

# Glossary

- adopt [V-T-U3] To **adopt** something means to start to use it. **przyjmować (np. zasady)**
- advantage [N-COUNT-U12] An **advantage** is a quality or condition that helps a company succeed. **zaleta, przewaga**
- affordable [ADJ-U1] Something that is **affordable** is not too expensive to buy. **przystępny (w przystępnej cenie)**
- ambition [N-COUNT or UNCOUNT-U3] **Ambition** is a strong desire to do something. **ambicja**
- analyze [V-T-U8] If you **analyze** something, you study it carefully and draw conclusions from it. **analizować**
- anonymous [ADJ-U13] If something is **anonymous**, its name or identity is not revealed. **anonimowy**
- appointment [N-COUNT-U8] An **appointment** is a meeting you have already arranged with another person. **umówione spotkanie**
- approach [V-Tor I-U8] To **approach** means to move nearer to something or someone. **podchodzić, zbliżać się**
- assembly line [N-COUNT-U5] An **assembly line** is a group of machines and people in a factory that work together to build a product. **linia montażowa**
- asset [N-COUNT-U1, U7 & U11] An **asset** is any item of economic value which is owned by a company or individual. **pozycja majątku (assets = środki trwałe)**
- attentive [ADJ-U8] If someone is **attentive**, he cares about the other person's idea and listens carefully. **uważny, zainteresowany**
- authoritarian [ADJ-U3] If someone is **authoritarian**, that person makes decisions without consulting others. **despotyczny, apodyktyczny**
- autonomy [N-COUNT-U3] **Autonomy** is independence. **autonomia, niezależność**
- avenue [N COUNT-U6] An **avenue** is a route or direction. If you explore different avenues, you think about other ways to achieve your goal. **droga (sposób osiągnięcia czegoś)**
- avoid [V-I-U2] To **avoid** something means to try hard NOT to do it. **unikać**
- aware [ADJ-U2] If you are **aware** of something, you know a little about it. **świadomy**
- balance sheet [N-COUNT-U7] A **balance sheet** is a document that shows the value of a company at a point in time. **bilans, zestawienie bilansowe**
- benchmarking [N-UNCOUNT-U10] **Benchmarking** is a method of investigating successful techniques in an industry and comparing them to one's own business. **analiza porównawcza**
- best practice [N-COUNT-U10] Methods that consistently show the best results are considered **best practice**. **najlepszy sposób (robienia czegoś)**
- bid [N-COUNT-U12] A **bid** is a proposal to do a certain job within a certain amount of time and budget. **oferta**
- billboard [N-COUNT-U6] A **billboard** is a large board found in cities and along roads. Companies use them to advertise. **tablica reklamowa, billboard**
- blunder [N-COUNT-U2] A **blunder** is a mistake. **błąd, pomyłka**
- boom [V-I-U12] To **boom** is for something to increase or become more successful. **wzrastać, przeżywać dobrą koniunkturę**
- boost [V-T-U15] To **boost** something is to increase it. **zwiększać**
- brand [N COUNT-U6] A **brand** is the name and the 'identity' of the product. **marka**
- capitalize [V-T-U8] If you **capitalize** on something, you use the situation to your own advantage. **obracać coś na własną korzyść**
- certification [N-COUNT-U9] When one earns a **certification** one has a formal qualification in accordance with set standards. **świadectwo, zaświadczenie**
- competitive benchmark [N-COUNT-U10] A **competitive benchmark** is a comparison of similar practices among companies in the same industry. **analiza porównawcza przedsiębiorstw o takim samym profilu**
- competitor [N-COUNT-U6, U12] A **competitor** is a rival in the same field. **konkurent**
- conscious [ADJ-U2] If you are **conscious** of something, you know that it exists. **świadomy**
- consult [V-T-U3] To **consult** someone means to ask their opinion. **konsultować się**
- consultative [ADJ-U8] If you do something in a **consultative** way, you ask questions and find things out, as well as giving information. **doradczy**

consumer [N COUNT-U6] A **consumer** is a person who buys and uses products sold by someone else.  **klient, konsument**

contract [N-COUNT-U12] A **contract** is an agreement between two companies in which one company agrees to pay the other a certain amount of money in exchange for goods and services.  **kontrakt, umowa**

contradict [V-T-U-15] To **contradict** something is to be inconsistent with something else.  **zaprzeczać**

contribute [V-I or T-U3] To **contribute** to a project is to add to its progress.  **przyczynić się**

controversial [ADJ-U15] If something is **controversial**, it causes disagreements or arguments.  **kontrowersyjny**

core value [N-COUNT-U1] A company's **core values** are good qualities that the company wants to maintain when doing business.  **podstawowe niezmiennie zasady**

creative [ADJ-U4] If a person is **creative**, that person has lots of good ideas and is often good at art, music or writing.  **twórczy, kreatywny**

creativity [N-UNCOUNT-U13] **Creativity** is a characteristic that allows people to think of new ways of doing or making things.  **kreatywność**

criteria [N-COUNT-U9] Rules, standards and tests used in evaluation and decision making are **criteria. kryteria**

customary [ADJ-U2] If it is **customary** to do something, it is normal or usual in that culture.  **powszechny, przyjęty**

deal with [V-T-U8] To **deal with** something means to take action to solve a problem.  **radzić sobie z czymś**

debt [N-COUNT-U14] **Debt** is the amount of money that a person, company or country owes to others.  **dług**

deduction [N-COUNT-U7] A **deduction** is an amount you take away from a figure.  **odliczenie, potrącenie**

defect [N-COUNT-U5] A **defect** is a fault or mistake in a product.  **wada, defekt**

defend [V-U11] To **defend** something is to protect against a challenge or attack.  **bronić**

delegate [V-I or T-U4] To **delegate** work means to give work to other people, according to their skills.  **delegować (np. uprawnienia, obowiązki)**

democratic [ADJ-U3] If someone is **democratic**, that person will make sure everyone is involved in making decisions.  **demokratyczny**

demonstrate [V-T or I-U8] To **demonstrate** something means to show and explain it to other people.  **demonstrować**

depreciation [N-UNCOUNT-U7] **Depreciation** is the loss of something's value over time.  **amortyzacja, obniżenie wartości**

design [N-COUNT-U13] A **design** is a drawing, model or plan for something.  **projekt**

detractor [N-COUNT-U10] A **detractor** is a person who criticizes something.  **krytyk, krytykant**

developing country [N-COUNT-U14] A **developing country** is a nation that is not considered modern or industrialized.  **kraj rozwijający się**

distant [ADJ-U3] If a person is **distant**, that person does not spend a lot of time talking to other people, but prefers to work alone.  **chłodny, zdystansowany**

distribution channel [N-COUNT-U6] A **distribution channel** is the way you make your product available to customers.  **kanał dystrybucji**

dominate [V-T-U11] To **dominate** something is to control it and have no competition.  **dominować**

downturn [N-COUNT-U14] A **downturn** is a period of time when economic activity is not as strong.  **spadek koniunktury**

economic output [N-UNCOUNT-U14] **Economic output** is the amount of goods and services produced by a company, region or country.  **produkcja gospodarcza**

edge [N-COUNT-U12] An **edge** is a quality or condition that helps a company succeed.  **przewaga**

efficiently [ADV-U4] If you do something **efficiently**, you do it quickly and the quality of your work is good.  **wydajnie**

empower [V-T-U3] To **empower** someone means to give that person the power to make decisions.  **upoważniać**

endeavor [V-I- U1] To **endeavor** means to work hard in order to do something.  **starać się**

entrepreneurship [N-COUNT-U13] **Entrepreneurship** is the ability and willingness to start and manage a new business.  **przedsiębiorczość**

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- environmental [ADJ-U1] Something that is **environmental** is connected to protecting the earth and nature. **dotyczący środowiska**
- esteemed [ADJ-U11] If someone is **esteemed**, he or she is respected by others. **poważany, szanowany**
- etiquette [N-UNCOUNT-U2] **Etiquette** is the rules of good and polite behavior. **etykieta**
- existing [ADJ-U8] If something is **existing**, it is already there. **istniejący**
- expenditure [N-UNCOUNT-U7] Your **expenditure** is the amount of money you spend. **wydatki**
- eye contact [N-UNCOUNT-U2] **Eye contact** is the act of looking directly into another person's eyes. **kontakt wzrokowy**
- financial report [N COUNT-U7] A **financial report** is a formal record of a business's financial activities. **sprawozdanie finansowe**
- flop [V-I-U4] To **flop** is to fail. **nie udać się**
- flyer [N-COUNT-U6] A **flyer** is a piece of paper which advertises your product. **ulotka reklamowa**
- focus group [N-COUNT-U13] A **focus group** is a random selection of people asked to give an opinion on a product or service. **grupa fokusowa**
- foothold [V-I -U11] A **foothold** is a position that supports a company's further development or expansion. **punkt zaczepienia, oparcie**
- formulate [V-T-U11] To **formulate** something is to create something. **formułować, opracowywać**
- foster [V-T-U1] To **foster** something means to look after something and help it to grow. **pielegnować**
- free trade [N-UNCOUNT-U15] **Free trade** is trade between nations without restrictions or fees. **wolny handel**
- functional benchmark [N-COUNT-U10] A **functional benchmark** is the comparison of similar practices across industries. **analiza porównawcza podobnych działań w różnych gałęziach przemysłu**
- gaffe [N-COUNT-U2] A **gaffe** is a mistake in a social situation. **gafa, niezręczność**
- gap [N-COUNT-U1] A **gap** is a space, or a place where nothing exists. **odstęp, przepaść**
- gel [V-I-U4] To **gel** is to work well together and have a friendly relationship. **zgrzywać się (= doskonale współpracować)**
- generate [V-T-U8] If you **generate** something, you make or create it. **tworzyć**
- globalization [N-UNCOUNT-U14] **Globalization** is the worldwide movement toward interconnected and inter-dependent commerce. **globalizacja**
- grant [N-COUNT-U7] A **grant** is money that someone gives to help with a specific project. **grant, dotacja**
- gross [V-I-U12] To **gross** is to earn a certain amount of money before paying taxes or costs. **przynosić dochód brutto**
- gross domestic product (GDP) [N-UNCOUNT-U14] A country's **gross domestic product (GDP)** is the overall output of goods and services produced within the country. **produkt krajowy brutto**
- guidelines [N-COUNT-U9] Recommended practices for an industry are called **guidelines**. **wytyczne**
- harmonious [ADJ-U4] If a group of people is **harmonious**, everyone is friendly and there are no arguments. **harmonijny, zgodny**
- hospitality [N-UNCOUNT-U2] **Hospitality** is the act of looking after other people when they visit you. **gościnność**
- host [N-COUNT-U2] A **host** is a person who welcomes you when you visit a new place. **gospodarz**
- incentive [N-COUNT-U13] An **incentive** is a reason for doing or buying something. **bodziec, motywacja**
- income [N-UNCOUNT-U7] **Income** is the money a company receives from sales or investments. **dochód**
- incurred [ADJ-U7] If something is **incurred**, it happens as a result of something else. **poniesiony, wywołany**
- in-depth [ADJ-U4] If a person has **in-depth** knowledge, that person knows a lot about a subject. **dogłębny**
- industrialized country [N-COUNT-U14] An **industrialized country** is a nation that is considered modern, industrialized and financially sound. **kraj uprzemysłowiony**
- industry leader [N-COUNT-U11] An **industry leader** is a company or business entity that has the highest profit or the highest market share. **lider przemysłu**
- influence [V-T-U8] If you **influence** someone, you change their mind. **wpływać na kogoś**
- initiative [N-COUNT-U1] An **initiative** is an idea which aims to solve a problem. **inicjatywa**
- innovation [N-COUNT-U1] An **innovation** is a new idea or technology. **innowacja**

innovation [N-COUNT-U13] A business **innovation** is a good idea that can be marketed as a way to make a profit. **innowacja**

innovator [N-COUNT-U13] An **innovator** is a person who is successful at doing new things in his or her field. **innowator; nowator**

interdependence [N-UNCOUNT-U14] **Interdependence** is the act of relying on mutual support or assistance in order to succeed. **współzależność**

internal benchmark [N-COUNT-U10] An **internal benchmark** is the comparison of similar practices within one company. **wewnętrzna analiza porównawcza**

International Organization for Standardization (ISO) [N-NONCOUNT-U9] The **International Organization for Standardization (ISO)** is an international-standard-setting body composed of representatives from various nations. **Międzynarodowa Organizacja Normalizacyjna**

issue [N-COUNT-U1] An **issue** is an important matter. **kwestia, sprawa**

just-in-time [ADJ PHRASE-U5] A **just-in-time** operation aims to provide finished goods at the latest possible time in order to reduce storage costs. **produkcja na czas**

key contact [N-COUNT-U8] A **key contact** is a person in another company who is likely to help you. **główna osoba kontaktowa**

key player [N-COUNT-U12] A **key player** is a person or business that is very important and holds a lot of influence. **kluczowy zawodnik**

land [V-T-U12] To **land** something, such as a job, is to be picked to do it. **dostać pracę/zadanie do wykonania**

lean manufacturing [N PHRASE-U5] **Lean manufacturing** is the art of manufacturing goods as cheaply as possible. **tania produkcja**

liability [N-COUNT-U7] A **liability** is a debt that a company must pay. **odpowiedzialność prawna, zobowiązanie**

liaise [V-T or T-U5] To **liaise** with someone is to talk to them in order to share information. **nawiązywać kontakt**

limiting [ADJ-U3] If something is **limiting**, it has a number of disadvantages that prevent progress. **ograniczający**

loss [N-COUNT-U7] A company makes a **loss** when it spends more than it receives. **strata**

make or break [V PHRASE-T-U3] If a decision can **make or break** a company, the decision can affect whether the company succeeds or fails. **(być) rozstrzygający(m)**

management strategy [N-COUNT-U10] A company's **management strategy** is the strategy for overseeing and coordinating staff and resources. **strategia zarządzania**

manners [PLURAL N-U2] **Manners** are rules of good behavior. **maniery**

manufacturer [N-COUNT-U5] A **manufacturer** is a person or a company that makes products using raw materials. **producent**

market [N-COUNT-U14] A **market** is a real or virtual place where buyers and sellers trade goods, and services. **rynek**

market research [N-COUNT-U6] **Market research** is the study of what people think of products and services. **badanie rynku**

methods [N-COUNT-U10] **Methods** are the ways in which a business is carried out. **metody**

minor player [N-COUNT-U12] A **minor player** is a person or a business that is not important and does not have a lot of influence. **drugorzędny gracz**

morale [N-COUNT-U3] **Morale** is the amount of happiness and productiveness in a group of people. **morale**

motivation [N-UNCOUNT-U3] **Motivation** is the urge to do something well. **motywacja**

net [ADJ-U7] If something is described as **net**, nothing more needs to be subtracted. **netto, na rękę**

niche [N-COUNT-U6] A **niche** market is a when a company has a small number of specialist customers with particular needs. **nisza/luka rynkowa**

objective [ADJ-U4] If a person is **objective**, that person bases decision on facts, not feelings. **obiektywny**

offend [V-T-U2] To **offend** someone means to make them feel upset or uncomfortable. **obrażać**

one step ahead [PHRASE-U1] If you are **one step ahead**, your ideas are more up-to-date than those of other people. **(być) krok naprzód**

operation [N-COUNT-U5] An **operation** is a particular task in a company. **operacja, działanie**



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- opportunity [N-COUNT-U1] An **opportunity** is a chance to do something desirable or useful. **szansa, okazja**
- optimistic [ADJ-U13] If someone is **optimistic**, they are confident that good things will happen. **optymistyczny**
- outlet [N-COUNT-U6] An **outlet** is a place that sells products from a particular company. **sklep fabryczny**
- output [N-COUNT-U5] **Output** is a finished product from an industry. **produkcja**
- oversee [V-T-U5, U15] To **oversee** is to supervise someone or something, or to check and supervise a process. **nadzorować**
- packaging [N UNCOUNT-U6] **Packaging** is the material which holds a product while it is transported and sold. It is often made of cardboard or plastic. **opakowanie**
- passion [N-UNCOUNT-U4] **Passion** is strong feelings and emotion. **pasja**
- paternalistic [ADJ-U3] If a person is **paternalistic**, he acts like a father towards other people. **paternalistyczny**
- perk [N-COUNT-U1] A **perk** is a benefit you receive from your job, such as a company car or gym membership. **dodatek (do wynagrodzenia)**
- pitch [N-COUNT-U8] A **pitch** is a speech or presentation designed to persuade someone to buy something. **mowa/prezentacja zachęcająca do kupna**
- pitfall [N-COUNT-U2] A **pitfall** is an unexpected difficulty. **pułapka, trudność**
- planning [N-COUNT-U11] **Planning** is the management function of forming plans to achieve set goals. **planowanie**
- policies [N-COUNT-U9] A company's **policies** are the written rules and guidelines for employee and management practices. **polityka (przedsiębiorstwa)**
- practical [ADJ-U4] If a person is **practical**, that person is good at having realistic ideas to solve problems. **praktyczny**
- priority [N-COUNT-U1] A **priority** is something that is more important than other things. **priorytet**
- profit [N-COUNT-U7] A company's **profit** is the total money it earns after paying the costs of production. **zysk**
- profitability [N-COUNT-U11] **Profitability** is the ability of a company to generate income consistently. **dochodowość, rentowność**
- promotion [N COUNT-U6] A **promotion** is a campaign to attract consumers' attention by selling your product at a cheaper price than usual. **promocja**
- prospective [ADJ-U6] A **prospective** customer is someone who is not your customer now, but could be a customer in the future. **potencjalny**
- prosperity [N-UNCOUNT-U14] **Prosperity** is an economic state of high income and low unemployment. **dobra koniunktura**
- quality management [N-UNCOUNT-U10] **Quality management** includes all management activities involved in determining quality policy. **zarządzanie jakością**
- quarter [N-COUNT-U7] A **quarter** is a period of three months. **kwartał**
- quotas [N-COUNT-U15] **Quotas** are limits on quantities that cannot be legally exceeded. **kontyngenty**
- range [N-COUNT-U6] A **range** is a group of things or products which are part of a set. **asortyment, wybór**
- raw material [N-COUNT-U5] **Raw material** is a natural product, such as wood or oil. It has not been made into another product. **surowiec**
- recall [N-COUNT-U5] A **recall** is the process of returning faulty goods to a company. **wycofywanie wadliwych produktów**
- recommend [V-T-U12] To **recommend** somebody for something is to suggest that somebody is capable of doing something well. **rekomendować, polecać**
- research and development [N-COUNT-U13] **Research and development** is the field that applies research to solve problems or create new business methods or products. **prace badawczo-rozwojowe**
- resistance [N-UNCOUNT-U8] You meet with **resistance** when you meet people who do not want the same things as you. **opór**
- resource allocation [N-COUNT-U11] **Resource allocation** is the process of dividing resources among projects, departments, etc. **rozdział środków**
- resourcefulness [N-UNCOUNT-U3] **Resourcefulness** is the ability to think creatively and make your own decisions. **pomysłowość, zaradność**
- resources [N-COUNT-U9] The natural or man-made materials used in manufacturing are called **resources**. **zasoby**

revenue [N-UNCOUNT-U7] **Revenue** is the money that a company receives from its customers. **przychód**

review [V-T-U4] To **review** something means to study it. **przeglądać**

scrutinize [V-T-U4] To **scrutinize** something is to look at it very closely. **szczegółowo badać**

six sigma [N-UNCOUNT-U10] **Six sigma** is a highly successful management strategy developed by an electronics company.  
**Sześć Sigma (metoda zarządzania jakością)**

specification [N-COUNT-U5] A **specification** is a paper which shows the exact details of a plan or proposal.  
**specyfikacja**

specifications [N-COUNT-U9] **Specifications** are the specific requirements to be satisfied by a material or product.  
**wymogi**

standards [N-COUNT-U9] **Standards** are the written definitions or rules approved by an official or professional agency.  
**standardy, normy postępowania**

statute [N-COUNT-U9] A **statute** is an official rule established through treaties, national or local standards. **statut, regulamin**

statutory requirements [N-COUNT-U9] The licenses, permits, etc. necessary to carry out a business are the **statutory requirements**. **wymagania statutowe**

strategic goal [N-COUNT-U11] A **strategic goal** is a goal specifically designed to impact a company or its economic position favorably. **cel strategiczny**

strategy [N-COUNT-U4, U11] A **strategy** is the plan of action toward a desired goal. **strategia**

strive [V-I-U1] To **strive** means to try very hard. **zмагаć się**

subordinate [N-COUNT-U3] A **subordinate** is a person who works at a lower rank than you. **podwładny**

surname [N-COUNT-U2] A **surname** is your family name. **nazwisko**

surplus [N-COUNT-U5] A **surplus** is a group of materials which you bought, but you not do not need. **nadwyżka, nadmiar**

takings [N-COUNT-U7] A company's **takings** are the total money the company receives from clients and customers.  
**wpływy**

target audience [N-COUNT-U13] A **target audience** for a product is defined by characteristics such as age and income level that make up that group. **docelowa grupa odbiorców**

target market [N-COUNT-U6] A **target market** is a group of people who you think you can sell your product to.  
**rynek docelowy**

threat [N-COUNT-U12] A **threat** is something that is able to cause damage or hurt a company. **zagrożenie**

thrive [V-I-U4] To **thrive** is to do very well. **prosperować, odnosić sukcesy**

title [N-COUNT-U2] A **title** is part of your name that shows your social position, rank or achievement, such as Mister, Doctor or Professor. **tytuł**

trade agreement [N-COUNT-U15] A **trade agreement** is a contract that establishes the rules for doing business between two countries. **umowa handlowa**

trade barrier [N-COUNT-U15] A **trade barrier** is a government imposed restriction on free trade. **bariera handlowa**

trade sanction [N-COUNT-U15] A **trade sanction** is a punishment imposed on a country that violates trade agreements or laws. **sankcja handlowa**

trend [N-COUNT-U1] A **trend** is a change in fashions or opinions. **trend, tendencja**

trend [N-COUNT-U14] A **trend** is the general way of movement or direction. **kierunek**

unconventional [ADJ-U4] If a person is **unconventional**, that person does things in a different way from other people.  
**niekonwencjonalny**

venue [N-COUNT-U15] A **venue** is a place where something happens. **miejsce (np. spotkania, koncertu)**

violate [V-T-U15] To **violate** is to not act properly according to a contract, law, or agreement **naruszać (np. zasady, postanowienia)**

Wall Street [N-COUNT-U14] **Wall Street** is the street in New York City where the American stock exchange is located.  
**ulica w Nowym Jorku gdzie mieści się giełda**

World Trade Organization (WTO) [N-UNCOUNT-U15] The **World Trade Organization (WTO)** deals with the regulation, negotiation and formalization of trade agreements between participating nations. **Światowa Organizacja Handlu**