i> is not the most motivating factor.
appraisal (=assessment) (<i>ocenitev, ocena</i>)	A statement or opinion judging the worth, value, or condition of something.	What's your <i>appraisal of</i> the situation?
appraisal interviews (=performance appraisal) (<i>ocenjujoč intervju; letni razgovor</i>)	A meeting between an employee and a manager to discuss the quality of the employee's work, and areas for future progress.	One way for managers to monitor and develop staff and loyalty is by using <i>appraisal interviews</i> .
a golden handshake (=severance package) (<i>odpravnina</i>)	A large amount of money given to a senior employee when he or she leaves a company, especially when they are being forced to leave.	The retiring chief executive received a <i>golden handshake</i> of \$27 million.
dissatisfied (<i>nezadovoljen</i>)	Not satisfied, especially because something is not as good as you had expected.	If you are <i>dissatisfied</i> with the product, please return it for a full refund.
unsatisfactory (<i>nezadovoljiv</i>)	Not as good as it should be and therefore not acceptable.	The present system is completely <i>unsatisfactory</i> .
a commuter (<i>vozač</i>)	A person who regularly travels a long distance for his/her work.	He got fed up with the daily <i>commute</i> into London.
teleworkers / telecommuters (<i>tele-delavci</i>)	People who work from home using a computer, fax etc connected to the office of the company they are working for.	<i>Teleworking</i> involves managing staff at a distance.

maternity leave (<i>porodniški dopust</i>)	Time with pay that a woman is allowed to be absent from work because she has had a baby.	The share of first-time mothers receiving <i>maternity leave</i> has nearly tripled in recent years.
paternity leave (<i>starševski dopust</i>)	Time that a father of a new baby is allowed to be absent from work.	Lost arrow, a company with only 25 employees, provides up to eight weeks of paid <i>paternity leave</i> .
sustainability issues (<i>problem vzdržnostnega, skladnega razvoja</i>)	Issues that have to do with the strength of the humankind's efforts to continue existing and living a quality life for a long time.	
promotion / demotion (<i>povišanje / degradacija</i>)	To give somebody a more / less important job.	She could remain on the staff if she accepted <i>demotion</i> to ordinary lecturer.
commission vs. bonus (<i>provizija vs. dodatek k plači – NI ISTO!!!</i>)	- A commission is an amount of money paid to someone according to the value of the things they have sold. - A bonus is an extra amount of money added to an employee's wages, usually as a reward for doing difficult or good work.	- All of the sales staff are on commission . - The <i>bonus</i> is discretionary but linked to performance.
to be entitled to sth. (<i>ti je dana pravica za neko stvar</i>)	To give someone the right to have or do something.	Citizens of EU countries <i>are entitled</i> to free medical treatment.
retention; (to retain employees) (<i>ohranitev</i>)	When workers stay with a company rather than taking a job with another employer.	We have detected a definite improvement in employee retention.
at record lows (at all-time lows) (<i>najnižje dosedaj; rekordno nizek</i>)	The lowest amount or level that has ever been recorded.	The Dow Jones Industrial Average was left <i>at a record low</i> .
to be pampered (<i>biti razvajjan</i>)	To receive a lot of attention.	Not only are employees getting pampered , they're getting more money, better benefits and help with personal problems such as child care and financial planning.
to shun (<i>namerno se izogniti</i>)	To deliberately (<i>namerno</i>) avoid someone or something.	Bosses once <i>shunned</i> such intervention.
to devise (<i>izmisliti si, oblikovati, razviti</i>)	To plan or think of a new way of doing something.	Because technology companies face the tightest labor markets, they have been most aggressive in <i>devising</i> ways to keep workers.

a labor crunch (inf.) (odločilni trenutek, kriza na področju delovne sile)	The moment during a difficult situation when you need to make an important decision.	Yet companies still face <i>labor crunches</i> that can really hurt.
to push (spodbujati)	to encourage	Founder and CEO William Tyleer <i>pushes</i> pairing quality of life with a sense of social responsibility.
to pair (združevati)	to combine	Founder and CEO William Tyleer <i>pushes pairing</i> quality of life with a sense of social responsibility.
to designate (določiti)	To choose something for a particular purpose.	Workers can <i>designate</i> which non-profit groups Xperts contributes to.
an urge (močna želja, hotenje)	A strong wish or need.	They <i>don't have an urge</i> to leave because they've found a home.
decidedly (odločno, očitno, nedvoumno)	Very much, in a way that is easy to notice.	It's a <i>decidedly</i> employee-centric approach.
leave policies (politika odsotnosti z dela)	Policies that have to do with maternity, paternity, sick etc leaves.	One popular tool is revamping <i>leave policies</i> to create a "flexible leave banks".
to revamp (zakrpati, zopet popraviti)	To change something in order to try to improve it.	One popular tool is <i>revamping</i> leave policies to create a "flexible leave banks".
(personal) recognition ((osebno) priznanje)	Public attention, admiration, or thanks for someone's work or achievements.	The band eventually gained <i>recognition</i> in 1995.
to hamper (ovirati, otežiti)	To make it difficult for someone to move, do, or achieve something.	Efforts to encourage more women to return to work after having children will be hampered if employers force staff to stick to rigid hours and limit their time off.
personal problems (osebne težave)		He has resigned after having a lot of <i>personal problems</i> this year.
financial planning (finančno načrtovanje)		Not only are employees getting pampered, they're getting more money, better benefits and help with personal problems such as child care and <i>financial planning</i> .
top performers (najboljši uslužbenci)		The <i>top performers</i> should get the biggest bonuses.
general manager		Our <i>general manager</i> is in

(generalni direktor)		charge of running the company and for making joint strategic decisions with the CEO.
common sense (zdrava pamet)		We need to use logic and <i>common sense</i> not our emotions to make this decision.
social responsibility (družbena odgovornost)		Companies who pollute the environment are ignoring the ethical and <i>social responsibility</i> .
corporate culture (organizacijska kultura)		The new CEO transformed the bureaucratic <i>corporate culture</i> to profit-minded entrepreneurship.
employee loyalty (zvestoba zaposlenih)		Building up <i>employee loyalty</i> is important with unemployment at a record low.
(to take) the minutes (zapisnik)	An official written record of what is said and decided at a meeting.	- The <i>minutes</i> of the last AGM were read. - Will someone take the minutes ?
to canvass (preisk(ov)ati)	to question, to interview	A sample of workers was canvassed.

UNIT 6: RISK

WORD / PHRASE	DESCRIPTION	USE
confiscation of assets (zaplenitev premoženja, konfiskacija)	To officially take private property away from someone, for example because a crime has been committed.	A judge ordered the <i>confiscation</i> of the smuggler's 1.5 million <i>assets</i> .
a fraud (goljufija)	A method of illegally getting money from a person or organization, often using clever and complicated methods.	Hood was convicted of tax <i>fraud</i> and sent to prison.
espionage (“vohunjenje”)	When people secretly find out a countr's or company's secrets.	He was cleared of mounting a campaign of industrial <i>espionage</i> against his main rival.
management complacency (samozadovoljnost)	The state of being too pleased with what you have achieved so that you no longer try to improve	We've been playing well, but we musn't get too <i>complacent</i> .
an obsolete product	If something is obsolete, it is	ISDN could make modems

(zastarel, odpadel proizvod)	old-fashioned and no longer useful, because something newer or better has been invented.	<i>obsolete.</i>
product liability claims (odškodninski zahtevki)		
to foresee (predvideti)	to predict in advance	
actuary (aktuarji)	Someone whose job is to calculate risks, in order to advise insurance companies or pension funds.	
substantial (znaten, velik)	large in amount	
remote (zelo majhen)	very small	
internal risks (notranja tveganja)	risks, which we can control	
external risks (zunanja tveganja)	risks, which we cannot control	
regulatory non-compliance (ne v skladu s predpisi)	if something does not comply with regulations → failing to obey regulations and laws, which are applicable for a certain company	
likelihood of occurrence (verjetnost nastanka)	the probability that something will occur	
inherent risks (podedovana – lastna tveganja)		
residual risks (ostala tveganja)		
from a scratch (iz nič)	If you do something from scratch, you start it without using anything that was prepared before	They built up a team <i>from a scratch</i> .
understand what makes you tick (razišči kaj ti daje pogon, energijo)		
contamination scarce (strah pred okužbo)		
damage of reputation		
to talk shop (razpravljati zgolj in samo o poslu)		
if the budget doesn't stretch for... (če ne bo na voljo dovolj \$)	if the budget is not big enough	

\$)		
UNIT 7: E-COMMERCE		
WORD / PHRASE	DESCRIPTION	USE
to browse (<i>iskati</i>)	to look through a series of web pages, perhaps those of a particular site, or ones found by a search engine relating to a particular topic	
directories (<i>direktorij</i>)	lists of sites of similar organisations, or of sites with information on particular topic	
hits (<i>zadetek; število klikov</i>)	the number of visits that a particular site receives or the sites found by a search engine that contain this word	
key word (<i>ključna beseda</i>)	a word that you enter into a search engine in order to find sites with web pages that contain this word	
to locate (<i>locirati</i>)	to find information, a site etc that you are looking for	
Net (<i>internet</i>)	another word for Internet	
online (<i>“na netu”</i>)	used as an adjective or adverb to talk about activities related to the Internet	
to search (<i>iskati</i>)	to look for particular information, or a particular site, or the act of looking for it	
search engines (<i>iskalniki</i>)	sites like Google, Yahoo, AltaVista, etc that allow you to find other sites with information you are looking for by entering key words or expressions	
site (<i>spletna stran</i>)	a series of related screens with information about a subject, organisation etc	
surfers (<i>surferji</i>)	people who go and look at different sites, perhaps in a random way with no particular purpose in mind	
traffic (<i>“promet”</i>)	the number of people looking at a site in a particular period	
to cut corners	to save	

(prihraniti)		
to allocate a bigger budget (določiti večji proračun)	to give more money to somebody or to a group of people	
“bricks and mortar” (tradicionalen)	a traditional business with a shop; a traditional way of buying things	
sequel (posledica, nadaljevanje)	what happens as a result of something	
to be littered with the wrecks (posuto z razbitinami)	there are many wrecks	
a wreck (razbitina)	something that is in a very bad condition	
e-tail (prodaja preko interneta)	e-retailing	
fusion (fuzija, zlitje)	combination, joining	
blending of (mešanica)	mixture of	
to take up a course (obiskovati tečaj)	to visit, to attend course	
an auction (licitacija, dražba)	licitacija, dražba	
mail-order (kataloška prodaja)	a modern way of shopping through the catalogues	
to evolve (razviti)	to develop	
tough = intense = fierce competition (huda konkurenca)	a severe battle in very rough circumstances where none of the companies has a greater competitive advantage than the others	
to plummet (nenadno pasti)	To suddenly and quickly go down in value or amount.	As you know, we face tough competition in this market, and our income from sales has <i>plummeted</i> in the last year.
to soar (nenadno narasti)	To increase quickly to a high level.	Demand for home computers has <i>soared</i> in recent years.
USP (unique selling proposition)	A feature of a product that no similar products have, and which is used in marketing to try to persuade people to buy it.	
PLC (product life cycle)	The concept of PLC proposes that, once a product is introduced into the market, it goes through a process of growth, maturity and decline,	

	and eventually disappears from the market.	
sales volume (<i>količina</i>)	the quantity	
cachet	a quality that makes a company important, worth respect, reputation	
to reckon (inf.) (<i>misliti</i>)	to think	What do you <i>reckon</i> damaged our relations with GlenStar?
amicable relations (<i>prijateljski odnosi</i>)	friendly relations	
cordial relations (<i>prisirčni odnosi</i>)	heartfull relations	
in good relation!		
on friendly terms!		
to pinpoint (<i>poudariti</i>)	to highlight, to emphasise, to point out, to stress	