

Doing Business in English

Lekcja 1 ASKING FOR CLARIFICATION

CLERK: Good morning. International Centre. Can I help you?

MR KOWALSKI: Yes, please. I want to book a place at the trade fair in April.

CLERK: Certainly, sir. We can take a telephone booking, but we'll need a deposit.

MR KOWALSKI: Sorry, I don't understand. What does "deposit" mean?

CLERK: It means you must pay some of the money when you make your booking, sir. The deposit's eighty dollars.

MR KOWALSKI: Er... eighteen, or eighty? Can you say that again, please.

CLERK: It's eighty dollars, sir. Eight - zero. Eighty.

to ask for clarification - poprosić o wyjaśnienie

trade fair - targi

to book - rezerwować

booking - rezerwacja

to take/make a booking - przyjąć /zrobić rezerwację

Lekcja 2 ASKING FOR CLARIFICATION

Sean: I work and study with many people from all over the world and if someone says something which I don't understand, I usually say: "Can you repeat that again, please" or "Sorry, I don't understand what you mean" or "Sorry, I'm not with you" or sometimes "Sorry, can you speak a bit more slowly, please". It's important to ask for clarification or repetition - both in study and in business.

I'm not with you - nie rozumiem, nie wiem, o co ci chodzi

clarification - wyjaśnienie

repetition - powtórzenie

Lekcja 3 CAN YOU SPEAK MORE SLOWLY, PLEASE?

MR K: Excuse me. Where's the conference room, please?

RECEPTIONIST: You want the conference room, sir? Just go straight on, then turn right, and it's the second on the left.

MR K: Er, sorry... Can you speak more slowly, please.

RECEPTIONIST: Oh, sorry, sir. The conference room ... straight on, then turn right, it's the second on the left.

MR K: OK... straight on, left, second right.

RECEPTIONIST: Oh no, sir! Go straight on, turn right, and it's the second on the left.

MR K: Oh ... straight on, right, second left.

RECEPTIONIST: That's right, sir.

MR K: Good. Thank you.

conference room - sala konferencyjna

second on the left/second left - drugi na lewo

Lekcja 4 JUST DON'T BE PUT OFF!

SEAN: We should never feel shy or afraid to ask somebody to repeat more slowly because understanding information is a difficult, difficult thing to do. If somebody appears to be unhelpful or rude, then you shouldn't be put off. Maybe the person was in a hurry, very busy or didn't quite understand the language themselves. So just keep asking, just keep asking, maybe someone else - just don't be put off.

unhelpful - nieuczynny

to be put off - zniechęcić się, zrazić

Lekcja 5 ANSWERING THE PHONE

RECEPTIONIST: Good morning. Top Tees. Can I help you?

MRS WONG: Good morning. Can I speak to the Sales Manager, please?

RECEPTIONIST: The Sales Manager. Who's calling please?

MRS WONG: It's Mrs Wong. From FAM. Fashions.

RECEPTIONIST: Mrs Wong from FAM. Fashions. Is that F for father?

MRS WONG: That's right, and M for mother.

RECEPTIONIST: One moment please, Mrs Wong. I'm putting you through.

to answer the phone - odebrać telefon

Sales Manager - kierownik działu sprzedaży

who's calling - kto dzwoni

I'm putting you through - łączę

Lekcja 6 ANSWERING THE PHONE

Sean: I've worked in many different places, I've worked in a clothes shop, a record store, a department store, I've worked in a school as a teacher, I've worked in radio. And it's almost the same everywhere, I think, in each company, that first when we pick up the phone, we have to say the company's name, and second we have to say something like: "Good morning" or "Good afternoon", and after that we have to say "May I help you?" or "Can I help you?", and then connect the caller to the department that can answer the questions they may have.

clothes shop - sklep odzieżowy

record shop - sklep z płytami

department store - dom towarowy

to pick up the phone - podnieść słuchawkę, odebrać telefon

to connect the caller - połączyć rozmówcę

Lekcja 7 HOW TO MAKE A RESERVATION

CLERK: Good morning. Grand Hotel International. Can I help you?

MR. SCOTT: Good morning. Have you got a room for the nineteenth, please?

CLERK: A single or double room, sir?

MR. SCOTT: Single.

CLERK: Just one night, sir?

MR. SCOTT: No, for two nights, please.

CLERK: Two nights - thank you. Can I have your name and contact number, please sir?

MR. SCOTT: It's Mr. Brian Scott - that's S-C-O- Double T. And the number's Edinburgh

329-6414.

CLERK: Edinburgh 329-6414. So that's a single room for the nineteenth of June, for two nights, Mr. Scott. Thank you very much, we look forward to seeing you then.

to make a reservation - zrobić rezerwację, zarezerwować
single room - pokój jednoosobowy
double room - pokój dwuosobowy
contact number - numer kontaktowy

Lekcja 8 CREDIT CARD, CHEQUE OR CASH?

Sean: I think these days that most hotels provide credit card facilities for all their customers - certainly most business hotels. It's accepted world-wide now. But if you go to a smaller hotel, it would be a good idea to ask them first whether you can pay for the accommodation by credit card, or in cash, or whether travellers' cheques would be OK.

credit card - karta kredytowa
cash - gotówka
travellers' cheques - czeki podróżne
accommodation - zakwaterowanie, mieszkanie

Lekcja 9 I'D LIKE TO CHANGE A FLIGHT

CLERK: Good morning. How can I help you?

MRS. GRANT: Good morning. I'd like to change a flight, please.

CLERK : Can I have your ticket, please?

MRS. GRANT: Yes, certainly. Here it is.

CLERK: Thank you. Now, when would you like to go?

MRS. GRANT: I'd like to go on the sixteenth, please.

CLERK : On the sixteenth... Yes...There are two flights available - at twelve oh five and at twenty-two thirty.

MRS. GRANT: I'd like to take the twenty-two thirty, please.

CLERK : OK. So, I've cancelled your original booking and I've booked you a seat on the sixteenth of November at twenty-two thirty. Here's your new ticket.

MRS. GRANT: Great . Thank you.

to change a flight - przenieść termin lotu

available - dostępny

to cancel - odwołać , anulować

original - tu: pierwotny, pierwszy

Lekcja 10 HOW TO CHANGE A FLIGHT

Sean : If I have to change the flight, first of all I make sure that I have the right ticket in front of me, my original ticket. I tell them the flight number, the date - the original date that I have to take the journey, and tell them my name ... my surname. Then they have to ask you to spell it to make sure that the whole thing's correct.

to spell - tu: przeliterować

Lekcja 11 SOCIALISING

DAVID: Tony. It's good to see you again.

TONY : David! It's good to see you, too. Oh, and congratulations - how's the new job?

DAVID: It's great, really great. So ... When do you go back to Singapore?

TONY : Umm, in about a week. My flight's next Friday evening.

DAVID: Oh good. Well then...would you like to come for a round of golf on Sunday? My club's nearby.

TONY : Great. Oh, yes. Yes, please. That would be great. What time?

DAVID: Er... eight o'clock, at your hotel - OK?

TONY : Ok. Thanks again. See you at eight on Sunday.

socialising - utrzymywanie stosunków towarzyskich, życie towarzyskie

Lekcja 12 SOCIALISING IN BUSINESS

Sean: I think, socialising in a business context is incredibly important. When I've socialised myself with people, then I've learnt more about them. I've learnt how they think, how they are, about their culture, their values. And if you know about each other, you can understand each other better, you can build up trust - trust each other, respect each other. And if that's there, the trust and respect, then everything goes well.

to socialise - udzielać się towarzysko, utrzymywać stosunki towarzyskie

to build up trust/respect - wzmocnić zaufanie, szacunek

Lekcja 13 NEGOTIATING

MR R: Well, my price is two hundred and twenty thousand dollars.

MRS C: Two hundred and twenty thousand! That's too much.

MR R: Well, OK. If you give me six weeks, I can reduce the price. Two hundred thousand dollars?

MRS C: OK. Two hundred thousand. It's a deal! Now, let's just go over the terms again. You finish the job in six weeks and the price is two hundred thousand dollars.

negotiating - negocjacje, pertraktacje

price - cena

to reduce - zmniejszyć , opuścić , zredukować

deal - transakcja, interes

it's a deal! - zgoda! stoi!

to go over the terms - sprawdzić warunki

Lekcja 14 THE SELLER'S MARKET OR THE BUYER'S MARKET?

Sean: The important thing is "who needs who?". Is it a seller's market or a buyer's market? If it's the seller's market, the buyer must understand the seller's behaviour, the situation of the seller... everything.

Sean: Negotiation, to my understanding, is the process of trying to reach an agreement through discussions or through correspondence.... But before you start, you have to know your objective. For instance, if your business is trying to buy materials, your objective might be how to get the goods at the right time with a sensible price. That's your objective.

seller's market - rynek z przewagą popytu nad podażą (niedobór towarów)

buyer's market - rynek z przewagą podaży nad popytem (nadmiar towarów)

to reach an agreement - zawrzeć umowę, osiągnąć porozumienie

objective - cel
goods - dobra, towary
sensible - rozsądny

Lekcja 15 BEGINNING A PRESENTATION

Bobby Lee: Good morning, everyone, and thanks for coming. I'm Bobby Lee and I'm going to introduce you to our great new product - the Cool It Cube.

I'm going to keep my presentation nice and short... as I know you're all busy people. It'll take about fifteen minutes.

First, I'm going to tell you all about the Cool It Cube, then I'm going to show you how it works. After that I'm going to talk about our very special prices.

And finally, we'll move on to your questions. I'll be very happy to answer these at the end of the presentation.

Lekcja 16 PRODUCT PRESENTATION

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presentation - prezentacja

to introduce - zapoznać

to cool - chłodzić

to move on to...- przejść do...zając się (następną sprawą)

Lekcja 17 ENDING A PRESENTATION

Bobby Lee: So, to sum up the key points I've made today. What makes the Cool It Cube really special is that it's quiet, it's energy-saving and it's really Cool! OK. I'd like to end there, so that we have plenty of time for questions. Thank you, everyone.

energy saving - konserwujący energię

Lekcja 18 ENDING THE PRESENTATION

Sean: If you're giving a presentation, you should make sure you know the audience you are going to speak to. When I, for example, give a presentation to my company's senior management, their main interest is top-level issues. On the other hand, when I'm presenting to customers or distributors, they're always very keen to find out the details of new products, for example, or the new marketing programme.

audience - audytorium, zgromadzeni, rzesza odbiorców

senior management - kierownictwo, dyrekcja
top-level issues - sprawy najwyższego szczebla
customer - klient
distributor - dystrybutor
keen - chętny, gorliwy
marketing - tu: dotyczący zbytu, sprzedaży, marketingu

Lekcja 19 MAKING COMPLAINTS

CLERK: Good morning, Customer Services. Can I help you?

MRS WONG: Good morning. I'm Mrs Wong from "News English Magazine". And I'd like to make a complaint about our delivery.

CLERK: Oh, sorry to hear that, Mrs Wong. What's the problem?

MRS WONG: Well, we ordered four thousand copies of the magazine, but only three thousand were delivered.

CLERK: You ordered four thousand copies, but only three thousand were delivered. Ohh... Mmm I'll look into it immediately and call you back.

customer services - dział obsługi klienta

to make a complaint - złożyć zażalenie, wnieść skargę, reklamację

delivery - dostawa

to order - zamówić

to look into something - zająć się czymś

to call back - oddzwonić

Lekcja 20 COMPLAINTS AND HOW TO HANDLE THEM

Sean:: If the complaint is justified, definitely you have to redress it. Sometimes you can't redress it right away and so you should tell the customer when you will do it and what you're going to do. Once they know you're going to do something about it and they believe that you're going to do it, then you've won half the battle.

to handle something - załatwiać coś, traktować, uporać się z czymś,

justified - uzasadniony

to redress - zrekompensować, naprawić (szkodę), zadość uczynić

to win half the battle - osiągnąć połowę sukcesu

Lekcja 21, 22 AN INTERVIEW

MRS. ADAMS: Can you tell me what you use computers for in your job?

MR K: We use them to record sales. I introduced a program called Numbers into my office.

MRS. ADAMS: Oh, can you tell me how you did that?

MR K: Yes. I wrote a report to my manager about Numbers. It's a good program.

It records daily and weekly sales.

MRS. ADAMS: Mmm. I'm interested in what you said earlier about introducing Numbers.

Can you tell me what you said in your report?

MR K: Mmm, I said Numbers saves time and money.

MRS. ADAMS: Good. We use the Numbers program here, too.

Well, ... just one last question - can you tell me when you can start?

an interview - rozmowa kwalifikacyjna, wywiad
to record - zapisać , zanotować , zarejestrować
sales - obroty, zbył

Lekcja 23 CHAIRING A MEETING

DAVE: Good morning, everyone. Thanks for coming. Has everyone got a copy of the agenda?

ALL: Mmm... Yes... Uh huh... Yes, thanks.

DAVE: Good ... So ... the first thing on the agenda is the Singapore conference. Should we go to Singapore or not this year? Susan?

SUSAN: Mmm ... I say no, Dave. The Singapore conference is just too small. And anyway, we go to the Hong Kong conference in June.

JO: Oh yes. Hong Kong was really good last year ... great hotel!

SUSAN: Yes, but a long walk to the conference centre.

DAVE: Mmm ... but perhaps we can talk about Hong Kong after the meeting. Let's focus on Singapore for now.

SUSAN: Of course.

JO : O.K.

DAVE: So. Should we go to Singapore or not?

to chair a meeting - przewodniczyć zebraniu, prowadzić zebranie
agenda - porządek dzienny



Lekcja 24 TAKING THE MINUTES

Sean: If I am chairing a meeting, I would ask someone to take the minutes. And then, after the meeting, I send a copy of the minutes to all of the staff, because the minutes are a record of what was said at the meeting.

to take the minutes - sporządzać protokół, protokołować

staff - personel, pracownicy

record - tu: zapis

Lekcja 25 DISAGREEING WITH SOMEONE

BOBBY: Now, the first point on the agenda today is the office move.

MAY: Great!

SAM: Oh, no - not again.

BOBBY: O.K. ... Sam.... what do you think?

SAM: Right. Well... I think we need a bigger office here. Business is good. Hundreds of tourists come here. We just need more space.

MAY: I'm afraid I don't agree, Sam.

to disagree - nie zgadzać się

the office move - przeniesienie biura

space - miejsce, przestrzeń

Lekcja 26 AGREEING WITH SOMEONE

MAY: I'm afraid I don't agree, Sam. If we have an office in the city centre, more tourists will visit. The tourists are in the city centre.

SAM: Mmm ... but, May, an office in the city centre.... that's very expensive.

MAY: Yes, but if we are in the centre, more tourists will visit. And more tourists mean more business!

BOBBY: And that's a very important point!

to agree - zgadzać się

the city centre - centrum miasta, śródmieście

Lekcja 27 CAN YOU MAKE THIS YOUR PRIORITY, PLEASE?

MRS. GRAHAM: I've got some good news and some bad news.

MR SMITH: Mmm?

MRS. GRAHAM: Well, the good news is that the bank wants to buy some new computers.

MR SMITH: Great! But what's the bad news?

MRS. GRAHAM: The bad news is that they want to know how much they will cost ... by Friday.

MR SMITH: Phew!

MRS. GRAHAM: So ... can you make this your priority, please?

priority - priorytet

Lekcja 28 WHAT IS A MAINTENANCE PACKAGE?

MRS. GRAHAM: So ... can you make this your priority, please?

MR SMITH: Right ... well ... I can tell you how much the maintenance package will cost by Wednesday.

MRS. GRAHAM: Good. What is the maintenance package?

MR SMITH: It's "repair and replace".

MRS. GRAHAM: "Repair and replace"? So, if the bank's computer breaks, we give them a new one. Is that right?

MR SMITH: Yes, that's right.

MRS. GRAHAM: OK. So you can give me that cost by Wednesday.

MR SMITH: Yeah.

MRS. GRAHAM: And can you give me the total price by Thursday afternoon?

MR SMITH: That shouldn't be a problem.

MRS. GRAHAM: Excellent! Thank you.

maintenance package - gwarancja, pakiet zobowiązań dotyczący naprawy i wymiany sprzętu w okresie objętym gwarancją

to repair - naprawić

to replace - wymienić

Lekcja 29 TIME MANAGEMENT

BOSS: Er ... Susan. Can we talk about the new hotel account? There's a problem.

SUSAN: Yes, of course. But, can we talk tomorrow? I'm very busy right now.

BOSS: OK. What time?

SUSAN: I'll just check my diary. Er ... I'm free between four and five.

BOSS: That's fine. Four o'clock - for half an hour.

SUSAN: OK. In your office?

BOSS: Yes. See you then.

SUSAN: OK. Bye.

time management - zarządzanie czasem

account - rachunek, konto, rozliczenie

diary - kalendarz, kalendarzyk

Lekcja 30 HOW TO BE ASSERTIVE

LADY BOSS: Great news! I'm head of the new finance project. And I'd like you to work on it with me.

MR. JOHNSON: Thank you ... and congratulations - it's a very exciting project. I'd like to think about it for a few days before I give you my answer. You see, I'm very busy with the annual reports. I might not have time for extra work.

LADY BOSS: I see ... but you'll finish the annual reports soon. I'm sure you'll have time for the project.

MR. JOHNSON: Thanks. But I'd like to think about it for a few days. I'll give you my answer by Wednesday.

LADY BOSS: OK then. ...Well, let's speak again on Wednesday.

MR. JOHNSON: Of course. And thanks again for the offer.

assertive - stanowczy, zdecydowany

head - dyrektor, szef

annual reports - roczne sprawozdania

offer - oferta

Lekcja 31 HOW TO BE ASSERTIVE

SEAN: Being assertive is about saying what you feel and what you think, knowing your own mind, your decisions, judging your strengths and weaknesses, and accepting that there are some things you're good at, and some things that you are not good at.

to judge - osądzać, oceniać

strengths - siły

weaknesses - słabości

Lekcja 32 MANAGING PEOPLE

BOSS: I'd like to talk to you about your time keeping. I've had complaints that other agents have to answer your phone in the morning.

MR. POSP: Oh ... I see ... You've had complaints about me.

BOSS: I've noticed that you've been late every day this week. What's the problem?

MR. POSP: I'm really sorry about that. The bus has been late every day.

BOSS: I see. You know our day starts at nine o'clock ... and the bus may be late again. What do you suggest?

MR. POSP: Well, I could try and catch the early bus.

BOSS: OK. Well, let's agree that you catch the early bus, and we'll see what time you arrive tomorrow.

time keeping - przestrzeganie godzin pracy

Lekcja 33 HOW TO MOTIVATE STAFF

SEAN: I think everybody would agree it's important to give recognition for good work. Feedback is very important. If someone does something good, then you have to say "that's good". You try to encourage people to have, to contribute ideas. But it's also important to actually use their ideas. Otherwise people will feel that there's no point me giving ideas, because they're never used, never carried out.

to motivate - motywować

to give recognition - docenić , uznać , przyjąć z uznaniem

feedback - reakcja, odzew

to encourage - zachęcać

to contribute - wnosić wkład, udział

to carry out - realizować , wcielać w życie

Lekcja 34 MARKETING

MR CLIFFORD: Morning, everyone. Thanks for coming. OK. You all have copies of our market research and SWOT analysis in front of you?.....

Good. Well ... First I'd like to look at the market research chart.

You can see that the main consumer of this type of health drink is female.

VOICE: Yes.... A young, single working woman.

MR. CLIFFORD: That's right. Now, what makes "Zip" different from the many other health drinks is that it's a meal! Our product's special because it has fruit! Here ... try some.

marketing - zbyt, marketing

market research - badania rynku

SWOT analysis - Strengths, Weaknesses, Opportunities and Threats analysis

chart - wykres

consumer - konsument

female - osoba płci żeńskiej

Lekcja 35 HOW TO LOSE A CLIENT

MR GRUMP: Look, I'm sorry, but we only do them in black.

MS MARIKO: I don't believe I'm hearing this. I'll buy 25,000 of these cases from you - that's a huge order...

MR GRUMP: Yes, of course, Ms Mariko

MS MARIKO: ... but I want them in red.

MR GRUMP: As I say, Ms Mariko, I'm sorry, but I can't make that kind of commitment just like that, on the phone.

MS MARIKO: Well, why not?

MR GRUMP: You must understand there are certain procedures that we have to follow.

MS MARIKO: Look, this is a major market opportunity for you...

MR GRUMP: What can I say? I'm afraid that's just not the way we do things round here.

MS MARIKO: Well, thanks, and... no thanks. Goodbye.

to lose - stracić

to make a commitment - podjąć zobowiązanie

to follow procedures - trzymać się obowiązującej procedury

opportunity - okazja, sposobność , możliwość

Lekcja 36 NEVER MAKE ASSUMPTIONS!

BOSS: Jan! Am I right in thinking that you just said "No" to a large order?

MR GRUMP: Um, well, yes, I suppose I did.

BOSS: What were you thinking of?

MR GRUMP: Well... well... I just assumed...

BOSS: What did you assume?

MR GRUMP: I just assumed that because we'd never done this kind of thing before, it was not possible.

BOSS: Jan. Never make assumptions. For a customer like her, anything is possible. Or, at least, anything was possible.

MR GRUMP: I'm sorry.

to assume/to make assumptions - przesądzać , zakładać z góry

Lekcja 37 ADVERTISING

David Evans: On average, businesses spend around 3% of their total revenues on advertising. The result is that advertising is everywhere...from newspapers to the Internet, from billboards by the road to jet trails in the sky. But when was the last time that an advertisement persuaded you to go out and buy something?"

David Evans: There was once a large international food company, which spent over a billion dollars a year on advertising. Its president wanted to see if he was getting value for money. So, in some parts of the world, he doubled the advertising budget. There was no change in sales.

In other parts of the world, he halved the budget. But again, there was no change in sales. And so, what did this businessman do? He carried on spending a billion dollars a year, just the same as before. He'd learnt that advertising doesn't always increase the sales, but he also knew that he couldn't afford to stop doing it.

advertising - reklamowanie

revenues - dochody

billboard - (US) tablica reklamowa

trail - smuga, ślad

advertisement - reklama

to get value for money - opłacać się, wydać pieniądze z pożytkiem

to halve - zmniejszyć o połowę

to carry on - kontynuować

Lekcja 38 ADVERTISING

DE: What is the advert that you've written that you're proudest of?"

Jonathan Long: Well, of the ones that actually have been produced, not very many, actually.... One of my earliest that was the most amusing was advertising a new type of nappy. Which was specifically „his and hers" nappy - one for boys, one for girls.... which at the time was quite an innovation. And so I came up with a headline which was: „His and hers nappies" for those wee differences".

advert - reklama

to advertise - reklamować
nappy - pieluszka

Lekcja 39 THE BRAND NAME

DE: The money to be made from a successful brand explains why firms these days put such effort into brand management. The hope is that a change of logo or a fresh new product line will lift their brand up into the company of superstars such as Coca-Cola and Nike - or even Tom Cruise and Brad Pitt.

DE: Coca-Cola, Rolls-Royce, Sony, Disney - names that suggest values, traditions, images and promises. But how does a simple name come to mean so much? Ask Samuel A. Maverick. He was a rancher in Texas in the nineteenth century, when farmers used to identify their cattle with simple patterns burnt into the hair and skin - brands. But Samuel Maverick refused to brand his cows. Why? Was it a point of principle or was he just lazy? No one seems to know. But soon any cow without a brand became known as a „maverick". And today the word is used to refer to anyone with unusual or independent views.

brand - marka, gatunek towaru, znak firmowy; piętno
image - obraz, wyobrażenie
to brand - tu: piętnować , cechować
maverick - indywidualista, nonkonformista

Lekcja 40 THE BRAND - HOW MUCH IS IT WORTH?

Raymond Perrier: We think the most valuable brand in the world today is the Coca Cola brand... To give you some idea of how much Coca Cola is worth....It's worth looking at the value of the Coca Cola Corporation. And the valuation of the corporation that the stock market puts on it, is a value of about a hundred and sixty billion dollars, that's a hundred and sixty thousand million dollars. The value of the physical assets of Coca Cola, so the value of the equipment and the land and the buildings and so on that the company owns, is less than twenty billion dollars. So there is a difference between those two numbers of a 140 billion dollars, which you would call the goodwill, or the intangibles of the business. And if you think about the business like Coca Cola, the most valuable intangible they have, is the Coca Cola trade mark, the Coca Cola brand. So even if that's only half of the intangibles of the business, and it's probably more than that, than that alone is worth 70 billion dollars.

valuation - wartość , cena, oszacowanie
stock market - giełda
assets - dobra, aktywa, majątek
goodwill - renoma, reputacja firmy
tangible/intangible - namacalny, nienamacalny
trade mark - znak firmowy, marka