

2.1_B

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market

manage /'mænidʒ/ *v* [T] to be in control of, or a part of, an organization or company: *After two years, she was managing the whole department.*

management /'mænidʒmənt/ *n* 1. [U] the activity of managing a company or organization: *The company failed because of bad management.* 2. [C/U] + sing./pl. *v*, the people in charge of a company or organization: *The management is/are going to announce a new plan today.* 3. [U] skill in controlling or organizing people or situations: *She is good at people management.*

manager /'mænidʒə(r)/ *n* [C] a person who is in charge of running a department or organization: *He used to be the manager of our local bank.*

managerial /,mænə'dʒɪəriəl/ *adj* concerning a manager or management: *managerial responsibilities*

managing director /,mænidʒɪŋ də'rektə(r)/ *n* [C] the person who runs or controls a company

market /'mɑ:kɪt/ *n* 1. [C] a place or area where there is a demand for goods: *the home/overseas market.* 2. [C] demand for a product or service: *The potential market for that product is excellent.* 3. [C] the trading situation: *The market for used cars is very good now.*