Englist.me

Vocabulary Builder Reference from...

Jesper Brodin and Pia Heidenmark Cook: How Ikea is growing its business while shrinking emissions | TED Talk

https://www.ted.com/talks/jesper_brodin_and_pia_hei denmark_cook_how_ikea_is_growing_its_business_ while_shrinking_emissions



All Words

IMPORTANT

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Session 1: Word List

locate

v. to specify or determine the exact position of someone or something

synonym: discover, find, place

(1) **locate** a missing pet, (2) **locate** a tumor

The robot can accurately locate construction material.

committed

adj. willing to put in a lot of effort, time, and energy into something; firmly believing in something

synonym: devoted, faithful, attached

(1) in a **committed** relationship, (2) strong and **committed** sales staff

Our company is strongly **committed** to meeting customers' needs.

climate

 the weather in a particular location averaged over some long period

synonym: atmosphere, weather, environment

a cold climate, (2) effects of climate change
 Climate and weather have an impact on every part of our lifestyles.

involve

v. to include or affect someone or something as a necessary part of something else

synonym: implicate, include, engage

(1) **involve** a lot of paperwork, (2) **involve** a high degree of risk

The investigation **involves** several government agencies and is expected to take several months.

carbon

- a chemical element that can be found in pure form as diamond or graphite, and it is also an essential part of coal and oil and is found in all plants and animals
- (1) carbon dioxide, (2) carbon emissionTrees absorb carbon dioxide and give off oxygen.

footprint

- n. a mark of a foot, shoe, or animal's foot left on a surfacesynonym: footmark, imprint, impression
- (1) **footprints** in the snow, (2) the **footprints** of an earlier civilization

We choose transportation that has a smaller carbon footprint.

emission

- n. the act of production or sending out gas, heat, light, etc.synonym: emanation, radiation, discharge
- (1) global **emissions** of greenhouse gases, (2) the **emission** of light

There are five distinct emissions at five unique wavelengths.

operate

- v. to work in a particular way; to supervise something synonym: work, use, employ
- (1) **operate** 24 hours a day, (2) manually **operate** a machine

This machine is too difficult to **operate** for me.

retail

 the sale of goods or services to consumers, especially in small quantities, either directly to the end customer or through retail outlets

synonym: sales, trade, commerce

(1) retail store, (2) a retail dealer

The **retail** industry has been affected by the rise of online shopping.

sustainable

adj. able to continue or be continued for a long time synonym: continuable, endurable, tolerable

(1) **sustainable** alternative fuel, (2) principles of **sustainable** development

The government should do more to support environmentally **sustainable** agriculture.

opportune

adj. suitable or happening at a time that is suitable or convenient for a particular purposesynonym: suitable, timely, practical

(1) **opportune** occasion, (2) an **opportune** remark The phone rang at the most **opportune** time.

transform

- v. to change in outward structure or looks;synonym: alter, convert, change
- (1) **transform** an education system, (2) **transform** heat into power

My father's death transformed my life completely.

chain

- a series of connected links or objects; a system or group of interconnected elements; a restraint or shackle
 synonym: series, string, link
- chain reaction, (2) supply chain
 The chain on my bike broke, leaving me stranded.

engage

- v. to attract and keep someone's attention and interest; to participate in or obtain services of somethingsynonym: confront, employ, amuse
- (1) **engage** in environmental protection activities,
- (2) engage a new employee

Many multinational companies are **engaged** in the reconstruction of that country.

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coworker

n. a person who works with another in the same company or organization

synonym: colleague, peer, associate

(1) **coworker** relationship, (2) argue with a **coworker** My ex- **coworker** and I had different working styles but managed to get along.

vision

 the ability to think about or see the future with imagination and intelligence; the faculty of being able to see

synonym: sight, image, concept

(1) a prodigious vision,(2) telescopic visionDriving is difficult for me because of my poor vision.

affordable

adj. not expensive and able to paysynonym: cheap, reasonable, inexpensive

(1) **affordable** housing, (2) **affordable** solution

The automaker has been providing **affordable** car financing options since last year.

function

n. the purpose or use of an object, system, or process; a particular activity or operation that is designed to serve a specific purpose; a mathematical concept that describes a relationship between two sets of values, called the input and output sets; (verb) to operate or work in a specific way, or to perform a particular task or purpose

synonym: purpose, mapping, job

(1) function properly, (2) immune functionThe brain is an incredibly complex organ that controls the

body's function.

balance

 a condition in which everything has the same weight or force; something left after other parts have been taken away

synonym: equilibrium, counterpoise, remainder

(1) the **balance** of power, (2) asset on the company's **balance** sheet

Try to keep a balance between work and off.

persuade

v. to convince or induce someone to do something by presenting a reason or argument; to sway or influence someone's decision or opinion

synonym: convince, influence, sway

(1) attempt to **persuade**, (2) **persuade** enough people She tried to **persuade** her brother to join her on the trip, but he was too busy with work.

consume

v. to spend something, especially fuel, energy, or time, in a large amount

synonym: absorb, ingest, use up

(1) **consume** a large of alcohol, (2) **consume** electricity A smaller car will **consume** less fuel.

crisis

 a time of great disagreement, confusion, or danger when problems must be resolved or critical decisions must be taken

synonym: concern, problem, emergency

(1) financial **crisis**, (2) **crisis** management The Chinese word for **crisis** comprises two characters, one for danger and the other for opportunity.

entirety

n. the state of being complete or whole; the total extent or scope of something

synonym: totality, completeness, wholeness

(1) the **entirety** of the situation, (2) the **entirety** of the book They refused to accept the proposal in its **entirety**, demanding revisions.

renewable

adj. capable of being renewed, extended, or replaced synonym: sustainable, replaceable

(1) renewable energy, (2) renewable subscriptions
The production of renewable fuels requires massive volumes of fresh water.

recycle

to sort and collect things to process them and produce valuable materials that can be used again

synonym: reclaim, reuse, reprocess

(1) recycle the cardboard boxes, (2) recycle milk packaging into new paper

We largely **recycle** the circuit board of cell phones because they contain a lot of valuable metals.

cotton

- a plant that is grown in warm countries and bears bolls containing seeds with soft and long hairs that are made into textile fiber and thread for sewing
- (1) **cotton** cloth, (2) culture of **cotton** The price of raw **cotton** continued to rise.

repurpose

to use something again for a different purpose than it was originally intended

synonym: reutilize, recycle, reuse

(1) repurpose an old building, (2) repurpose a used car The old barn was repurposed into a modern event space.

reuse

- to use something again or more than once synonym: reprocess, recycle, rehash
- (1) **reuse** the materials, (2) **reuse** existing knowledge The supermarket encourages shoppers to reuse plastic bags.

circular

adj. shaped like a circle; having a round form synonym: round, loopy, oblique

(1) circular economy, (2) non-circular orbit The circular shape of the planet makes it difficult to determine which direction is north.

business-to-business *adj.* of or relating to a type of commerce or transaction between two businesses rather than between a business and a consumer, often abbreviated as "B2B"

synonym: B2B, corporate, commercial

(1) business-to-business marketing,

(2) business-to-business sales

The company specializes in providing **business-to-business** services to other companies in the tech industry.

decouple

- v. to disconnect or separate something from something else that it was joined to or part of previouslysynonym: disunite, disjoint, break up
- (1) **decouple** a power supply, (2) **decouple** a space shuttle We have to **decouple** our foreign policy from ideology.

confidence

- the feeling or attitude that one can trust or rely on the abilities or good qualities of someone or something
 synonym: self-trust, certainty, belief
- (1) **confidence** as a teacher, (2) boost my **confidence** Skill and **confidence** are an unconquered army.

optimism

 a feeling or the belief that good things will happen, or the quality of being full of hope and emphasizing the positive aspects of a situation

synonym: positiveness, sanguinity, bullishness

(1) sense of **optimism**, (2) political **optimism**There is considerable **optimism** that the economy will recover soon.

shift

- n. a slight transition in position, direction, or trendsynonym: transition, change, modification
- (1) Doppler **shift**, (2) major paradigm **shift** Could you help me **shift** some furniture?

durable

adj. capable of lasting and being used for a long time without being damaged or destroyed

synonym: enduring, stable, long-lasting

(1) **durable** peace, (2) **durable** materials

Our company's products are made of highly **durable** materials.

expand

v. to increase or to make something greater in size, number, or importance

synonym: extend, grow, boost

(1) **expand** a lineup, (2) **expand** agricultural output They hope to **expand** their business worldwide.

myth

- n. an ancient story or set of stories accepted as history, especially explaining the worldview of a peoplesynonym: fable, legend, lore
- (1) the **myth** of an old religion, (2) perpetuate a **myth** With the financial bubble bursting, the **myth** of economic growth in investment banking collapsed.

rid

v. to make someone or something free of unwanted or unpleasant tasks, objects, or person

synonym: do away with, free, clear

(1) get **rid** of the rats, (2) **rid** the body of waste products We must **rid** ourselves of pollution.

consumption

- n. the amount used or eaten; the act of using up a resource such as energy, food, or materialssynonym: usage, uptake, utilization
- (1) average fuel **consumption**, (2) the **consumption** of food

In our country, water **consumption** usually decreases during the winter.

premium

an amount of money paid periodically; the price or cost of something, especially when it is considered to be of high quality or value; (adjective) having or reflecting superior quality or value

synonym: dividend, bonus, (adjective) expensive

(1) insurance **premium**, (2) **premium** quality Some people are willing to pay a **premium** for a rare and valuable collectible.

profit

 money that is earned in business or by selling things after deducting the costs involved

synonym: earnings, gain, proceeds

(1) gross profit, (2) make a profit

This business yields little **profit**.

opposition

 the act of disagreeing or resisting; the state of strong disagreement

synonym: resistance, hostility, antagonism

(1) **opposition** campaign, (2) meet with **opposition** The **opposition** party strongly disagreed with the government's proposed legislation.

conversation

n. an informal talk between two or more people to exchange their views, ideas, information, etc.

synonym: chat, discussion, dialogue

(1) **conversation** in English, (2) a friendly **conversation** Your **conversation** reflects your thoughts.

intention

- n. something you want to do and are going to dosynonym: purpose, connotation, will
- (1) **intention** behind his decision, (2) clear **intention** Our CEO's **intentions** are always transparent and straightforward.

scrutinize

- v. to examine carefully and critically; to inspect closely synonym: examine, inspect, audit
- (1) **scrutinize** her belongings, (2) **scrutinize** a suspect The detective **scrutinized** the evidence for any clues.

equation

- the act of regarding as equal; (mathematics) a statement that expresses the equality of two expressions by connecting them with the equals sign
- (1) the **equation** of poverty with ignorance, (2) a chemical **equation**

In this class, you will learn how to solve quadratic **equations**.

topic

- n. a subject that is being discussed or written aboutsynonym: subject, theme, issue
- a serious topic,
 the topic of the book
 the topic of the discussion was the current state of the economy.

thereby

 adv. as a result; consequence of a particular action or set of conditions

synonym: thus, hence, as a result

(1) **thereby-obtained** data, (2) **thereby** improving overall health

The new software will streamline the workflow, **thereby** increasing productivity.

brand

n. a type of product, service, etc., made by a particular company and sold under a specific name; identification mark on the skin of livestock, criminals, etc., made by burning

synonym: trademark, label, symbol

(1) create a **brand** logo, (2) the **brand** of the new car There's a new **brand** of hero in the movies now.

segment

 a part or section of something; a distinct group within a larger whole

synonym: section, part, division

(1) **segment** analysis, (2) market **segment**The report divided the data into **segments** based on age, gender, and income level.

intriguing

 adj. arousing curiosity or interest, often due to a mysterious or complex quality; fascinating or captivating

synonym: fascinating, captivating, arresting

(1) **intriguing** concept, (2) **intriguing** character

The novel's plot was **intriguing** and kept readers in their seats.

contrast

- v. to put in opposition to show or emphasize differences synonym: differ, vary, counterpoint
- (1) **contrast** with a decade ago, (2) **contrast** two things It's intriguing to compare and **contrast** the two authors.

internal

adj. of or relating to the inside of somethingsynonym: interior, inner, domestic

(1) **internal** organs, (2) the **internal** economy

The prime minister canceled visits to other countries to resolve **internal** disputes.

survey

 an investigation of the opinions, behavior, etc. of a particular group of people, made by asking people questions

synonym: study, examination, poll

(1) a comprehensive **survey**, (2) recent **survey**That **survey** shows that people are accepting the tax increase to some extent.

colleague

 one of a group of a coworker, especially in a profession or a business

synonym: coworker, associate, fellow

collaborate with colleagues,
 former colleague
 decided to seek counseling on the advice of my colleague.

definitely

adv. without any question and beyond doubt; clearly synonym: absolutely, certainly, indeed

(1) **definitely** become a problem, (2) say **definitely** The paper is **definitely** worth reading thoroughly.

foundation

n. the lowest load-bearing part of a building, typically below ground level; a fundamental basis or principle upon which something is built or established; an organization that provides funding or support for charitable or educational purposes

synonym: base, support, groundwork

(1) foundation course, (2) weak foundation

The **foundation** of the building was cracked and needed to be repaired.

philanthropic

adj. characterized by a desire to promote the welfare of others, especially by donating money or providing charitable aid; of or relating to the practice of philanthropy

synonym: charitable, benevolent, generous

(1) **philanthropic** donation, (2) **philanthropic** mission

The **philanthropic** organization donated millions of dollars to fund medical research.

develop

v. to grow or expand; to improve or refine through a process of progress and refinement, often to achieve greater sophistication or complexity; to elaborate or add detail to something that is in the process of being created

synonym: evolve, progress, advance

(1) **develop** a strategy, (2) **develop** a skill We must **develop** a new system to streamline our workflow and increase efficiency.

euro

n. the official currency of most European Union countries
(1) the value of the Euro, (2) Euro crises
Some countries may leave the Euro.

fulfill

v. to meet the requirements or expectations; to achieve or realize

synonym: satisfy, complete, accomplish

fulfill a contract, (2) fulfill a lifetime dream
 t was the first time for her, but she fulfilled the role of Priest.

refugee

 a displaced person who has crossed national borders and who cannot or is unwilling to return home due to political, religious, or economic reasons or because of a war

synonym: emigrant, evacuee, exile

(1) global refugee crisis,	(2) the refugee camp
The community warmly w	elcomed the refugees.

employ

v. to give somebody a job and pay them for it; to make use of

synonym: hire, engage, use

(1) **employ** job seekers, (2) **employ** a new method When making arrests, police officers frequently **employ** excessive force.

quarter

- n. one of four equal parts; a fourth part or portionsynonym: fourth, one-fourth
- (1) a **quarter** mile, (2) end of the first **quarter**The unemployment rate in the first **quarter** was 2.3 percentage points higher than in the previous.

immediate

adj. happening or done without delay or occurring shortly after something else

synonym: prompt, quick, instantaneous

(1) take **immediate** effect, (2) the **immediate** past Both forts were subject to **immediate** attacks.

quarterly

adj. happening every three months

synonym: every three months, three-monthly

quarterly publication, (2) quarterly review
 The company released its quarterly earnings report.

amazing

adj. extremely surprising, especially in a way that you like or admire

synonym: exceptional, extraordinary, wonderful

(1) **amazing** advances, (2) the most **amazing** feeling. The golfer recorded an **amazing** distance.

recall

v. to remember something

synonym: remember, retrieve, recollect

(1) recall the incident, (2) recall his name

She vividly **recalls** getting laid off several years ago.

horizon

 the line at which the earth's surface and the sky appear to meet; the range of interest or activity that can be anticipated

synonym: skyline, view, visible boundary

(1) the event **horizon** of a black hole, (2) business **horizon** As the sun set, the colors of the sky merged with the **horizon**, creating a beautiful orange and pink hue.

ν.

Session 2: Spelling

em y a new method

de le a power supply

the event ho____n of a black hole

em___y job seekers

1.

7.

8.

9.

for it: to make use of se____t analysis a part or section of something; a distinct 2. n. group within a larger whole du____e peace 3. adj. capable of lasting and being used for a long time without being damaged or destroyed the line at which the earth's surface and 4. business ho____n n. the sky appear to meet; the range of interest or activity that can be anticipated 5. tr____rm heat into power to change in outward structure or looks; ν. 6. re___l store the sale of goods or services to n. consumers, especially in small quantities, either directly to the end

ν. to disconnect or separate something from something else that it was joined to or part of previously

customer or through retail outlets

to give somebody a job and pay them

- v. to give somebody a job and pay them for it; to make use of
- n. the line at which the earth's surface and the sky appear to meet; the range of interest or activity that can be anticipated
- 10. the em____on of light

 n. the act of production or sending out gas, heat, light, etc.

ANSWERS: 1. employ, 2. segment, 3. durable, 4. horizon, 5. transform, 6. retail, 7. decouple, 8. employ, 9. horizon, 10. emission

ANSWERS: 11. reuse, 12. conversation, 13. committed, 14. equation, 15. optimism, 16. carbon, 17. balance, 18. consume, 19. definitely, 20. consumption

ANSWERS: 21. scrutinize, 22. expand, 23. survey, 24. climate, 25. foundation, 26. balance, 27. topic, 28. fulfill, 29. affordable, 30. expand, 31. develop

a slight transition in position, direction, 32. major paradigm sh t n. or trend to attract and keep someone's attention 33. en___e a new employee ν. and interest; to participate in or obtain services of something 34. co___n cloth a plant that is grown in warm countries n. and bears bolls containing seeds with soft and long hairs that are made into textile fiber and thread for sewing 35. the im____te past adj. happening or done without delay or occurring shortly after something else adj. extremely surprising, especially in a 36. the most am___g feeling way that you like or admire 37. phi_____pic donation adj. characterized by a desire to promote the welfare of others, especially by donating money or providing charitable aid; of or relating to the practice of philanthropy 38. Doppler sh__t a slight transition in position, direction, n. or trend 39. re____e milk packaging into new to sort and collect things to process ν. them and produce valuable materials paper that can be used again 40. financial cr s a time of great disagreement, confusion, or danger when problems must be resolved or critical decisions must be taken 41. co____e a large of alcohol to spend something, especially fuel, ν. energy, or time, in a large amount

ANSWERS: 32. shift, 33. engage, 34. cotton, 35. immediate, 36. amazing, 37. philanthropic, 38. shift, 39. recycle, 40. crisis, 41. consume

ANSWERS: 42. circular, 43. premium, 44. footprint, 45. colleague, 46. refugee, 47. thereby, 48. survey, 49. segment, 50. affordable, 51. myth, 52. repurpose

ν.

52. re____se a used car

to use something again for a different

purpose than it was originally intended

53.	culture of con	n.	a plant that is grown in warm countries and bears bolls containing seeds with soft and long hairs that are made into textile fiber and thread for sewing
54.	oppon campaign	n.	the act of disagreeing or resisting; the state of strong disagreement
55.	susle alternative fuel	adj.	able to continue or be continued for a long time
56.	coer relationship	n.	a person who works with another in the same company or organization
57.	an opne remark	adj.	suitable or happening at a time that is suitable or convenient for a particular purpose
58.	boost my conce	n.	the feeling or attitude that one can trust or rely on the abilities or good qualities of someone or something
59.	a serious toc	n.	a subject that is being discussed or written about
60.	dele a space shuttle	<i>v</i> .	to disconnect or separate something from something else that it was joined to or part of previously
61.	principles of susle development	adj.	able to continue or be continued for a long time
62.	the enty of the situation	n.	the state of being complete or whole; the total extent or scope of something
63.	intng concept	adj.	arousing curiosity or interest, often due to a mysterious or complex quality; fascinating or captivating

ANSWERS: 53. cotton, 54. opposition, 55. sustainable, 56. coworker, 57. opportune, 58. confidence, 59. topic, 60. decouple, 61. sustainable, 62. entirety, 63. intriguing

a series of connected links or objects; a 64. ch n reaction n. system or group of interconnected elements: a restraint or shackle 65. argue with a co____er a person who works with another in the n. same company or organization 66. lo___e a tumor to specify or determine the exact ν. position of someone or something a feeling or the belief that good things 67. political op___sm n. will happen, or the quality of being full of hope and emphasizing the positive aspects of a situation 68. fu____I a lifetime dream to meet the requirements or ν. expectations; to achieve or realize a type of product, service, etc., made by 69. the br__d of the new car n. a particular company and sold under a specific name; identification mark on the skin of livestock, criminals, etc., made by burning 70. say def____ly adv. without any question and beyond doubt; clearly to work in a particular way; to supervise 71. op e 24 hours a day something 72. re e the cardboard boxes to sort and collect things to process them and produce valuable materials that can be used again 73. in on behind his decision something you want to do and are going n. to do 74. a re I dealer the sale of goods or services to n. consumers, especially in small

ANSWERS: 64. chain, 65. coworker, 66. locate, 67. optimism, 68. fulfill, 69. brand, 70. definitely, 71. operate, 72. recycle, 73. intention, 74. retail

quantities, either directly to the end customer or through retail outlets

ANSWERS: 75. philanthropic, 76. involve, 77. equation, 78. recall, 79. engage, 80. profit, 81. scrutinize, 82. reuse, 83. opposition, 84. recall, 85. quarter

86.	crs management	n.	a time of great disagreement, confusion, or danger when problems must be resolved or critical decisions must be taken
87.	loe a missing pet	v.	to specify or determine the exact position of someone or something
88.	former coue	n.	one of a group of a coworker, especially in a profession or a business
89.	busess marketing	adj.	of or relating to a type of commerce or transaction between two businesses rather than between a business and a consumer, often abbreviated as "B2B"
90.	a friendly conion	n.	an informal talk between two or more people to exchange their views, ideas, information, etc.
91.	can dioxide	n.	a chemical element that can be found in pure form as diamond or graphite, and it is also an essential part of coal and oil and is found in all plants and animals
92.	the value of the Eo	n.	the official currency of most European Union countries
93.	clear inon	n.	something you want to do and are going to do
94.	a cold cle	n.	the weather in a particular location averaged over some long period
95.	rele energy	adj.	capable of being renewed, extended, or replaced
96.	prm quality	n.	an amount of money paid periodically; the price or cost of something, especially when it is considered to be of

ANSWERS: 86. crisis, 87. locate, 88. colleague, 89. business-to-business, 90. conversation, 91. carbon, 92. euro, 93. intention, 94. climate, 95. renewable, 96. premium

high quality or value; (adjective) having or reflecting superior quality or value

97. tr rm an education system to change in outward structure or looks; ν. 98. op____ne occasion adj. suitable or happening at a time that is suitable or convenient for a particular purpose to convince or induce someone to do 99. attempt to pe de something by presenting a reason or argument; to sway or influence someone's decision or opinion 100. get r_d of the rats to make someone or something free of unwanted or unpleasant tasks, objects, or person one of four equal parts; a fourth part or 101. a qu____r mile n. portion a series of connected links or objects; a 102. supply ch n n. system or group of interconnected elements; a restraint or shackle 103. de____p a skill to grow or expand; to improve or refine ν. through a process of progress and refinement, often to achieve greater sophistication or complexity; to elaborate or add detail to something that is in the process of being created 104. the fo nts of an earlier a mark of a foot, shoe, or animal's foot n. civilization left on a surface 105. qu____ly review adj. happening every three months 106. r d the body of waste products to make someone or something free of ν. unwanted or unpleasant tasks, objects,

ANSWERS: 97. transform, 98. opportune, 99. persuade, 100. rid, 101. quarter, 102. chain, 103. develop, 104. footprint, 105. quarterly, 106. rid

or person

107. non-ciar orbit	adj.	shaped like a circle; having a round form
108. manually ope a machine	<i>v</i> .	to work in a particular way; to supervise something
109. the ree camp	n.	a displaced person who has crossed national borders and who cannot or is unwilling to return home due to political, religious, or economic reasons or because of a war
110. cost with a decade ago	<i>v</i> .	to put in opposition to show or emphasize differences
111. immune fuon	n.	the purpose or use of an object, system, or process; a particular activity or operation that is designed to serve a specific purpose; a mathematical concept that describes a relationship between two sets of values, called the input and output sets; (verb) to operate or work in a specific way, or to perform a particular task or purpose
112. quly publication	adj.	happening every three months
113. the enty of the book	n.	the state of being complete or whole; the total extent or scope of something
114. global emons of greenhouse gases	n.	the act of production or sending out gas, heat, light, etc.
115. cost two things	<i>v</i> .	to put in opposition to show or emphasize differences
116. a prodigious vin	n.	the ability to think about or see the future with imagination and intelligence; the faculty of being able to see

ANSWERS: 107. circular, 108. operate, 109. refugee, 110. contrast, 111. function, 112. quarterly, 113. entirety, 114. emission, 115. contrast, 116. vision

117. Eo crises	n.	the official currency of most European Union countries
118. rele subscriptions	adj.	capable of being renewed, extended, or replaced
119. busess sales	adj.	of or relating to a type of commerce or transaction between two businesses rather than between a business and a consumer, often abbreviated as "B2B"
120. make a prt	n.	money that is earned in business or by selling things after deducting the costs involved
121. intng character	adj.	arousing curiosity or interest, often due to a mysterious or complex quality; fascinating or captivating
122. pede enough people	v.	to convince or induce someone to do something by presenting a reason or argument; to sway or influence someone's decision or opinion
123. telescopic vin	n.	the ability to think about or see the future with imagination and intelligence; the faculty of being able to see
124. rese an old building	<i>v</i> .	to use something again for a different purpose than it was originally intended
125. inal organs	adj.	of or relating to the inside of something
126. weak fouon	n.	the lowest load-bearing part of a building, typically below ground level; a fundamental basis or principle upon which something is built or established; an organization that provides funding or

ANSWERS: 117. euro, 118. renewable, 119. business-to-business, 120. profit, 121. intriguing, 122. persuade, 123. vision, 124. repurpose, 125. internal, 126. foundation

purposes

support for charitable or educational

n. the purpose or use of an object, system, or process; a particular activity or operation that is designed to serve a specific purpose; a mathematical concept that describes a relationship between two sets of values, called the input and output sets; (verb) to operate or work in a specific way, or to perform a particular task or purpose

ANSWERS: 127. confidence, 128. immediate, 129. durable, 130. amazing, 131. myth, 132. committed, 133. involve, 134. thereby, 135. consumption, 136. function

137. create a br__d logo

138. the in___al economy

- n. a type of product, service, etc., made by a particular company and sold under a specific name; identification mark on the skin of livestock, criminals, etc., made by burning
- adj. of or relating to the inside of something

ANSWERS: 137. brand, 138. internal

Session 3: Fill in the Blanks

1.	The supermarket encourages shoppers to plastic bags.
ν.	to use something again or more than once
2.	Many multinational companies are in the reconstruction of that country.
<i>v</i> .	to attract and keep someone's attention and interest; to participate in or obtain services of something
3.	The community warmly welcomed the
n.	a displaced person who has crossed national borders and who cannot or is unwilling to return home due to political, religious, or economic reasons or because of a war
4.	Some countries may leave the
n.	the official currency of most European Union countries
5.	We largely the circuit board of cell phones because they contain a lot of valuable metals.
v.	to sort and collect things to process them and produce valuable materials that can be used again
6.	My ex and I had different working styles but managed to get along.
n.	a person who works with another in the same company or organization
7.	The unemployment rate in the first was 2.3 percentage points higher than in the previous.
n.	one of four equal parts; a fourth part or portion
	SWERS: 1. reuse, 2. engaged, 3. refugees, 4. Euro, 5. recycle, 6. coworker, 7.

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adj.	-	a desire to promote the welfa	
	donating money o		
0F T		r proming emandate and, or	are of others, especially by for relating to the practice of
25. I	he industr	y has been affected by the r	rise of online shopping.
<i>n</i> .	•	or services to consumers, end end customer or through	specially in small quantities, retail outlets
	The company speci companies in the te		services to other
adj.	•	• •	ction between two businesses ner, often abbreviated as "B2B"
27. S	Some people are w	illing to pay a for a	rare and valuable collectible.
n.		red to be of high quality or v	ce or cost of something, especially ralue; (adjective) having or
28. T	he paper is	worth reading thorou	ghly.
adv.	without any questi	ion and beyond doubt; clear	ly
	The pagislation.	arty strongly disagreed with	the government's proposed
n.	the act of disagree	eing or resisting; the state of	strong disagreement
30. It	's intriguing to com	npare and the two	authors.
<i>v</i> .	to put in opposition	n to show or emphasize diffe	erences

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