

# Business and its environment (A Level)

## A-Level Business · Vocabulary

English	中文	Pinyin
external influences	外部影响	wài bù yǐng xiǎng
business cycle	经济周期	jīng jì zhōu qī
boom	繁荣	fán róng
recession	衰退	shuāi tuì
slump	萧条	xiāo tiáo
recovery	复苏	fù sū
interest rate	利率	lì lǜ
exchange rate	汇率	huì lǜ
appreciation	升值	shēng zhí
depreciation	贬值	biǎn zhí
exporter	出口商	chū kǒu shāng
importer	进口商	jìn kǒu shāng
inflation	通货膨胀	tōng huò péng zhàng
taxation	税收	shuì shōu
direct tax	直接税	zhí jiē shuì
indirect tax	间接税	jiàn jiē shuì
unemployment	失业	shī yè
political	政治	zhèng zhì
legal	法律	fǎ lǜ
legislation	法规	fǎ guī
social	社会	shè huì
technological	技术	jì shù
environmental	环境	huán jìng
ethical	道德	dào dé
PESTLE analysis	宏观环境分析	hóng guān huán jìng fēn xī
strategy	战略	zhàn lüè
strategic management	战略管理	zhàn lüè guǎn lǐ
competitive advantage	竞争优势	jìng zhēng yōu shì
SWOT analysis	SWOT 分析	SWOT fēn xī
strengths	优势	yōu shì
opportunities	机会	jī huì
weaknesses	劣势	liè shì
threats	威胁	wēi xié