

Business Result

Advanced Czech Wordlist

Unit 1

abandoned (adj) /ə'bændənd/ opuštěný, nepoužívaný
*The fire started in an **abandoned** warehouse.*

ambience (n) /'æmbiəns/ prostředí, atmosféra
*The city has a very relaxed **ambience**.*

appropriate (adj) /ə'prəʊpriət/ vhodný
*Jeans are not **appropriate** for a formal occasion.*

assume (v) /ə'sju:m/ domnívat se
*He **assumed** they would be meeting at the usual time.*

attribute to (phrase) /ə'tribju:t tu:/ přičítat co komu, čemu
*She **attributes her success to** hard work.*

build relationships (phrase) /'bɪld rɪ'leɪʃnʃɪps/ budovat vztahy
*We have **built good relationships** with our suppliers over time.*

build your skills (phrase) /'bɪld jɔ:'skɪlz/ rozvíjet své dovednosti
*This is an opportunity for you to **build your management skills**.*

bustling (adj) /'bʌslɪŋ/ rušný
*Their premises are on a **bustling** shopping street.*

buzzing (adj) /'bʌzɪŋ/ pulzující
*The city is **buzzing** from dawn to dusk.*

contender (n) /kən'tendə(r)/ soutěžící, kandidát
*This restaurant is a serious **contender** for the best in town.*

down-to-earth (adj) /'daʊn tu'z:θ/ realistický
*She's extremely intelligent, but also very **down-to-earth**.*

easy-going (adj) /'i:zi 'gəʊɪŋ/ tolerantní
*Our boss is pretty **easy-going** about occasional lateness.*

form an opinion (phrase) /'fɔ:m ən ə'pɪnɪən/ vytvořit si názor
*I didn't really see enough of the town to **form an opinion** about it.*

gather that (phrase) /'gæðə ðət/ dojít k závěru
*I **gathered that** he was somebody fairly senior.*

get on top of things (phrase) /'get ɒn 'tɒp əv θɪŋz/ zvládnout
*It's taken me a few hours to **get on top of things** this morning.*

give an insight (phrase) /'gɪv ən 'ɪnsaɪt/ poskytnout vhléd do čeho
*The trip **gave me a great insight** into life in Australia.*

infrastructure (n) /'ɪnfɹəstrʌktʃə(r)/ infrastruktura
*To attract more investment the city has to improve its **infrastructure**.*

initial (adj) /ɪ'nɪʃl/ první, úvodní
*We require an **initial** payment of £50 plus ten further installments.*

intriguing (adj) /ɪn'trɪ:ɡɪŋ/ neobvyklý
*Her idea sounded **intriguing**.*

jettison (v) /'dʒetɪsən/ zamítnout
*They quickly **jettisoned** the plan.*

keep an open mind (phrase) /'ki:p ən əʊpən 'maɪnd/ být přístupný názorům
*I'm **keeping an open mind** until I've met all the candidates.*

keep your eyes open (phrase) /'ki:p jɔ:r 'aɪz əʊpən/ mít oči otevřené
***Keep your eyes open** for any interesting new ingredients.*

light-hearted (adj) /'laɪt 'hɑ:tɪd/ lehkomyšlný
*We exchanged a few **light-hearted** remarks.*

low-key (adj) /'ləʊ 'ki:/ nevýrazný, chabý
*Their meeting was a very **low-key** affair.*

manage unknowns (phrase) /'mænɪdʒ ʌn'nəʊnz/ zvládat neznámé
*Your job as project manager is partly to **manage unknowns**.*

melting-pot (n) /'meltɪŋ pɒt/ multikulturní prostředí
*American society is a vast **melting-pot**.*

open-minded (adj) /'əʊpən 'maɪndɪd/ nepředpojatý
*Try to remain **open-minded** about your colleagues' suggestions.*

out-of-the-way (phrase) /'aʊt əv ðə 'weɪ/ zapadlý, zastrčený
*The restaurant is on a little **out-of-the-way** suburban street.*

outspoken (adj) /'aʊt'spəʊkən/ upřímný
*She was **outspoken** in her criticism of the plan.*

pompous (adj) /'pɒmpəs/ nabubřelý
*His speech sounded very **pompous** and self-congratulatory.*

pour in (phrase) /'pɔ:r 'ɪn/ hrnout se (v davech)
*Donations **poured in** from all over the world.*

precision (n) /prɪ'sɪʒn/ přesnost
*Her work is imaginative but lacks **precision**.*

process information (phrase) /'prəʊses ɪnfə'meɪʃn/ zpracovat informace
*It took me some time to **process this information**.*

ramble on (phrase) /'ræmbl 'ɒn/ mluvit od věci, blábolit
*He was **rambling on** about computers.*

read a situation (phrase) /'ri:d ə sɪtʃu'eɪʃn/ pochopit stav věci
*She's very good at **reading a situation**.*

reluctant (adj) /rɪ'lʌktənt/ váhavý
*He was **reluctant** to sign the deal without consulting his boss.*

run-of-the-mill (phrase) /'rʌn əv ðə 'mɪl/ všední, banální
*It's just a **run-of-the-mill** office block.*

self-assured (adj) /'self ə'ʃɔ:d/ sebejistý
*She was a very **self-assured** young woman.*

skim through (phrase) /'skɪm 'θru:/ letmo pročit
*I **skimmed through** the report looking for the sales figures.*

take into account (phrase) /'teɪk ɪntu ə'kaʊnt/ vzít v úvahu
*We have to **take environmental issues into account**.*

take your time (phrase) /'teɪk jɔ:'taɪm/ nepospíchat, neunáhlit se
*He likes to **take his time** and get the job done thoroughly.*

tedious (adj) /'ti:diəs/ nudný
*We had to listen to all the **tedious** details.*

time-consuming (adj) /'taɪm kɒnsju:mɪŋ/ časově náročný
*It's a difficult and **time-consuming** process.*

unexpected (adj) /ʌnɪk'spektɪd/ neočekávaný Her resignation was completely **unexpected**.

up-and-coming (adj) /ˌʌp ən 'kʌmɪŋ/ slibný They are an **up-and-coming** young company.

vibrant (adj) /'vaɪbrənt/ plný života Bangkok is a **vibrant** city.

weigh up the pros and cons (phrase) /wei ˌʌp ðə prəʊz ən 'kɒnz/ zvážit všechna pro a proti Before taking the job, she **weighed up the pros and cons** very carefully.

work both ways (phrase) /ˌwɜ:k bəʊθ 'weɪz/ fungovat oboustranně A good partnership has to **work both ways**.

Unit 2

ambassador (n) /am'bæsədə(r)/ vyslanec Students on study visits are **ambassadors** for their school.

apprenticeship (n) /ə'prentɪsʃɪp/ učňovský pracovní poměr She was offered a two-year **apprenticeship** as an electrician.

approve (v) /ə'pru:v/ schválit The designs were **approved** by the planning committee.

aspiring (adj) /ə'spaɪrɪŋ/ ctížádostivý **Aspiring** young executives often put in long hours at work.

be sidelined (phrase) /bi:'saɪdlaɪnd/ být vytlačen mimo dění The vice-president is increasingly **being sidelined**.

broaden your horizons (phrase) /ˌbrɔ:dən jɔ: hɔ:'raɪzənz/ rozšířit si obzory He thought that working abroad would **broaden his horizons**.

cling on to (phrase) /ˌklɪŋ 'ɒn tu/ držet se úsilím čeho He **clung on to** his position despite many attempts to get rid of him.

come up with (phrase) /ˌkʌm 'ʌp wɪð/ přijít s (nápadem) The team **came up with** some very interesting suggestions.

conventional (adj) /kən'venʃənl/ konvenční I realized that a **conventional** office job just wasn't for me.

digression (n) /daɪ'greɪʃn/ odbočka (od tématu) There were so many **digressions** I found it hard to follow his argument.

emerging (adj) /ɪ'mɜ:dʒɪŋ/ nově vznikající There are **emerging** markets in South Asia.

enhance (v) /ɪn'hɑ:ns/ obohatit This is an opportunity to **enhance** the company's reputation.

follow less conventional paths (phrase) /ˌfɒləʊ les kən'venʃnl pɑ:ðz/ zvolit méně obvyklý způsob Most journalists have university degrees, but others **follow less conventional paths**.

get on with (phrase) /ˌget 'ɒn wɪð/ pokračovat v čem After he left we were able to **get on with** our normal lives again.

go beyond the scope of (phrase) /gəʊ bɪˌjɒnd ðə 'skəʊp əv/ jít nad rámec These questions **go beyond the scope of** our report.

grow into your position (phrase) /grəʊ ɪntu jɔ: pə'zɪʃn/ dorůst do své pozice, získat zkušenosti She has really **grown into her position**.

hindsight (n) /'haɪnsaɪt/ poučení z minulosti With **hindsight**, we can clearly see what our mistakes were.

hold on to (phrase) /həʊld 'ɒn tu/ držet se (koho, čeho), vytrvat You should have **held on to** those shares rather than selling them.

in pursuit of (phrase) /ɪn pə'sju:t əv/ v honbě za čím She travelled the world **in pursuit of** success.

keep in with (phrase) /ki:p 'ɪn wɪð/ udržet s někým dobré vztahy He was trying to **keep in with** her because she was about to be promoted.

lateral (adj) /'lætərəl/ boční, vedlejší It was a **lateral** move rather than a promotion.

look out for (phrase) /lʊk 'aʊt fɔ:(r)/ dávat si pozor na **Look out for** any bugs when you're using the software, and report them.

move horizontally (phrase) /mu:v hɔ:rɪ'zɒntəli/ změnit práci v rámci jedné úrovně She **moved horizontally** to a similar role in another department.

move on to (phrase) /mu:v 'ɒn tu/ přejít, přestoupit kam I felt the time was right to **move on to** a new job.

notify (v) /'nəʊtɪfaɪ/ upozornit We should have been **notified** that the date had changed.

painstakingly (adj) /peɪn'steɪkɪŋli/ horlivě The facts in the report had been **painstakingly** researched.

peers (n pl) /pi:ə(r)z/ kolegové She always had the respect of her **peers**.

prestigious (adj) /preɪ'stɪdʒəs/ prestižní They won a **prestigious** business award.

put yourself in a better position (phrase) /pʊt jɔ: self ɪn ə ˌbetə pə'zɪʃn/ dostat se do lepší situace If you broaden your experience you **put yourself in a better position** to find another job.

reach a stage (phrase) /ˌri:tʃ ə 'steɪdʒ/ dosáhnout stavu I've **reached a stage** where I really don't want to work long hours.

rung (n) /rʌŋ/ úroveň (rank) He was on the bottom **rung** of the ladder.

staff retention (phrase) /'stɑ:f rɪtenʃn/ udržení si zaměstnanců We need to improve **staff retention**.

stand out from (phrase) /ˌstænd 'aʊt frəm/ vyčnívat She's the sort of person who **stands out from** the crowd.

stand up for (phrase) /ˌstænd 'ʌp fɔ:(r)/ postavit se za co, podpořit She always **stands up for** what she believes is right.

stand up to (phrase) /ˌstænd 'ʌp tu/ postavit se, čelit His theories don't really **stand up to** close examination.

stay ahead of (phrase) /ˌsteɪ ə'hed əv/ být vždy připraven na co Somehow he always manages to **stay ahead of** the situation.

stick up for (phrase) /ˌstɪk 'ʌp fɔ:(r)/ zastat se Nobody at the meeting **stuck up for** me.

struggle (v) /'strʌgl/ zápasit, pachtit se She sometimes **struggles** with her workload.

take a step backwards (phrase) /ˌteɪk ə step 'bækwədz/ učinit krok zpět I felt that I was **taking a step backwards**.

take the initiative (phrase) /ˌteɪk ðɪ ɪ'nɪʃətɪv/ převzít iniciativu Someone needs to **take the initiative** and suggest a solution.

Unit 3

absenteeism (n) /ˌæbsən'ti:zɪzəm/ absentérství Unfortunately there is a culture of **absenteeism** within the company.

access (v) /'ækses/ mít přístup With this phone you can **access** your email anywhere in the world.

accommodate needs (phrase) /ə'kɒmədeɪt 'ni:dz/ naplnit potřeby Our proposal **accommodates the needs of** local people as well as visitors.

achieve results (phrase) /ə'tʃi:v rɪ'zʌltz/ dosáhnout výsledků The project has **achieved great results**.

amateur (adj) /'æmətə(r)/ amatérský He is a keen **amateur** golfer.

anticipate problems (phrase) /æn'tɪsɪpeɪt 'prɒbləmz/ očekávat problémy We don't **anticipate any major problems**.

assess progress (phrase) /ə'ses 'prəʊgres/ ohodnotit pokrok Let's have a short meeting tomorrow to **assess progress**.

aversion to (phrase) /ə'veɜ:ʒn tu:/ averze vůči čemu He had an **aversion to** getting up early.

badger someone (phrase) /'bædʒə(r) ,sʌmwʌn/ otravovat koho He kept **badgering me** to let him see the report.

bare minimum (phrase) /,beə 'mɪnɪməm/ absolutní minimum He did the **bare minimum** of work but still passed the exam.

commuting (n) /kə'mju:ɪŋ/ dojíždění do zaměstnání She sees **commuting** as a real waste of time and resources.

dilemma (n) /daɪ'lemə/ dilema I was in a terrible **dilemma** over whether to take the job.

dynamic (adj) /daɪ'næmɪk/ dynamický We are a young, **dynamic** company.

effective (adj) /ɪ'fektɪv/ efektivní, účinný We found a simple and **effective** way of classifying the data.

era (n) /'ɪərə/ období The spread of the Internet began a new **era** in business.

exchange (v) /ɪks'tʃeɪndʒ/ vyměnit These meetings are an opportunity for us to **exchange** information.

facilitate change (phrase) /fə'sɪlɪteɪt 'tʃeɪndʒ/ usnadnit změnu My role is to **facilitate positive change** within the organization.

flip-side (n) /'flɪpsaɪd/ stinná stránka The **flip-side** of more flexibility at work can be less security.

fusion (n) /'fju:ʒən/ fúze, splynutí Our products offer a perfect **fusion** of tradition and innovation.

generate enthusiasm (phrase) /,dʒenəreɪt ɪn'θju:ziæznm/ vytvářet, vzbuzovat He is very good at motivating people and **generating enthusiasm**.

give rise to (phrase) /gɪv 'raɪz tu:/ zapříčinit vznik This **gave rise to** a number of problems.

go according to plan (phrase) /gəʊ ə,kɔ:dnɪŋ tə 'plæn/ řídit se plánem, postupovat podle plánu Things didn't quite **go according to plan**, and the project ran over budget.

implement (v) /'ɪmplɪmənt/ implementovat, zavést We **implemented** all of his suggestions.

initiative (n) /ɪ'nɪʃɪətɪv/ iniciativa, podnět This is part of a government **initiative** to encourage mothers back to work.

means (n) /mi:nz/ způsob Is there any **means** of contacting him?

measure success (phrase) /,meʒə sək'ses/ poměřit úspěch It is difficult to **measure the success** of the campaign at this stage.

option (n) /'ɒpʃn/ možnost You have the **option** of varying your monthly payments.

procedure (n) /prə'si:dʒə(r)/ postup There is a standard **procedure** for making complaints.

purpose (n) /'pɜ:pəs/ účel The meeting lacked any clear **purpose**.

put in place (phrase) /,pʊt ɪn 'pleɪs/ připravit k použití New security measures have now been **put in place**.

resistant to (phrase) /rɪ'zɪstənt tu:/ odolný vůči čemu He is very **resistant to** change.

seamless (adj) /'si:mles/ nepřerušovaný There was a **seamless** handover of power from the director to her replacement.

self-perpetuating (adj) /,self pə'petjuetɪŋ/ sebezničující Revenge leads to a **self-perpetuating** cycle of violence.

sheer (adj) /ʃɪə(r)/ přídavné jméno zdůrazňující rozměr, velikost apod The **sheer** size of the machine makes it difficult to move.

sustainable (adj) /səs'teɪnəbl/ udržitelný We are shifting from fossil fuels to **sustainable** energy.

tensions (n pl) /'tenʃnz/ napětí The changes further increased **tensions** among the workforce.

transform (v) /træns'fɔ:m/ transformovat Technology has **transformed** our working lives.

Unit 4

accept (v) /ək'sept/ přijmout, akceptovat We have to **accept** a certain amount of risk in our business.

adept (adj) /ə'dept/ zručný, zdatný He became **adept** at getting her to listen to his ideas.

anticipate (v) /æn'tɪsɪpeɪt/ očekávat, předvídat We need someone who can **anticipate** and respond to change.

at a glance (phrase) /æt ə 'glɑ:ns/ na první pohled She saw **at a glance** what the problem was.

ban (v) /bæn/ zakázat Most workplaces have now **banned** smoking.

bold (adj) /bɔ:ld/ smělý It was a **bold** move to open an English restaurant in France.

bottom out (phrase) /,bɒtəm 'aʊt/ ustálit se Property prices seem to be **bottoming out**.

cautious (adj) /'kɔ:ʃəs/ opatrný He was **cautious** about committing himself to anything.

chasm (n) /kæznm/ rokle, strž They had to somehow get across the **chasm**.

concrete (adj) /'kɒnkri:t/ konkrétní Do you have any **concrete** proposals about how we can cut costs?

determine (v) /dɪ'tɜ:mɪn/ stanovit The enquiry will try to **determine** the cause of the accident.

evaluate (v) /ɪ'veljueɪt/ ohodnotit We need to **evaluate** how well the campaign has worked.

eventualities (n pl) /ɪ'ventʃu:'æltɪz/ eventuality, možnosti We need to be prepared for all **eventualities**.

expose (sb) to (phrase) /ɪk'spəʊz tu/ vystavit se čemu You have **exposed yourself to** unnecessary risks.

foolhardy (adj) /'fu:lhɑ:di/ nerozumný, zbytečně riskující It would be **foolhardy** to ignore these warnings.

gauge (v) /geɪdʒ/ odhadovat, poměřovat It's difficult to **gauge** the extent of the damage.

habitual (adj) /hə'bitʃuəl/ obvyklý, běžný Complaining about change sometimes becomes **habitual**.

hash browns (n pl) /ˈhæʃ ˈbraʊnz/ osmažené strouhané brambory They had **hash browns** and coffee for breakfast.

hostile (adj) /ˈhɒstail/ nevlídný, nepřející Not many plants grow in these **hostile** conditions.

identify (v) /aɪˈdentɪfaɪ/ identifikovat, určit First of all we have to **identify** the problem.

imprudent (adj) /ɪmˈpruːdənt/ nemoudrý, neopatrný It would be **imprudent** to invest all your money in one company.

intuitive (adj) /ɪnˈtjuːətɪv/ intuitivní I didn't find the software very **intuitive**.

justifiable (adj) /dʒʌstɪˈfaɪəbl/ omluvitelný He took **justifiable** pride in his achievements.

linear (adj) /ˈlɪniə(r)/ přímočarý, lineární People do not always learn in a **linear** fashion.

lobby (n) /ˈlɒbi/ lobby, zájmová skupina The gun **lobby** is opposed to any change in the law.

minimize (v) /ˈmɪnɪmaɪz/ minimalizovat We will carry out the work in a way that **minimizes** inconvenience to customers.

modest (adj) /ˈmɒdɪst/ skromný She's very **modest** about her success.

obscure (adj) /əbˈskjʊə(r)/ nejasný, těžko pochopitelný I found her lecture a little **obscure**.

outlet (n) /ˈaʊtlət/ výprodej The business has 34 retail **outlets** in this state.

over-cautious (adj) /ˌoʊvə ˈkɔːʃəs/ přehnaně opatrný You will never succeed by being **over-cautious**.

pipe-dream (n) /ˈpaɪpdriːm/ vzdušný zámeček You can convert your plans from **pipe-dreams** to reality.

pose risks to (phrase) /pəʊz ˈrɪks tuː/ představovat rizika pro co Smoking **poses clear risks to** health.

predict (v) /prɪˈdɪkt/ předpovědět He **predicts** that interest rates will continue to rise.

prudent (adj) /ˈpruːdənt/ obezřetný, uvážlivý This looks like a **prudent** investment.

rapport (n) /ræˈpɔː(r)/ vztah She understood the importance of establishing a close **rapport** with clients.

rash (adj) /ræʃ/ unáhlený, ukvapený It would be **rash** to assume that everyone will agree with you.

reckless (adj) /ˈrekləs/ ledabylý He had always been **reckless** with money.

recognize (v) /ˈrekəɡnaɪz/ rozpoznat, uznat We **recognized** the problem immediately.

risk-averse (adj) /ˈrɪsk əvɜːs/ neochotný podstupovat rizika This industry is famously conservative and **risk-averse**.

run the risk of (phrase) /ˌrʌn ðə ˈrɪsk əv/ risknout You **run the risk of** losing your home.

saturated fat (n) /ˌsætʃəreɪtɪd ˈfæt/ nasycený tuk People are being advised to cut down on **saturated fat**.

sensible (n) /ˈsensɪbl/ rozumný He made a very **sensible** decision.

severity (n) /səˈverəti/ závažnost People are not aware of the **severity** of the problem.

species (n) /ˈspiːʃiːz/ živočišný druh Humans need to realize what they have done to other **species**.

termite mound (n) /ˈtɜːmaɪt maʊnd/ termitiště They had unwittingly disturbed a **termite mound**.

volatile (adj) /ˈvɒlətaɪl/ nestálý, kolísavý The exchange rate is highly **volatile**.

wedges (n pl) /ˈwedʒəz/ brambory se slupkou nakrájené do tvaru půlměsíce They served steak with potato **wedges** and salad.

weigh up (phrase) /ˌweɪ ˈʌp/ zvážit, poměřit si You must **weigh up** the advantages and disadvantages.

Unit 5

absent-minded (adj) /ˌæbsəntˈmaɪndɪd/ duchem nepřítomný He can be a little **absent-minded** at times.

availability (n) /əˌveɪləˈbɪləti/ dostupnost We'll organize a meeting as soon as possible, depending on her **availability**.

batch (n) /bætʃ/ várka They produced a trial **batch** of the new product.

bother someone (phrase) /ˈbɒðə(r) ˌsʌmwʌn/ obtěžovat někoho, zdržovat It **bothers me** when people don't try their best.

clarity (n) /ˈklærəti/ jasnost, srozumitelnost She spoke with fluency and **clarity**.

communicate ideas effectively (phrase) /kəˌmjʊːnɪkeɪt aɪdɪəz ɪˈfektɪvli/ sdělovat své nápady srozumitelně Diagrams and pictures can help **communicate ideas effectively**.

conflict (n) /ˈkɒnflɪkt/ spor, konflikt We found a simple way to resolve the **conflict**.

consideration (n) /kənˌsɪdəˈreɪʃn/ uvážení Careful **consideration** should be given to health and safety issues.

contemplate (v) /ˈkɒntəmpleɪt/ zvažovat, uvažovat o čem I wouldn't even **contemplate** taking on any more work at the moment.

controversial (adj) /ˌkɒntreɪˈvɜːʃl/ kontroverzní Any plan involving job losses is bound to be **controversial**.

cope with (phrase) /ˈkəʊp wɪð/ vypořádat se s čím He wasn't able to **cope with** the stresses of the job.

decent (adj) /ˈdiːsənt/ slušný, řádný They offer **decent** meals at good prices.

express yourself clearly (phrase) /ɪkˌspres jɔːself ˈkliəli/ jasně se vyjadřovat I don't think I **expressed myself very clearly**.

fall short of (phrase) /fɔːl ˈʃɔːt əv/ chybět, nedostávat se The hotel **fell short of** their expectations.

focus on (phr v) /ˈfəʊkəs ɒn/ zaměřit se na co I think in this meeting we should **focus on** practicalities.

grumble (v) /ˈɡrʌmbl/ reptat She's always **grumbling** about how badly paid she is.

inconsistencies (n pl) /ɪnkənˈsɪstənsɪz/ nesrovnalosti I noticed a few **inconsistencies** in her argument.

keep to (phrase) /ˈkiːp tuː/ držet se tématu Please try to **keep to** the point.

look at options objectively (phrase) /ˌlʊk æt ɒpʃnz əbˈdʒektɪvli/ objektivně zvažovat možnosti If we **look at the options objectively**, I think this one is clearly best.

lose momentum (phrase) /ˌluːz məˈmentəm/ ztrácet na rychlosti, výkonnosti The project seemed to **lose momentum** halfway through.

man (v) /mæn/ obsluhovat (stroj) The telephones are **manned** 24 hours a day.

meltdown (n) /ˈmeltdaʊn/ zhroucení (systému, podniku, organizace) There were fears of a **meltdown** on the Stock Exchange.

notoriously (adv) /nə'to:riəsli/ nechvalně, notoricky *The market is notoriously difficult to predict.*

pay attention to (phrase) /,pei ə'tenʃn tu:/ dávat pozor na co, soustředit se na co *Please pay attention to what I am saying.*

pitch in (phrase) /,pɪtʃ 'ɪn/ přiložit ruku k dílu, zapojit se *Everyone pitched in with the cleaning work.*

push others hard (phrase) /,pʊʃ ʌðəz 'hɑ:d/ nutit ostatní k lepším výkonům *Their manager pushes people hard but he gets results.*

resignation (n) /,rezɪg'neɪʃn/ odstoupení z funkce *The failure led to his resignation as department head.*

revenue (n) /'revənju:/ příjem, výnos *The company's annual revenue rose by 30%.*

servant (n) /'sɜ:vənt/ sluha *He had been the family's loyal servant for many years.*

spur into action (phrase) /,spɜ:(r) ɪntu: 'ækʃən/ pobízet k činům *I was spurred into action by his letter.*

steer clear of (phrase) /,stiə 'kliə əv/ vyvarovat se *I usually steer clear of taking work home with me.*

swarm (v) /swɔ:m/ rojit se, hrnout se *Tourists were swarming all over the island.*

them and us (phrase) /,ðəm ənd 'vs/ situace „oni proti nám”, dva rozdílné tábory *Don't let disagreements at work develop into a 'them and us' situation.*

tread carefully (phrase) /,tred 'keəfəli/ našlapovat opatrně *We have to tread carefully around him because he's a very important client.*

treat (sb) unfairly (phrase) /,tri:t ʌn'feəli/ jednat nespravedlivě s kým *A tribunal found that the company had treated her unfairly.*

be viewed positively (phrase) /bi ,vju:d 'pɔzətɪvli/ být hodnocen pozitivně *Her actions were viewed very positively by the general public.*

vigorously (adv) /'vɪgərəsli/ energicky *He vigorously denied the allegations.*

warrior (n) /'wɒriə(r)/ válečník, bojovník *He was known in ancient times as a great warrior.*

work closely with (phrase) /,wɜ:k 'kləʊsli wið/ úzce spolupracovat s kým/čím *She has worked closely with many business leaders.*

Unit 6

ad-hoc (adj) /,æd'hɒk/ ad-hoc, jen pro tento případ *We held an ad-hoc meeting to discuss the problem.*

blank (adj) /blænk/ prázdný (formulář) *I found myself staring at a blank screen.*

boost earnings (phrase) /,bu:st 'z:niŋz/ zvýšit zisk *The company aims to boost earnings by 18%.*

bounce ideas around (phrase) /,baʊns aɪ'diəz ə'raʊnd/ nechat ostatní posoudit názory *We sat there bouncing ideas around for a while.*

cause a stir (phrase) /,kɔ:z ə'stɜ:(r)/ způsobit rozruch *Her resignation caused quite a stir in the company.*

come to fruition (phrase) /,kʌm tə fru'ɪʃn/ realizovat se úspěšně, uskutečnit se *After months of hard work, our plans finally came to fruition.*

contrary to (phrase) /'kɒntrəri tu:/ na rozdíl od čeho *Contrary to expectations, we had fine weather for the conference.*

control costs (phrase) /kən'trəʊl kɒsts/ hlídat výdaje *We have to do more to control costs.*

cut into the bottom line (phrase) /kʌt ,ɪntə ðə ,bɒtəm 'laɪn/ omezit zisk *Increased costs will inevitably cut into the bottom line.*

demand precision (phrase) /dɪ,mɑ:nd prɪ'sɪʒn/ vyžadovat přesnost *This kind of task demands precision.*

draft (adj) /dra:ft/ hrubý (návrh apod) *He let me see a draft copy of the speech.*

elite (n) /'li:t/ elita *She is undoubtedly a member of the business elite.*

explore a concept (phrase) /ɪk,splɔ:r ə 'kɒnsept/ prozkoumat návrh *These concepts will be explored in more detail in chapter 5.*

fall by the wayside (phrase) /,fɔ:l baɪ ðə 'weɪsaɪd/ zůstat na půli cesty *The proposals fell by the wayside due to lack of support.*

figure out ways (phrase) /,fɪgər 'aʊt weɪz/ vymyslet řešení *We need to figure out a cheap way of doing this.*

get back on track (phrase) /get ,bæk ɒn 'træk/ vrátit se k původnímu způsobu *With Liz in charge, the project soon got back on track.*

get off the ground (phrase) /get ,ɒf ðə 'graʊnd/ rozběhnout se, odstartovat (projekt) *Without funding, our plans will never get off the ground.*

get the creative juices flowing (phrase) /,get ðə kri:etɪv 'dʒu:sɪz fləʊɪŋ/ vybízet ke kreativnímu myšlení *We had a brain-storming session to get the creative juices flowing.*

ground-breaking (adj) /'graʊndbreɪkɪŋ/ průkopnický *This piece of research was ground-breaking.*

hard and fast (phrase) /,hɑ:d ən fɑ:st/ striktní *There are no hard and fast rules for doing this.*

hit on ideas (phrase) /'hɪt ɒn aɪ'diəz/ přijít na myšlenku *He hit on an idea for a new type of vacuum cleaner.*

impose targets (phrase) /ɪm,pəʊz 'tɑ:gɪts/ stanovovat cíle *He imposed tough new sales targets on the department.*

incur the wrath of (phrase) /ɪn,kɜ: ðə 'rɒθ əv/ rozčítit někoho *They incurred the wrath of customers by cancelling services.*

intimidate (v) /ɪn'tɪmɪdeɪt/ zastrašit *Successful women sometimes intimidate men.*

knock into shape (phrase) /,nɒk ɪntə 'ʃeɪp/ dostat do žádoucího stavu *It shouldn't take long for her to knock the team into shape.*

look beyond (phrase) /,lʊk brɪ'jɒnd/ vidět dál *We need to look beyond conventional ideas of what a travel company should be.*

mature (adj) /mə'tʃʊə(r)/ vyspělý *Software today is a mature, multi-billion-dollar industry.*

metamorphose (v) /,meta'mɔ:fəʊz/ metamorfovat se, proměnit se *His company had metamorphosed into a very different organization.*

mystique (n) /mɪ'sti:k/ tajuplnost *We want to create a sense of mystique about our beauty products.*

niche (n) /ni:ʃ/ mezera (na trhu) *They spotted a niche in the market.*

nomadic (adj) /nəʊ'mædɪk/ kočovný *As a sales rep he lives a rather nomadic life.*

obsolete (adj) /'ɒbsəli:t/ opuštěný, zastaralý *New technology very quickly becomes obsolete.*

outperform the competition (phrase) /ˌaʊtpefɔ:m ðə kɒmpə'tɪʃn/ překonat konkurenci The company has consistently **outperformed the competition**.

patent (v) /'peɪtənt/ patentovat He **patented** a revolutionary air-purifying device.

pen pushing (n) /'pen pʊʃɪŋ/ nudná kancelářská práce I would hate to be stuck in an office doing **pen pushing** all day.

pursue ideas (phrase) /pə'sju: aɪ'diəz/ zabývat se nápady A progressive company has to be willing to **pursue new ideas**.

roots (n pl) /ru:ts/ kořeny, původ He has never forgotten his **roots** as a small trader.

run into problems (phrase) /ˌrʌn ɪntə 'prɒbləmz/ narazit na problémy We **ran into problems** with the test phase of the project.

shift the emphasis (phrase) /ˌʃɪft ðɪ 'emfəsɪs/ přesunout důraz We have **shifted the emphasis** from manufacturing to services.

soul-searching (n) /'səʊl sɜ:tʃɪŋ/ sebezpytování After much **soul-searching**, he decided to resign.

sporadic (adj) /spə'rædɪk/ sporadický There had been **sporadic** outbreaks of violence in the area.

stay ahead of the game (phrase) /steɪ ə'hed əv ðə 'geɪm/ být i nadále na vše připraven The company has somehow always managed to **stay ahead of the game**.

stifle creativity (phrase) /ˌstaɪfl kri'eɪtɪvɪti/ potlačovat kreativitu They hope the new rules will not **stifle creativity**.

tentative (adj) /'tentətɪv/ váhavý, nedokonalý Her English is correct but **tentative**.

think outside the box (phrase) /ˌθɪnk aʊt'saɪd ðə 'bɒks/ podívat se na věci z jiného úhlu Many problems can be solved by **thinking outside the box**.

tolerate mistakes (phrase) /ˌtɒləreɪt mɪs'teɪks/ tolerovat chyby If we don't **tolerate mistakes**, we will never develop anything new.

try out (phr v) /ˌtraɪ 'aʊt/ vyzkoušet We **tried out** some of the new products.

undergo change (phrase) /ˌʌndə'geɪtʃ/ podstoupit změnu The company has **undergone major change**.

unique (adj) /juː'nɪ:k/ jedinečný We offer a **unique** blend of technical and interpersonal skills training.

vague (adj) /veɪg/ matný, nejasný He was a bit **vague** about the details of the ad campaign.

wholesale (n) /'həʊlseɪl/ velkoobchod The company has changed its focus from **wholesale** to retail.

Unit 7

across the board (phrase) /ə'krɒs ðə 'bɔ:d/ za hranice (firmy) The industry needs more investment **across the board**.

the bigger picture (phrase) /ðə 'bɪgə 'pɪktʃə(r)/ obecnější hledisko I think it's important to see **the bigger picture** here.

bottom-up (adj) /ˌbɒtəm 'vɒp/ zdola nahoru (v rámci organizace) The company takes a **bottom-up** approach to change.

centrally-driven (adj) /ˌsentrəli 'drɪvən/ centralistický This **centrally-driven** approach to training does not always take account of specific local needs.

collective aspiration (phrase) /kə'lektɪv æspə'reɪʃn/ kolektivní cíle Our aim is to help the business realize its **collective aspiration**.

commission (n) /kə'mɪʃn/ zadat (zakázku) The consumer survey was **commissioned** by local tradespeople.

compliance (n) /kəm'plaɪəns/ plnění, dodržování These procedures must be followed to ensure full **compliance** with the law.

compliant (adj) /kəm'plaɪənt/ dodržující Some of the bank's practices were not **compliant** with the law.

confer (v) /kən'fɜ:(r)/ radit se, jednat He wanted to **confer** with his colleagues before reaching a decision.

conversely (adv) /kən'vɜ:slɪ/ naopak You can add the fluid to the powder, or, **conversely**, the powder to the fluid.

crucially (adv) /'kru:ʃəli/ především **Crucially**, they offered both a lower price and easier availability.

deferential (adj) /defə'renʃl/ uctivý People are no longer so **deferential** to doctors.

distinct lack of (phrase) /dɪs'tɪŋkt 'læk əv/ jasný nedostatek There was a **distinct lack of** enthusiasm for the proposals among the workforce.

be driven by (phrase) /bi 'drɪvən baɪ/ být hnán čim The changes were **being driven by** just a few individuals.

employee participation (phrase) /emplɔɪ'i: pɑ:tɪsɪ'peɪʃn/ angažovanost zaměstnanců We look for **employee participation** in the recruitment process.

expansive (adj) /ɪk'spænsɪv/ obsáhlý, mnohomluvný The article is written in his usual **expansive** style.

explicitly (adv) /ɪk'splɪsɪtli/ otevřeně The report states **explicitly** that the computer system was at fault.

be geared towards (phrase) /bi 'gɪəd təwɔ:dz/ navržený, koncipovaný pro koho/co The programme **is geared towards** preparing students for the world of work.

generic (adj) /dʒə'nerɪk/ obecný, generický 'Men' is sometimes used as a **generic** term to mean 'people'.

holistic (adj) /hə'lɪstɪk/ holistický, celostní We want a more **holistic** approach to work and life.

impose (v) /ɪm'pəʊz/ uvalit (daně), prosadit a uplatňovat (zákony) The time limits are **imposed** on us by factors outside our control.

in the long run (phrase) /ɪn ðə 'lɒŋ rʌn/ běh na dlouhou trať, dlouhodobě Her idea will save money **in the long run**.

in the real world (phrase) /ɪn ðə 'rɪəl wɜ:ld/ ve skutečnosti Things rarely go as smoothly as this **in the real world**.

job-specific (adj) /dʒɒb spə'sɪfɪk/ charakteristický pro danou práci He gets plenty of general management training as well as **job-specific** training.

nurture (v) /'nɜ:tʃə(r)/ tříbit, rozvíjet It's important to **nurture** talent.

one-size-fits-all (phrase) /ˌwʌn saɪz fɪts 'ɔ:l/ univerzální There cannot be a **one-size-fits-all** answer, since every small business is different.

pace (n) /peɪs/ tempo Everyone learns at their own **pace**.

paradigm shift (phrase) /'pærədaim ʃɪft/ zásadní změna v přístupu His theory led to a **paradigm shift** in the industry.

performance management (phrase) /pə'fɔ:məns 'mænɪdʒmənt/ řízení výkonu We are trying out some new ideas in **performance management**.

personal development plan (phrase) /ˌpɜːsənəl dɪˈveləpmənt plæn/ **plán osobního rozvoje** *The course will help you produce a **personal development plan** in line with your goals.*

put effort into (phrase) /ˌpʊt ˈɛfət ɪntə/ **vynaložit úsilí na co** *He needs to **put more effort into** his work.*

remit (n) /ˈriːmɪt/ **kompetence, pravomoc** *Staff recruitment falls within the **remit** of the division manager.*

self-directed (adj) /ˌself daɪˈrektɪd/ **autoregulaovaný** *The training programme is largely **self-directed**.*

shared vision (phrase) /ˌʃeəd ˈvɪʒn/ **společná vize** *The people who founded the company started out with a **shared vision**.*

skills deficit (phrase) /ˈskɪlz defɪsɪt/ **nedostatek dovedností** *There is a serious **skills deficit** in the industry.*

structural change (phrase) /ˌstrʌktʃərəl ˈtʃeɪndʒ/ **strukturální změna** *We are seeing the effects of major **structural change** in society.*

subsidiary (n) /sʌbˈsɪdʒəri/ **pobočka** *She works for an overseas **subsidiary** of the company.*

take ownership of (phrase) /ˌteɪk ˈəʊnəʃɪp ɒf/ **přijmout odpovědnost za** *We want to encourage employees to **take ownership of** what they do.*

top-down (adj) /ˌtɒp ˈdaʊn/ **direktivní, shora dolů** *Their approach to management is very traditional and **top-down**.*

up to speed (adj) /ˌʌp tə ˈspiːd/ **v obraze** *It will take time to bring all the staff **up to speed** with this new system.*

upheaval (n) /ʌpˈhiːvəl/ **pozdvížení** *Her resignation led to a major **upheaval** within the company.*

Unit 8

apply oneself (phrase) /əˈplai wɒnsɛlf/ **věnovat se čemu, plně se soustředit na co** *He could do much better if he **applied himself**.*

believe in the need (phrase) /bɪˈliːv ɪn ðə niːd/ **věřit, že je potřeba** *We **believe in the need** for accountability at work.*

benefit from (phrase) /ˈbenəfɪt frɒm/ **mít prospěch z čeho** *Everyone will **benefit from** a stronger economy.*

build up rapport (phrase) /ˌbɪld ˌʌp rəˈpɔː(r)/ **vybudovat vztah** *He quickly **built up rapport** with his team.*

correlation (n) /kɒrəˈleɪʃn/ **korelace, vzájemná souvislost** *There is a clear **correlation** between wealth and power.*

demonstrate an ability to (phrase) /ˌdemənstreɪt ən əˈbɪlɪti tuː/ **demonstrovat schopnost** *She has **demonstrated the ability to** work under pressure.*

feel part of (phrase) /fiːl ˈpɑːt əv/ **cítit se být součástí** *I didn't really **feel part of** the team.*

fortunes (n pl) /ˈfɔːtʃuːnz/ **osud, vyhlídky** *We discussed the changing **fortunes** of the steel industry.*

gain recognition for (phrase) /ˌɡeɪn rekəɡˈnɪʃn fɔː/ **dosáhnout uznání** *The organization is beginning to **gain recognition for** its work.*

get rid of (phrase) /ɡet ˈrɪd əv/ **zbavit se** *We should **get rid of** these old computers.*

goodwill (n) /ˌɡʊdˈwɪl/ **dobré jméno společnosti** *It can be difficult to calculate the value of **goodwill**.*

have a commitment to (phrase) /ˌhæv ə kəˈmɪtmənt tuː/ **zavázat se k čemu** *We **have a commitment to** raising safety standards at work.*

have a say in (phrase) /ˌhæv ə ˈseɪ ɪn/ **spolurozhodovat o čem** *We **had no say in** the decision to sell the company.*

have an investment in (phrase) /ˌhæv ən ɪnˈvestmənt ɪn/ **mít podíl na čem** *We all **have an investment in** the success of the project.*

have an understanding of (phrase) /ˌhæv ən ʌndəˈstændɪŋ əv/ **mít pochopení pro, chápat co** *The committee **has no understanding of** the problem.*

impromptu (adj) /ɪmˈprɒmptjuː/ **improvizovaný** *She stood up and gave an **impromptu** speech.*

live up to expectations (phrase) /lɪv ˌʌp tu ɛkspekˈteɪʃnz/ **žít, chovat se dle očekávání druhých** *The event did not **live up to expectations**.*

make a commitment to (phrase) /ˌmeɪk ə kəˈmɪtmənt tuː/ **zavázat se k čemu** *We have **made a commitment to** raising standards.*

pay scale (n) /ˈpeɪ skeɪl/ **mzdový tarif** *Promotion to the next level of the **pay scale** means an extra £250 a month.*

put to the test (phrase) /ˌpʊt tuː ðə ˈtest/ **podrobit zkoušce** *His claims have never really been **put to the test**.*

randomly (adv) /ˈrændəmli/ **namátkou** *The winning numbers are **randomly** selected by computer.*

rank (v) /ræŋk/ **řadit se (kam), patřit** *Health and education **rank** highly with voters.*

resonate (v) /ˈrezəneɪt/ **souznít (myšlenky apod)** *His speech **resonated** with the fears of the workers listening.*

see a future for (phrase) /si ə ˈfjuːtʃə fɔː/ **mít budoucnost, vidět budoucnost** *I can't **see a future for** the company in its present form.*

seek out opportunities (phrase) /siːk aʊt ɒpəˈtjuːnɪtiz/ **vyhledávat příležitosti** *We are always **seeking out opportunities** to enter new markets.*

show a desire to (phrase) /ˌʃəʊ ə dɪˈzɑːə tuː/ **projevovat touhu** *He has **shown a desire to** advance in his career.*

show a willingness to (phrase) /ˌʃəʊ ə ˈwɪlɪŋnəs tuː/ **projevovat ochotu** *She **showed a willingness to** compromise.*

strive for (phrase) /ˈstraɪv fɔː/ **usilovat o co** *We encourage all our staff to **strive for** the highest standards.*

take pride in (phrase) /teɪk ˈpraɪd ɪn/ **být pyšný na** *I always **take pride in** my work.*

think on your feet (phrase) /θɪŋk ɒn jɔː ˈfiːt/ **pohotově uvažovat** *You really have to be able to **think on your feet** in this job.*

unwavering (adj) /ʌnˈweɪvərɪŋ/ **neochvějný** *She has always had his **unwavering** support.*

Unit 9

allocate resources (phrase) /ˈæləkeɪt rɪˌzɔːsɪz/ **přidělit zdroje** *More **resources are being allocated** to the project.*

assets (n pl) /ˈæsets/ **majetek (společnosti)** *The group's total **assets** are valued at \$1.3 billion.*

bottom line (n) /ˌbɒtəm ˈlaɪn/ **hospodářský výsledek** *The drop in sales had a big impact on our **bottom line**.*

competitive advantage (phrase) /kəmˌpetətɪv ædˈvæntɪdʒ/ **konkurenční výhoda** *Our knowledge of the local market gives us a **competitive advantage**.*

concessions (n pl) /kənˈseɪʃnz/ **úlevy (daňové)** *The government granted tax **concessions** to businesses in economically depressed areas.*

corporate accountability (phrase) /ˌkɔːpəɪət ə kaʊntəˈbɪləti/ firemní odpovědnost **Corporate accountability** is very important when addressing environmental concerns.

cost-benefit analysis (n) /ˌkɒst ˈbenəfɪt ənəleɪsɪs/ analýza nákladů a výnosů A **cost-benefit analysis** was carried out.

critical success factor (n) /krɪtɪkl səkˈses fæktə(r)/ kritický faktor úspěchu The **critical success factor** was the willingness of staff to support the change.

deplete (v) /dɪˈplɪt/ vyčerpat, spotřebovat Natural resources have been severely **depleted**.

deploy resources (phrase) /dɪˈplɔɪ rɪˌzɔːsɪz/ řádně čerpat zdroje We have studied the best way to **deploy resources**.

disillusioned with (phrase) /dɪsɪˈluːʒnd wɪð/ rozčarováný z čeho I was becoming **disillusioned with** my job.

dismiss (v) /dɪsˈmɪs/ opustit, zavrhnout (myšlenku) We can't simply **dismiss** their objections.

drain on resources (phrase) /ˈdreɪn ɒn rɪˌzɔːsɪz/ odčerpávání zdrojů Military spending is a huge **drain on resources**.

embrace (v) /emˈbreɪs/ přijmout (návrh) It is unlikely that they will **embrace** new working practices.

ethnically diverse (phrase) /ˌeθnɪkli daɪˈvɜːs/ etnický různorodý Ours is a vibrant, **ethnically diverse** society.

exclusivity clause (n) /ˌɛkskluːˈsɪvɪti kləʊz/ doložka o výlučnosti The **exclusivity clause** stated that the ice cream would only be sold in one chain of shops.

flagship (n) /ˈflæɡʃɪp/ vlajková loď They were once the **flagship** of the chocolate industry.

gross (adj) /grɒs/ hrubý, před zdaněním The company's **gross** earnings were in excess of £1.5 million.

inauguration (n) /ɪnˌɔːɡjəˈreɪʃn/ uvedení do funkce, inaugurace 250 people attended the **inauguration** of a new exhibition space.

intangible (adj) /ɪnˈtæŋdʒəbl/ nehmotný (majetek) **Intangible** assets could include things like staff morale and goodwill.

knowledge base (phrase) /ˈnɒlɪdʒ beɪs/ vědomostní základna, mozkový trust (skupina lidí) Companies possess a large **knowledge base** in the form of their staff.

long-term viability (phrase) /ˌlɒŋ tɜːm vaɪəˈbɪləti/ dlouhodobá realizovatelnost We need to look into the **long-term viability** of the company.

market value (n) /ˌmɑːkɪt ˈvæljuː/ tržní hodnota They paid more for the property than its current **market value**.

maximize resources (phrase) /ˈmæksɪmaɪz rɪˌzɔːsɪz/ maximálně využít zdroje We are looking for new ways to **maximize resources**.

mismanage resources (phrase) /mɪsˈmænɪdʒ rɪˌzɔːsɪz/ špatně zacházet se zdroji The department's **resources were badly mismanaged**.

optimize resources (phrase) /ˈɒptɪmaɪz rɪˌzɔːsɪz/ optimalizovat stav a využití zdrojů She had some ideas for **optimizing resources**.

outlay (n) /ˈaʊtleɪ/ výdaj There will be some initial **outlay** on marketing.

put resources to good use (phrase) /ˌpʊt rɪˌzɔːsɪz tə ɡʊd ˈjuːs/ řádně využít zdroje It's important to **put our resources to good use**.

quantifiable data (n) /ˌkwɒntɪfaɪəbl ˈdeɪtə/ měřitelné údaje No-one has produced **quantifiable data** about the risks to health.

retain (v) /rɪˈteɪn/ podržet si, udržet si The company has **retained** its position as market leader.

return on investment (phrase) /rɪˈtɜːn ɒn ɪnˈvestmənt/ návratnost investic Shareholders want the best **return on investment**.

roam (v) /rəʊm/ toulat se bezcílne The sheep are allowed to **roam** freely on this land.

short-term profit (phrase) /ˌʃɔːt tɜːm ˈprɒfɪt/ krátkodobý zisk We're interested in long-term viability rather than **short-term profit**.

speculate (v) /ˈspekjʊleɪt/ spekulovat We **speculated** about the reasons for her resignation.

squander resources (phrase) /ˈskwɒndə(r) rɪˌzɔːsɪz/ prohýřit zdroje For too many years we have **squandered resources**.

sustainability (n) /səˌsteɪnəˈbɪləti/ udržitelnost There were questions about the environmental **sustainability** of the project.

timber (n) /ˈtɪmbə(r)/ stavební dřevo He works in the **timber** industry.

track record (n) /ˈtræk rekɔːd/ souhrn dosažených výsledků She has a proven **track record** in project management.

ultimately (adv) /ˈʌltɪmətli/ nakonec, konec konců **Ultimately**, only you can make the decision.

underwrite (v) /ˌʌndəˈraɪt/ zaručit se finančně The loan was **underwritten** by the government.

utilize (v) /ˈjuːtɪlaɪz/ využívat The resources at our disposal could have been better **utilized**.

Unit 10

adaptable (adj) /əˈdæptəbl/ adaptabilní, přizpůsobivý Older workers can be just as **adaptable** as younger ones.

apathetic (adj) /ˌæpəˈθetɪk/ apatický Too many people are **apathetic** about politics.

appreciate (v) /əˈpriːʃɪet/ ocenit Her colleagues **appreciate** her honesty and directness.

attitude (n) /ˈætrɪtjuːd/ přístup, postoj We are interested in people's changing **attitudes** to work.

autocratic (adj) /ˌɔːtəˈkrætɪk/ autokratický As a manager she's competent, but a little **autocratic**.

buy-in (n) /ˈbaɪ ɪn/ podpora myšlenky She spent months getting **buy-in** from management for her proposal.

be consistent in (phrase) /biː kənˈsɪstənt ɪn/ být důsledný v čem We must **be consistent in** applying the rules.

sense of cohesion (phrase) /sens əv kəˈhiːʒn/ pocit soudržnosti Team-building exercises can help the group develop a **sense of cohesion**.

collaborative (adj) /kəˈlæbrətɪv/ vytvářený ve spolupráci This has been a **collaborative** venture involving several organizations.

commitment to (phrase) /kəˈmɪtmənt tuː/ oddanost, obětavost She has shown a huge amount of **commitment to** the project.

conviction (n) /kənˈvɪkʃn/ přesvědčení He was motivated by deep religious **convictions**.

credibility (n) /ˌkredəˈbɪlɪti/ důvěryhodnost *She worked hard to establish her **credibility** as a leader.*

culture of trust (phrase) /ˌkʌltʃər əv ˈtrʌst/ atmosféra důvěry *He aims to build a **culture of trust** within the team.*

daunting (adj) /ˈdɔːntɪŋ/ skličující, znepokojivý *Launching a completely new product is a **daunting** challenge.*

decisive (adj) /dɪˈsaɪsɪv/ rozhodný *We need someone **decisive** and assertive.*

disparate (adj) /ˈdɪspərət/ nesourodý *I work with a very **disparate** group of individuals.*

diversify (v) /daɪˈvɜːsɪfaɪ/ rozvětvit, rozšířit (výrobu), *Farmers are being encouraged to **diversify** into new crops.*

empathy (n) /ˈempəθi/ empatie, schopnost vcítit se *He seemed to have no **empathy** with the people working for him.*

establish authority (phrase) /ɪˈstæblɪʃ əθˈdeəti/ vybudovat si autoritu *It takes time to **establish authority** over a group of people.*

exert influence (phrase) /ɪɡˈzɜːt ˈɪnfluəns/ užít vlivu *She **exerted all her influence** to get them to reject the proposals.*

flourish (v) /ˈflaʊrɪʃ/ prosperovat *Few businesses are **flourishing** in the present economic climate.*

foster (v) /ˈfɒstə(r)/ pomáhat v rozvoji *The company aims to **foster** better relations with the local community.*

generate (v) /ˈdʒenəreɪt/ vytvářet, produkovat *Dan's firm leadership has **generated** a lot of respect.*

hands-off (adj) /ˌhændz ˈɒf/ neangažovaný, pasivní *I generally have a **hands-off** approach to management.*

humble (adj) /ˈhʌmbəl/ pokorný, skromný *Be **humble** enough to learn from your mistakes.*

integrity (n) /ɪnˈtegrɪti/ bezúhonnost *He was known as a man of great **integrity**.*

instil confidence in (phrase) /ɪnˈstɪl ˈkɒnfɪdəns ɪn/ budit důvěru *Ella's positive outlook tends to **instil confidence in** those around her.*

micromanage (v) /ˈmaɪkrəʊmænɪdʒ/ zvládnout do nejmenšího detailu *We do not aim to **micromanage**; we just make recommendations.*

mutual respect (phrase) /ˈmjuːtʃuəl rɪsˌpekt/ vzájemná úcta *Their attitude was one of **mutual respect**.*

overt (adj) /əʊˈvɜːt/ otevřený, dávající najevo *co* *He was very **overt** in his support for the project.*

passionate (adj) /ˈpæʃənət/ vášnivý *Tom is **passionate** about the team's success.*

people-focused (adj) /ˈpiːpl fəʊkəst/ zaměřený na lidi *You need to be **people-focused** in this job.*

recognize an achievement (phrase) /ˈrekəɡnaɪz ən əˈtʃiːvmənt/ ocenit úspěch *We have team bonuses, but also prizes to **recognize individual achievement**.*

recoup (v) /rɪˈkuːp/ finančně kompenzovat *We hope to **recoup** our initial investment within a year.*

reinforce a sense of (phrase) /ˌriːɪnˈfɔːs ə ˌsens əv/ posílit pocit *Events like this can **reinforce a sense of** team spirit.*

self-aware (adj) /ˌselfəˈwɜː(r)/ vědomý si sebe sama *I'm **self-aware** enough to know that public speaking is not my strength*

trait (n) /treɪt/ rys, charakteristika *One of her best **traits** is her sense of humour.*

withdraw (v) /wɪðˈdrɔː/ odstoupit od čeho, zanechat *Management threatened to **withdraw** our privileges.*

Unit 11

abide by (phrase) /əˈbaɪd baɪ/ řídit se čím *We will **abide by** the committee's decision.*

appreciably (adv) /əˈpriːʃəbli/ zjevně, patrně *He was **appreciably** more friendly after I told him who I was.*

backlog (n) /ˈbæklɒɡ/ nahromaděná práce, nedodělky *I have a huge **backlog** of paperwork to catch up on.*

be committed to (phrase) /biː kəˈmɪtəd tu/ být oddán čemu *We **are committed to** making our company more environmentally friendly.*

comparatively (adv) /kəmˈpærətɪvli/ poměrně, relativně *The unit is **comparatively** easy to install.*

conduct business (phrase) /kənˌdʌkt ˈbɪznəs/ provádět obchodní činnost *She was determined to **conduct her business** in a professional manner.*

considerably (adv) /kənˈsɪdərəbli/ značně *Interest rates have increased **considerably**.*

drought (n) /draʊt/ období sucha *A severe **drought** in the country has damaged crops.*

have a passion for (phrase) /hæv ə ˈpæʃən fɔː(r)/ mít vášně pro co *In our company we **have a passion for** quality.*

hold ourselves accountable to (phrase) /ˌhəʊld əʊəsəlvz əˈkaʊntəbl tuː/ přijmout odpovědnost vůči komu/čemu *We must **hold ourselves accountable to** our shareholders.*

hostile (adj) /ˈhɒstaɪl/ nepřátelský *The speaker faced a **hostile** audience.*

hypo-allergenic (adj) /ˌhaɪpəʊ ələˈdʒenɪk/ hypoalergenní *Sara always uses **hypo-allergenic** skin products.*

increasingly difficult (phrase) /ɪnˈkriːsɪŋli ˌdɪfɪkəlt/ čím dál obtížnější *It is becoming **increasingly difficult** to recruit skilled workers.*

irretrievably damaging (phrase) /ɪrɪˈtriːvəbli ˌdæmɪdʒɪŋ/ způsobující nenávratné škody *The incident has been **irretrievably damaging** to his reputation.*

mouldy (adj) /ˈməʊldi/ plesnivý *The bread has gone **mouldy** – we should throw it out.*

noticeably (adv) /ˈnəʊtɪsəbli/ znatelně *She looked **noticeably** more interested when I mentioned the salary.*

offsetting (n) /ˈɒfsetɪŋ/ kompenzační peníze *Carbon **offsetting** has been promoted as a relatively pain-free way of tackling climate change.*

potentially disastrous (phrase) /pəˈtenʃəli ˌpɒtensjəli ˌdɪzəstrəs/ katastrofální *He made a mistake that was **potentially disastrous** for the company.*

presumably (adv) /prɪˈzjuːməbli/ pravděpodobně *Oil prices will **presumably** get even higher.*

pride ourselves on (phrase) /ˈpraɪd əʊəsəlvz ɒn/ pyšnit se čím *We **pride ourselves on** the level of service we offer our customers.*

profoundly worrying (phrase) /prəˈfaʊndli ˌwʌrɪŋ/ velmi znepokojující *The economic situation is **profoundly worrying**.*

relatively stable (adv) /ˈrelətɪvli ˈsterbl/ relativně stálý *It has been a **relatively stable** year for the domestic tourist industry.*

robust (adj) /rəʊ'bast/ mohutný, masivní *The new phone is light but **robust**.*

scruffy (adj) /'skrʌfi/ špinavý, zanedbaný *He looked a little **scruffy** for work.*

scrutiny (n) /'skru:tɪni/ podrobné zkoumání *Fair trade policies have recently come under **scrutiny** from the media.*

sensitive to (phrase) /'sensitiv tu:/ vnímavý *We must continue to be **sensitive to** the needs of our clients.*

shortfall (n) /'ʃɔ:tfɔ:l/ nedostatek, deficit *There was a **shortfall** of 50,000 tonnes in the grain supply.*

significantly different (phrase) /sɪg'nɪfɪkəntli dɪfrənt/ významně se lišící *The reality was **significantly different** to what I expected.*

soar (v) /sɔ:(r)/ prudce stoupat *Profits have **soared**.*

strive to achieve (phrase) /straɪv tu: a'tʃi:v/ snažit se dosáhnout *She always **strives to achieve** the best possible results.*

surprisingly (adv) /sə'praɪzɪŋli/ překvapivě *It cost **surprisingly** little to upgrade the system.*

time off in lieu (phrase) /taɪm ɒf ɪn 'lu:/ náhradní volno *I worked on Saturday and got **time off in lieu** during the week.*

underpin (v) /ʌndə'pɪn/ podepřít (argumenty) *The report's recommendations are **underpinned** by solid research.*

unexpectedly rapid (phrase) /ʌnɪk'spektɪdli ˌræpɪd/ neočekávaně rychlý *The growth of the industry has been **unexpectedly rapid**.*

verify (v) /'verɪfaɪ/ ověřit *Please **verify** that there is sufficient memory available before loading the program.*

work cohesively with (phrase) /ˌwɜ:k kəʊ'hɪ:sɪvli wɪð/ pracovat v souladu s čím *Every member of the team has to be able to **work cohesively with** the others.*

Unit 12

appeal to (phr v) /ə'pi:l tu:/ zaujmout koho, dělat dobrý dojem na koho *The design has to **appeal to** people of all ages.*

aspirational (adj) /,æspɪ'reɪʃnəl/ usilující *The advertising was clearly aimed at **aspirational** consumers.*

brutally (adv) /'bru:təli/ nelítostně *I have to be **brutally** honest with you: I don't think it works.*

buy into (phr v) /,baɪ 'ɪntə/ přesvědčit *The whole team had completely **bought into** the changes.*

cash cow (n) /'kæʃ kaʊ/ kráva, zboží *Licensing software has always been a **cash cow** for us.*

conspicuous consumption (phrase) /kən'spɪkjʊəs kən'sʌmpʃn/ okázalá, chlubitivá spotřeba *I'm really not interested in **conspicuous consumption**.*

consumer profile (phrase) /kən'sju:mə 'prəʊfaɪl/ profil spotřebitele *We have done some research in order to build up a **consumer profile**.*

distinguish (v) /dɪ'stɪŋgwɪʃ/ odlišovat se *What **distinguishes** this brand from other similar brands?*

exploitative (adj) /ɪk'splɔɪtətɪv/ vykořisťovatelský *Expecting staff to work weekends for no extra pay is just **exploitative**.*

figuratively (adv) /'fɪgərətɪvli/ přeneseně, metaforicky *She was, **figuratively** speaking, holding a gun to his head.*

generate a demand (phrase) /'dʒenəreɪt ə dɪ'mænd/ vytvářet poptávku *The ad campaign has **generated a lot of demand**.*

guru (n) /'gʊru:/ guru, autorita *He's a well-known management **guru**.*

hold out for (phrase) /,həʊld 'aʊt fɔ:(r)/ počkat si na co, požadovat (nižší cenu) *She hasn't agreed to the deal yet because she is **holding out for** a pay rise.*

in the pipeline (phrase) /,ɪn ðə 'paɪplɪn/ v jednání *Plans are **in the pipeline** for a move to new offices.*

literally (adv) /'lɪtrəli/ doslova *Sales have **literally** doubled.*

live up to (phrase) /lɪv 'ʌp tu:/ žít podle určitých standardů *He has **lived up to** his image as one of the world's most successful men.*

market penetration (n) /,mɑ:kɪt penə'treɪʃn/ průnik na trh *We are pricing the product for **market penetration**.*

materialistic (adj) /mə'tɪəriə'lɪstɪk/ materialistický *Young people today are so **materialistic**.*

motivational (adj) /,məʊtɪ'veɪʃnəl/ motivační *Ana is a fantastic **motivational** speaker.*

be phased by (phrase) /bi: feɪzd baɪ/ být rozpolcený ohledně *She didn't seem to **be at all phased by** his criticisms.*

pick up on (phr v) /pɪk 'ʌp ɒn/ povšimnout si *Didn't you **pick up on** the angry tone of his e-mail?*

play on (phr v) /'pleɪ ɒn/ útočit na (něčí city) *Advertising often **plays on** people's fears.*

promote the consumption of (phrase) /prə'məʊt ðə kən'sʌmpʃn əv/ propagovat spotřebu *Advertisers will not be allowed to **promote the consumption of** unhealthy foods to children.*

put across (phr v) /,pʊt ə'krɒs/ vysvětlit, prosadit (myšlenku) *We need to **put our views across** to the public.*

rare commodity (phrase) /,reə kə'mɒdətɪ/ vzácná komodita *I've discovered that honesty can be a **rare commodity** in business.*

readjust (v) /,ri:ə 'dʒʌst/ pozměnit *You may have to **readjust** your goals according to changed circumstances.*

reinforce an association between (phrase) /,ri:ɪn'fɔ:s ən əsəʊsɪ'eɪʃn bɪtwi:n/ posílit vztah mezi čím *These images **reinforce the association between** wealth and happiness.*

ring alarm bells (phrase) /,rɪŋ ə'lɑ:m belz/ zvonit na poplach *The drop in house prices will **ring alarm bells** in some quarters.*

stakeholders (n pl) /'steɪkhəʊldə(r)z/ akcionáři *All our employees are **stakeholders** in the company.*

status-anxiety (phrase) /'steɪtəs æŋzaɪəti/ plný obav o své postavení *He clearly suffered from **status-anxiety**.*

tailor towards a need (phrase) /'teɪlə təwɔ:dz ə ni:d/ ušít na míru *Training programmes are **tailored towards the needs** of specific groups.*

be taken in by (phrase) /bi: teɪkən 'ɪn baɪ/ naletět, uvěřit lžím *Don't **be taken in by** exaggerated claims about a product's effectiveness.*

tap into (phr v) /,tæp 'ɪntu:/ těžit z čeho *The movie **tapped into** powerful fears about climate change.*

tend to (phrase) /'tend tu:/ mít sklon, mít tendenci *You will find that younger people **tend to** buy brighter colours.*

the other end of the spectrum (*phrase*) /ði ˌʌðər end əv ðə ˈspektr əm/ opačný extrém *Our company is at **the other end of the spectrum** to Microsoft in terms of size.*

urge (*n*) /ɜːdʒ/ naléhavá potřeba *We all have an **urge** to be accepted by others.*

USP (*n*) /ˌjuː es ˈpiː/ jedinečná prodejní nabídka *The unit's **USP** is its small, portable size.*