**El vocabulario para la unidad de mercadeo**

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| **El inglés** | **El español** |
| business |  |
| consumer |  |
| marketing plan |  |
| goods |  |
| competitor |  |
| place |  |
| production |  |
| publicity/adverstising |  |
| interviews |  |
| features/charateristics |  |
| to look good |  |
| unemployment |  |
| employment |  |
| salary |  |
| company |  |
| factory |  |
| budget |  |
| resources |  |
| taxes |  |
| make a profit |  |
| invest |  |
| stock market |  |
| rate |  |
| index |  |
| expectations |  |
| earnings |  |
| bankruptcy |  |
| to grow |  |
| to decline/go down |  |