

Word	Unit No	Page	Definition	PoS	Example	CEF	IPA
target market	3	31	the people a company hopes will buy its product or service	noun	It should create some kind of emotional connection with people who buy the product – the target market.	C2	ˌtɑːɡɪt ˈmɑːkɪt
advertisement	3	32	a picture, short film, song, etc. which tries to persuade people to buy a product or service	noun	So if you want to get into the teenage market, you have to create some great advertisements.	A2	ədˈvɜːtɪsmənt
brand	3	32	a type of product made by a particular company	noun	So if you want to get into the teenage market, you have to find a product and brand name that works with teens.	B2	brænd
chain	3	32	a number of similar shops, restaurants, etc. owned by the same company	noun	In Britain and the USA there's a chain of sandwich shops.		tʃeɪn
consumer	3	32	a person who buys goods or services for their own use	noun	Teenage consumers are perhaps more concerned with brand names, and with company logos, than any other group.	B2	kənˈsjʊːmə
image	3	32	the way that other people think someone or something is	noun	But you don't have to use a family name – you can go for an image.	B2	ˈɪm.ɪdʒ
logo	3	32	a design or symbol used by a company to advertise its products	noun	Teenage consumers are perhaps more concerned with brand names, and with company logos, than any other group.		ˈləʊ.gəʊ
manufacturer	3	32	a company that produces goods in large numbers	noun	What does that say about the manufacturer's product?	B2	ˌmæn.jʊˈfækt.tʃə.ə
product	3	32	something that is made or grown to be sold	noun	What does that say about the manufacturer's product?		ˈprɒd.ʌkt
a big name	3	35	a famous person	idiom	Maybe you don't know Tony Hawk, but he's a big name in the world of skateboarding.		ə bɪɡ ˈneɪm
call sb names	3	35	to use impolite or unpleasant words to describe someone	idiom	He's unhappy at school because the other kids call him names.	C2	ˌkɔːl sʌm.wʌn ˈneɪmz
stage name	3	35	a name an entertainer uses for work and which is not their real name	noun	Jay-Z isn't his real name – it's his stage name.		ˈsteɪdʒ ˈneɪm
you name it	3	35	something that you say which means anything you say or choose	idiom	I eat everything: fish, meat, vegetables, fruit – you name it, I eat it.	C2	juː ˈneɪm ɪt
what's-his/her-name	3	35	used to talk about someone whose name you cannot remember	noun	Look – over there! I think it's what's-his-name.		ˈwɒts ɪz/ə neɪm
name the day	3	35	to decide the date of your wedding	idiom	They've decided to get married, but they haven't named the day yet.		ˈneɪm ðə ˈdeɪ
the name of the game	3	35	something that it is necessary to do in order to achieve something	idiom	I know you don't want to do the exams, but it's the name of the game for university entry.		ðə ˈneɪm əv ðə ˈgeɪm
make a name for yourself	3	35	to become famous or respected by a lot of people	idiom	He's made a name for himself at school as a great joke-teller.	C2	meɪk ə ˈneɪm fə ʃɔː self
distinguish	3	31	to make one person or thing seem different from another	verb	The brand name is the thing that distinguishes your product from all the others, and it's really important that it makes an impact.	B2	dɪˈstɪŋ.gwɪʃ
impact	3	31	the effect that a person, event or situation has on someone or something	noun	The brand name is the thing that distinguishes your product from all the others, and it's really important that it makes an impact.	B2	ˈɪm.pækt
unique	3	31	different from everyone and everything else	adjective	A brand name ought to be unique, memorable and easy to understand.	B2	juːˈniːk
memorable	3	31	If something is memorable, you will remember it well.	adjective	A brand name ought to be unique, memorable and easy to understand.	B2	ˈmem.ər.ə.bəl
make a fool of sb	3	34	to make someone look stupid intentionally	idiom	Generally, certain names aren't allowed because, as a New Zealand judge said in one case, 'a name mustn't make a fool of the child.'	B2	ˌmeɪk ə ˈfuːl əv
approved	3	34	officially allowed	adjective	Things are even more difficult in Denmark – there is an official list of about 7000 approved names.		ə ˈpruːvd
permission	3	34	when you allow someone to do something	noun	Parents need special permission to use a name that isn't on the official list.		pə ˈmɪʃ.ən
a household name	3	34	someone whose name is known by many people	phrase	Shawn Corey Carter, for example, and Stefani Germanotta might not be household names today if they hadn't decided to use the stage names Jay-Z and Lady Gaga.		ə ˈhaʊs.həʊld ˈneɪm
blend in	3	34	If someone or something blends in, they look or seem the same as the people or things around them and so are not easily noticed.	phrasal verb	Some people, however, change their name from something unusual to something ordinary in order to blend in.		blend ˈɪn
have to	3	32	used to say that it is necessary or important that something happens or is done	modal verb	But you have to want to do it, and you have to concentrate.		ˈhæv tuː
don't have to	3	32	used to say that it is not necessary to do something	modal verb	But you don't have to use a family name – you can go for an image.		dəʊnt ˈhæv tuː
ought to	3	32	used to say or ask what is the correct or best thing to do	modal verb	This is the first question you ought to ask yourself.		ˈɔːt tuː
should	3	32	used to say or ask what is the correct or best thing to do	modal verb	You should definitely talk to him about the name calling and explain that he'd better stop saying those things.		ʃʊd
shouldn't	3	32	used to say what is not the correct or best thing to do	modal verb	You shouldn't, for example, choose a name that might not work in certain countries or cultures.		ˈʃʊd.ənt
must	3	32	used to say that it is necessary or important that something happens or is done	modal verb	Kids won't buy something that's almost identical, and cheaper, simply because they must wear something with the right brand name or logo.		mʌst
had better	3	33	used to say what is the best thing to do	phrase	Well you'd better get some help – quickly!		həd ˈbet.ə
had better not	3	33	used to say that someone should not do something	phrase	You got the name of your own nephew wrong! You'd better not do that again.		həd ˈbet.ə nɒt
can	3	35	to be allowed to	modal verb	So, can you call your child anything you want?		kæn
can't	3	35	to not be allowed to	modal verb	In New Zealand, for example, you can't call your child Talula Does The Hula From Hawaii.		kɑːnt
mustn't	3	35	used to say that it is necessary or important not to do something	modal verb	Generally, certain names aren't allowed because, as a New Zealand judge said in one case, 'a name mustn't make a fool of the child.'		ˈmʌs.ənt