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# • NATURAL Business English

AUTHENTIC LANGUAGE FOR BUSINESS TODAY

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development noun [C, U] 1 the process of working on a new product or on improving an existing product 2 the process of becoming richer, more advanced etc dictator noun [C] a leader who does not allow discussion or disagreement about their actions –dictatorial adj –dictatorship noun [U] disappointing adj not as good as you expected disaster noun [C] an event that causes a lot of damage or that has very negative consequences –disastrous adj dismiss verb [T] formal if an employer dismisses an employee, they tell them to leave their job, for example because they have done something wrong –dismissal noun [C, U] disposal noun [C, U] an activity that is sold by a company, or the act of selling it [>] See also diversify –diversify verb [T] if a company diversifies, it starts to do other things

as a whole [>] See also global supply chain support noun [U] help, information, etc provided to people in a particular situation [>] See also back-up, customer support, technical support –support services noun [plural] different types of help, information, etc provided to people in a particular situation –survey noun [C] an occasion when a set of questions is asked in order to get the opinions of customers, etc or the questions themselves –survey verb [T] –survey noun [C, U] a survey –survey verb [T] if a company surveys its customers, it asks them questions about their needs

admit defeat in a particular situation, you recognise that you have not reached your objectives defect noun [C] a fault or mistake in how something has been made –defective adj [>] See also zero defects deflation noun [U] when demand and prices are falling delighted adj extremely happy deliver verb [I, T] to take materials, goods, etc to a particular place delivery noun [C, U] the act of taking goods, etc to a particular place, or the goods themselves demand noun [U] the amount of a particular product or service that is sold, or the amount that could be sold if it was available demerge verb [I] if a company demerges, or someone demerges it, it is separated into two or more separate chains noun [C, U] 1 a chain of companies that are linked together 2 a chain of people who are linked together

not all speakers approve of this data-mining noun [U] the analysis of large amounts of information in the form of numbers, for example in order to develop offers for particular types of customer debt noun 1 [C] money owed by one person or organisation to another 2 [U] money borrowed by a company on which it pays interest. Compare shares –debtors noun [plural] BrE people and companies that owe money to a business, as shown in its accounts. Debtors are called receivables or accounts receivable in AmE default verb [I] if a borrower defaults on a loan or a bond, they do not make the expected repayments –default noun [C, U] a failure to make the expected repayments

accounts payable in AmE crisis noun [C] plural crises a serious situation that must be dealt with quickly to avoid even more negative consequences currency noun [C, U] the money used in a particular country current assets noun [plural] money that a business has, and that is owed to it. Compare fixed assets current liabilities noun [plural] debts that have to be paid in less than a year, as shown in a company's accounts customer experience manager noun [C] the title of someone in a company who makes sure that customers receive good service customer support noun [U] help, information, etc provided to people who have bought products or services customer-oriented adj describing an activity, service, etc where the customer is the most important consideration –cutting edge noun [singular] if a person or organisation is at the cutting edge of an activity, they use the most advanced knowledge and techniques available –cutting-edge adj damage noun [U] a negative effect or effects on something [>] See also reputational damage –damage verb [T] 1 to cause negative effects on something 2 if something damages something, it makes people thing [>] See also tarnish [U] attempts to limit particular events or organisations –damage noun [C, U] an attempt to limit particular events or organisations

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