

HIGHER WORD LIST

German

Module 1					
pp 4–5	POS	Pronunciation	Translation	Definition	Examples
a day off	Phrase	/əˌdeiˈɒf/	ein freier Tag	a day when you do not work	<i>I'm looking forward to my day off tomorrow.</i>
apply for	Phrasal verb	/əˈplʌɪ fɔːr/	etw. beantragen	to request something officially	<i>I would like to apply for the position of sales representative.</i>
dismiss	Verb	/dɪˈsmɪs/	(jdn.) kündigen	to remove someone from their job	<i>She was dismissed for poor work.</i>
educate	Verb	/ˈedʒukeɪt/	(aus)bilden, schulen, unterrichten	to teach	<i>Children must be educated.</i>
employ	Verb	/ɪmˈplɔɪ/	beschäftigen	to have someone work or do a job for you and pay them for it	<i>The business employs over three thousand people.</i>
employee	Noun	/ɛmˈplɔɪˈiː/	Angestellte/-r, Mitarbeiter/-in (w/m)	someone who is paid to work for someone else	<i>We have three thousand employees.</i>
employer	Noun	/ɪmˈplɔɪ.ər/	Arbeitgeber/-in (m/w)	a person or business that employs someone else	<i>My employer is very demanding.</i>
flexible	Adjective	/ˈfleksɪb(ə)l/	flexibler, flexible, flexiblen	able to change	<i>I'm very flexible – I can meet you at any time.</i>
join	Verb	/dʒɔɪn/	beitreten	to become a member	<i>Can we persuade you to join the company?</i>
lay off	Phrasal verb	/ˌleɪˈɒf/	entlassen	to stop employing someone	<i>We're going to lay off eight workers in the factory.</i>
overtime	Noun	/ˈəʊvətaɪm/	Überstunden (w, Pl)	extra time working	<i>We offer opportunities for overtime.</i>
part-time	Adjective	/pɑːtˈ taɪm/	in Teilzeit, Teilzeit-	only doing something for some of the day or the week	<i>He studies part-time at college and has a part-time job too.</i>
permanent	Adjective	/ˈpɜːm(ə)nənt/	unbefristeter, unbefristete, unbefristetes	lasting for a long time or for all the time in the future	<i>There is a shortage of permanent jobs in that sector.</i>
recruit	Noun, Verb	/rɪˈkruːt/	Neueinstellung (w), neu einstellen	a new member of a company / to look for new members of a company	<i>There won't be any new recruits this year. / The business can't afford to recruit new employees.</i>
reference	Noun	/ˈrɛf(ə)r(ə)ns/	Referenzschreiben (n)	a letter describing someone's qualities	<i>A reference from a recent client must be attached.</i>
resign	Verb	/rɪˈzaɪn/	zurücktreten	to give up a job	<i>I can't stand my boss any longer, I'm going to resign tomorrow.</i>
retire	Verb	/rɪˈtaɪə/	in Ruhestand (m) gehen	to stop working because of old age	<i>Some people retire at 65.</i>
retirement	Noun	/rɪˈtaɪəmənt/	Pensionierung (w)	the time when when you have stopped working	<i>You must save money for your retirement.</i>
reward	Noun, Verb	/rɪˈwɔːd/	Belohnung (w), belohnen	something given in exchange for good work / to give something in exchange for good work	<i>My reward for all the hard work was a promotion. / Some companies reward long-serving employees with shares in the business.</i>
self-employed	Adjective	/ˌsɛlfɪmˈplɔɪd/	selbständig	someone who runs a business on their own	<i>I prefer being self-employed to working for an employer.</i>
temporary	Adjective	/ˈtɛmp(ə)rəri/	temporär, vorübergehend	not lasting very long	<i>I can only find a temporary contract at the moment.</i>
train	Verb	/treɪn/	schulen	to prepare for a job or activity	<i>Young people do not have the patience to train and learn at work.</i>
pp 6–7	POS	Pronunciation	Translation	Definition	Examples
trainee	Noun	/treɪˈniː/	Auszubildende/-r (w/m)	someone who is learning a new job	<i>There are many posts for sales trainees in retail.</i>
pp 8–9	POS	Pronunciation	Translation	Definition	Examples
adaptable	Adjective	/əˈdaptəb(ə)l/	anpassungsfähiger, anpassungsfähige,	able or willing to change	<i>Younger people are more adaptable to a changing business environment.</i>
applicant	Noun	/ˈæplɪkənt/	anpassungsfähiges	someone who formally requests something	<i>There weren't many applicants for the job.</i>
candidate	Noun	/ˈkændɪdət/	Antragsteller/-in (m/w)	someone who is competing for a job	<i>Don't put the candidate under too much pressure in the interview.</i>
efficient	Adjective	/ɪˈfɪʃ(ə)nt/	Bewerber/-in, Kandidat/-in (m/w)	working in an organised way	<i>You have provided very efficient service.</i>
expertise	Noun	/ˌɛkspɜːˈtiːz/	effizienter, effiziente, effizientes	a high level of knowledge or skill	<i>Our expertise is in the leisure retail sector.</i>
graduate	Noun	/ˈgrædʒuət/	Fachkenntnisse (w, Pl)	someone with a first degree from university	<i>The company was set up by an engineering graduate.</i>
interpersonal skills	Noun	/ɪntəˈpɜːs(ə)n(ə)l skɪlz/	einen akademischen Grad (m) erlangen, graduieren	skills that contribute to dealing successfully with other people and	<i>She has excellent interpersonal skills.</i>
job seeker	Noun	/ˈdʒɒ bsiːkə/	Sozialkompetenz (w)	forming good relationships	<i>You're competing with lots of other job seekers.</i>
participant	Noun	/pɑːˈtɪsɪp(ə)nt/	Arbeitssuchende/-r (w/m)	someone who is looking for a job	<i>We need to involve each participant more in the planning process.</i>
personal achievements	Noun	/ˈpɜːs(ə)n(ə)l əˈtʃiːvm(ə)ntz/	Teilnehmer/-in (m/w)	a person who takes part in an activity	<i>Tell us about your personal achievements.</i>
qualifications	Noun	/ˌkwɒlɪfɪˈkeɪʃ(ə)nz/	persönliche Leistungen (w, Pl)	difficult things that someone has succeeded in doing	<i>Please provide us with a list of your professional qualifications.</i>
qualifications	Noun	/ˌkwɒlɪfɪˈkeɪʃ(ə)nz/	Qualifikationen (w, Pl)	official records of your skills	
self-motivated	Adjective	/ˌself-ˈmɔːtə-, vā-təd/	selbstmotivierter, selbstmotivierte, selbstmotiviertes	able and willing to work without being told what to do	<i>Our employees need to be self-motivated.</i>
pp 10–11	POS	Pronunciation	Translation	Definition	Examples
interviewee	Noun	/ɪntəˈvjuːˈiː/	Befragte/-r (w/m)	the person who answers the questions in an interview	<i>The interviewee was very nervous in front of the camera.</i>
spokesperson	Noun	/ˈspəʊkspɜːs(ə)n/	(Presse)Sprecher/-in (m/w)	a person who speaks officially for a company	<i>The company spokesperson was interviewed by the journalist.</i>
Module 2					
pp 14–15	POS	Pronunciation	Translation	Definition	Examples
acquire	Verb	/əˈkwʌɪə/	erlangen	to get or buy something	<i>They acquired the company in 1985.</i>
be listed (on the Stock Exchange)	Phrase	/bɪˈlɪstɪd/	gelistet sein (an der Börse (w))	when a company's shares are made available on a particular financial market	<i>The company will be listed on the Stock Exchange next year.</i>
branch out	Phrasal verb	/brɑːn(t)ʃ aʊt/	in einen neuen Markt (m) vorstoßen	to start to do something different	<i>We're going to branch out with a new range next month.</i>
divest	Verb	/dʌɪˈvest/	abstoßen	to sell something	<i>We have divested some of the brands that are not performing so well.</i>

diversify	Verb	/dɪˈvəːsɪfaɪ/	breit fächern	to start to include more different types or things	<i>They have survived by continually diversifying into different areas.</i> <i>The production division is more efficient than the sales division.</i> <i>Shall we expand our range of products to appeal to more markets?</i> <i>The company went bankrupt because it was poorly managed.</i> <i>If profits fall further, we'll go out of business.</i>
division	Noun	/dɪˈvɪʒ(ə)n/	Geschäftsbereich (m)	a part	
expand	Verb	/ekˈspænd/	expandieren	to increase	
go bankrupt	Phrase	/gəʊ ˈbʌŋkrʌpt/	bankrott gehen	become unable to pay what you owe	
go out of business	Phrase	/gəʊ aʊt ˌəv ˈbɪznəs/	den Betrieb (m) einstellen an die Börse (w) gehen, etw. an die Öffentlichkeit (w)	to stop doing business and close a company that goes public makes shares available on a stock market for the first time	
go public	Phrase	/gəʊ ˈpʌb.lɪk/	bringen	the head office of a company	<i>When we go public, everyone can buy shares.</i> <i>The company operates from its headquarters in Belfast.</i> <i>The news is that 40 employees are being made redundant.</i> <i>To survive the recession, we need to merge with our main competitor.</i> <i>The plant is old and needs more investment.</i> <i>Three sales offices cover the various regions of France.</i>
headquarters	Noun	/hedˈkwɔː(r)tə(r)z/	Hauptsitz (m)	to stop employing someone	
make redundant	Phrase	/ˌmeɪk rɪˈdʌndənt/	arbeitslos gemacht werden	when one company joins another	
merge	Verb	/məˈdʒ/	fusionieren	a factory with industrial machinery	
plant (factory)	Noun	/plɑːnt/	Werk (m) (Fabrik (w))	the part of a company that sells the company's products	
sales office	Noun	/seɪlz ˈɒfɪs/	Vertriebsstandort (m)		
sell off	Phrasal verb	/ˈsel ɒf/	ausverkaufen	to sell an unprofitable part of a company	<i>The warehouses were sold off to save money.</i>
set up	Phrasal verb	/ˈset ʌp/	aufbauen	to create	<i>We could set up a subsidiary to sell after-sales services.</i>
shut down	Phrasal verb	/ʃhet ˈdaʊn/	schließen	to close	<i>After a lot of discussion we decided to shut down the plant.</i> <i>We will focus our financial interests on the smaller subsidiary.</i>
subsidiary	Noun	/səbˈsɪdɪəri/	Tochtergesellschaft, Niederlassung (w)	a company owned by a holding company	
take over	Phrasal verb	/ˈtāk ˈō-vər/	übernehmen	to acquire	<i>They took over the company in 2004.</i> <i>The warehouse isn't big enough for all our products.</i>
warehouse	Noun	/ˈweə(r).haʊs/	Lager (n)	a place where goods are stored	
pp 16–17	POS	Pronunciation	Translation	Definition	Examples
competitive	Adjective	/kəmˈpetɪtɪv/	wettbewerblicher, wettbewerbliche, wettbewerbliches,	more successful	<i>How can we get a competitive advantage?</i> <i>How much will the shareholders receive this year?</i>
shareholders	Noun	/ˈʃeːhəʊldəz/	Wettbewerbs-Aktionäre (m, Pl)	a person who holds shares in a company	
pp 18–19	POS	Pronunciation	Translation	Definition	Examples
bureaucracy	Noun	/ˌbjʊ(ə)ˈrɒkrəsi/	Bürokratie (w)	a system for controlling a company	<i>There's too much bureaucracy in this company and too much paperwork.</i> <i>Clear lines of reporting are essential to avoid misunderstandings.</i> <i>No company can operate successfully without consistent procedures.</i> <i>People with creativity are essential in R&D.</i> <i>Customer satisfaction is currently high in the sector.</i>
clear lines of reporting	Phrase	/klaɪə ˈlaɪnz ˌəv rɪˈpɔːtɪŋ/	klare Berichtswege (m, Pl)	knowing the right person to inform	
consistent procedures	Phrase	/kənˈsɪst(ə)nt prəˈsiːdʒəz/	einheitliche Verfahren (n, Sg+Pl)	always doing something in the same way	
creativity	Noun	/ˌkriːɪˈtɪvɪti/	Kreativität (w)	the ability to produce original ideas	
customer satisfaction	Noun	/ˈkʌstəmə sʌtsɪˈfækʃ(ə)n/	Kundenzufriedenheit (w)	when customers are pleased with the company or product	
devolve responsibility	Phrasal verb	/dɪˈvɒlv rɪˌspɒnsɪˈbɪlɪti/	Verantwortung (w) übertragen	gives responsibility	<i>The company culture devolves a lot of responsibility to the individual.</i> <i>Employee welfare should be one of the most important concerns of a company.</i> <i>Part of the company philosophy is the empowerment of employees.</i> <i>From the feedback we've had , I'm sure it will be a great success.</i>
employee welfare	Noun	/emˈplɔɪː ˈwel.feər/	Mitarbeiterwohl (n)	the health and wellbeing of employees	
empowerment of employees	Phrase	/emˈpaʊəmə(ə)nt ˌəv emˈplɔɪːz/	Empowerment (n) der Mitarbeiter (m, Pl)	allowing employees to have control	
feedback	Noun	/ˈfiːdbæk/	Feedback (n), Rückmeldung (w)	reactions a system in which people or things are arranged according to their importance	
hierarchy	Noun	/ˈhɪɪərəːki/	Hierarchie (w)	fast speed	<i>The company hierarchy has about 15 levels.</i> <i>Staff react quickly and work at a high tempo.</i> <i>Tech-savvy and demanding consumers will drive future innovation.</i> <i>Do you worry about job security?</i> <i>Long-term planning is important in any business.</i> <i>We need to set measurable results this year.</i> <i>Non-financial rewards are important for staff morale.</i> <i>As a project-based organisation, we group people in teams to solve particular tasks.</i>
high tempo	Phrase	/hɪɪ ˈtɛmpəʊ/	hohes Tempo (n)	the introduction of something new or different	
innovation	Noun	/ɪnəˈveɪʃ(ə)n/	Innovation (w)	when a job is long-term	
job security	Noun	/ˈdʒɒb sɪˌkjʊə.rɪ.ti/	Arbeitsplatzsicherheit (w)	planning ahead for the future	
long-term planning	Noun	/ˌlɒŋ ˈtɜːm ˈplʌnɪŋ/	langfristige Planung (w)	results which can be measured	
measurable results	Noun	/ˈmɛʒ(ə)rəb(ə)l rɪˈzʌltz/	messbare Ergebnisse (n, Pl)	a reward instead of money, such as a staff party	
non-financial reward	Noun	/ˌnʌn-fə-ˈnan(t)-ʃəl rɪˈwɔːd/	geldlose Belohnung (w)	a company which uses projects as the main part of its work	
project-based organisation	Noun	/ˈprɒdʒekt-beɪst ɔːg(ə)nʌɪˈzeɪʃ(ə)n/	projektbasierte Organisation (w)		
pp 22–23	POS	Pronunciation	Translation	Definition	Examples
dynamic	Adjective	/daɪˈnʌmɪk/	dynamischer, dynamische, dynamisches	having lots of ideas	<i>I am a dynamic and knowledgeable IT graduate.</i>
Module 3					
pp 24–25	POS	Pronunciation	Translation	Definition	Examples
attend	Verb	/əˈtɛnd/	teilnehmen	to be at a meeting or event	<i>Everyone must attend the meeting tomorrow.</i>
call centre	Noun	/ˈkɔːl sɛntə/	Callcenter (n)	a place where employees give information to customers by telephone	<i>My most boring job ever was working in a call centre.</i> <i>Modern communication channels have depersonalised a lot of customer contact.</i> <i>Please draft an email to him immediately.</i> <i>The sales manager gave a presentation of the new product.</i> <i>The chairman will hold a meeting tomorrow.</i>
communication channel	Noun	/kəmjuːnɪˈkeɪʃ(ə)n ˈtʃænəl/	Kommunikationsweg (m)	a way of communicating with people	
draft (an email)	Verb	/draːft/	aufsetzen (einer E-Mail)	write a rough first plan	
give a presentation	Phrase	/ˌgɪv ə ˌprez(ə)nˈteɪʃ(ə)n/	eine Präsentation (w) halten	to talk and give information about something	
hold a meeting	Phrase	/həʊld ə ˈmiːtɪŋ/	ein Meeting (n) abhalten	to have a meeting	
issue / put out a press release	Phrase	/ˈɪʃjuː / ˈput aʊt ə ˈpres rɪˌliːs/	eine Pressemeldung (w) herausgeben/veröffentlichen	make an announcement to the press	<i>We will issue a press release when we have an update on the siutation.</i>
launch (an advertising campaign)	Verb	/ləʊn(t)ʃ/	(eine Werbekampagne (w)) starten	to start something new with a special event	<i>We will launch this season's collection in February.</i> <i>We all make and receive too many phone calls every day.</i> <i>I've posted the results on the Internet.</i> <i>Can you produce a report by the end of next week?</i> <i>The notice with our annual results will be displayed outside the canteen.</i> <i>Sales should improve after we run the new advertising campaign.</i> <i>Send me an email to say where you're staying in Rome.</i>
make / receive a phone call	Phrase	/meɪk / rɪˈsiːv ə ˈfəʊn ˌkɔːl/	einen Telefonanruf (m) tätigen/erhalten	to telephone someone/answer a call	
post on the Internet	Phrase	/pəʊst ɒn ðə ˈɪntənət/	im Internet (n) posten	put information on the Internet	
produce / publish	Phrase	/prəˈdjuːs / ˈpʌblɪʃ/	erstellen/veröffentlichen	write something for the public to read	
put up / display a notice	Phrase	/ˈput.ʌp / dɪˈspleɪ ə ˈnəʊ.tɪs/	eine Mitteilung (w) aushängen/auslegen	to arrange something so it can be seen by the public	
run an advertising campaign	Phrase	/rʌn ənˈadvɛtʌɪzɪŋ kʌmˈpeɪn/	eine Werbekampagne (w) durchführen	a planned sequence of advertising activities	
send an email	Phrase	/send ən ˈiːmeɪl/	eine E-Mail (w) versenden	to cause an email to go from one place to another	

send out / circulate (a memo)	Phrase	/sɛnd aʊt / ˈsəːkjʊleɪt ə ˈmɛməʊ/	(ein Rundschreiben (n)) versenden/in Umlauf (m) bringen	to move something around	Please circulate this memo to the whole company.
pp 26–27	POS	Pronunciation	Translation	Definition	Examples
accuse (sb of doing)	Verb	/ə ˈkjuːz/	(jdn. wegen etw.) beschuldigen	to say that someone has done something <u>wrong</u>	She accused me of doing nothing about the faulty door.
admit (doing)	Verb	/əd ˈmɪt/	zugeben (etw. getan zu haben)	to agree that something is true	I have to freely admit not writing that report on time.
agree (to do)	Verb	/ə ˈɡriː/	sich einverstanden erklären (etw. zu tun)	to accept	It's kind of you to agree to work on this with us.
blame (sb for doing)	Verb	/bleɪm/	(jdn. wegen etw.) beschuldigen	to say that someone did something wrong	He blamed me for losing the documents.
complain (about something)	Verb	/kəmˈpleɪn/	(sich wegen etw.) beschweren	to say that something is wrong or bad	The workers are always complaining about the canteen food.
convince (sb to do)	Verb	/kənˈvɪns/	(jdn.) überzeugen (etw. zu tun)	to persuade	Can I convince you to join the company?
criticise (sb for doing)	Verb	/ˈkrɪtɪsaɪz/	(jdn. wegen etw.) kritisieren	to express disapproval	My manager criticised me for taking the day off.
deny (doing)	Verb	/dɪˈnʌɪ/	(etw.) abstreiten	to say that something is not true	I deny stealing that money.
deter (sb from doing)	Verb	/dɪˈtəː/	(jdn. von etw.) abhalten	to prevent	She deterred me from going to the meeting.
discourage (sb from doing)	Verb	/dɪsˈkʌrɪdʒ/	(jdn.) entmutigen (etw. zu tun)	to make someone feel less confident	We want to discourage you from resigning too soon.
discuss	Verb	/dɪˈskʌs/	besprechen	to talk about something with someone	I'd like to discuss your recent sales presentation.
dissuade (sb from doing)	Verb	/dɪˈswɛɪd/	(jdn. von etw.) abbringen	to persuade someone noit to do something	I dissuaded him from applying for the job.
encourage (sb to do)	Verb	/ɛnˈkʌrɪdʒ/	(jdn.) ermutigen, ermuntern (etw. zu tun)	to make someone more likely to do something	We encourage companies to ‘analyse their value chain’.
give a reminder	Phrasal verb	/ɡɪv ə ˈrɪ məɪndə/	jdn. an etw. erinnern	give a written or spoken message that reminds someone to do something	Please give me a reminder when the payment is due.
give a reply / response	Phrasal verb	/ɡɪv ə ˈrɪ plʌɪ / ˈrɪ ˈspɒns/	eine Antwort/Erwiderung (w) geben	to formally answer	I really need you to give a reply now.
make a demand / request	Phrasal verb	/meɪk ə dɪˈmɑːnd / ˈrɪ ˈkwest/	eine Forderung/Anfrage (w) stellen	to officially ask for something	You're making a request which is not really possible to satisfy.
make a proposal	Phrasal verb	/meɪk ə prəˈpəʊz(ə)/	einen Vorschlag (m) machen	to officially suggest something	I'd like to make a proposal to the board of shareholders.
make an announcement	Phrasal verb	/meɪk ən əˈnaʊnsm(ə)nt/	eine Ankündigung (w) machen	to officially announce something	The chairman will make an official announcement this afternoon.
make an apology	Phrasal verb	/meɪk ən əˈpɒlədʒi/	eine Entschuldigung (w) aussprechen	to officially say sorry for something	The restaurant made an apology to the disappointed guests.
offer (to do)	Verb	/ˈɒfə/	anbieten (zu tun)	to ask someone if they would like to have something	We can offer to give them a free month's trial of their local gym.
persuade (sb to do)	Verb	/pəˈswɛɪd/	(jdn.) überzeugen (etw. zu tun)	to convince	It is quite difficult to persuade someone to buy on the spot.
praise (sb for doing)	Verb	/preɪz/	(jdn. wegen etw.) loben	to express admiration or approval	She praised her team for contributing good suggestions.
promise (to do)	Verb	/ˈprɒmɪs/	versprechen (zu tun)	to say you will do something	I will come with you if you promise to do the negotiating yourself.
propose (doing or that sb should do)	Verb	/prəˈpəʊz/	vorschlagen (zu tun, oder, dass jd. etw. tut)	to suggest	We propose following his recommendations.
recommend (doing or that sb should do)	Verb	/rekeəˈmend/	empfehlen (zu tun, oder, dass jd. etw. tut)	to suggest that doing something would be good	We recommend that you transfer the money to our bank account immediately.
refuse (to do)	Verb	/rɪˈfjuːz/	ablehnen (zu tun)	to say that you will not do something	I refuse to take that compensation offer, it's not high enough.
remind (sb to do)	Verb	/rɪˈmaɪnd/	(jdn.) erinnern (etw. zu tun)	to make someone think of something they might forget	Remind me to pay for lunch next time!
suggest (doing or that sb should do)	Verb	/səˈdʒest/	vorschlagen (zu tun, oder, dass jd. etw. tut)	to mention an idea	I suggest sending an anonymous email.
tell (sb to do)	Verb	/tɛl/	(jdn.) auffordern (etw. zu tun)	to give an instruction	Please tell them to hurry up with the report.
threaten (to do)	Verb	/ˈθret(ə)n/	drohen (zu tun)	to tell someone you will cause problems if they do not do what you want	They threatened to take us to court if we didn’t pay them immediately.
undertake (to do)	Verb	/ʌndəˈteɪk/	(etw.) vornehmen	to do something	Can you undertake to complete this project by the end of the month?
urge (sb to do)	Verb	/ˈəːdʒ/	(jdn.) drängen (etw. zu tun)	to strongly advise	They urged us to accept the offer.
pp 30–31	POS	Pronunciation	Translation	Definition	Examples
after	Preposition,	/ˈɑːftə/	nach	following in time, place or order	After the afternoon’s activities there will be an informal dinner.
anyway	Adverb	/ˈɛniweɪ/	sowieso	whatever else is happening, without considering other things	No-one reads the minutes anyway because they're so boring.
because	Conjunction	/bɪˈkɔːz/	weil	for the reason that	All this happened because the banks’ attitude to their lending was irresponsible.
because of	Preposition	/bɪˈkɔːz ɒv/	aufgrund von	as a result of	Only half of such ads are seen by users because of ad-blocking software.
besides	Adverb	/bɪˈsaɪdɪz/	daneben	in addition to	Besides having good qualifications, she also has lots of experience.
but	Conjunction	/bʌt/	aber	used to introduce an added statement	Domestic sales have been slow, but exports have been booming.
consequently	Adverb	/ˈkɒnsɪkw(ə)ntli/	somit, infolgedessen	as a result	Tomorrow is a public holiday. Consequently, the office will be closed.
so	Conjunction	/səʊ/	daher	as a result	Tomorrow is a public holiday, so the office will be closed.
following	Preposition	/ˈfɒləʊɪŋ/	im Anschluss an	after	Following a thorough investigation of the matter, they published their findings.
however	Adverb	/haʊˈɛvə/	jedoch	but	Domestic sales have been slow. However, exports have been booming.
moreover	Adverb	/mɔːrˈəʊvə/	ferner	and	She has good qualifications. Moreover, she has lots of experience.
nevertheless	Adverb	/nɛvəðəˈles/	dennoch, nichtsdestotrotz	but	It is expensive. Nevertheless, it’s worth investing in.
owing to	Preposition	/ˈəʊɪŋ tu/	aufgrund von	as a result of	The office will be closed tomorrow owing to the public holiday.
since	Conjunction	/sɪns/	da, weil	because	Since you're here early, let's begin the presentation.
still	Adverb	/stɪl/	noch, weiterhin	continuing to happen	In what ways will the company still have control over its own future?
what's more	Phrase	/wɒtɪz ˈmɔːr/	darüber hinaus	in addition	She has good qualifications. What's more, she has lots of experience.
Module 4	POS	Pronunciation	Translation	Definition	Examples
pp 34–35					
a buying signal	Noun	/eɪ ˌbaɪɪŋ ˈsɪgn(ə)l/	ein Kaufsignal (n)	when the prospective customer gives a sign to the seller that he is open to being sold the product or service	As soon as you get a buying signal, close the deal.
a hard-sell technique	Noun	/eɪ ˌhaːd ˈsel ˌtekˈniːk/	eome Hardsell-Technik (w)	a method of selling in which the person selling tries very hard to persuade the customer to buy something	We don't like hard-sell techniques in this industry.

a sales technique	Noun	/eɪ seɪlz tɛkˈniːk/	eine Verkaufstechnik (w)	a method of selling	<i>You need to develop your sales techniques.</i>
added value	Phrase	/ˌæd.ɪd ˈvæl.juː/	Mehrwert (m)	an improvement or addition to something that makes it worth more	<i>There are endless options available to create added value for each side.</i>
after-sales service	Noun	/ˈɑːftəseɪlz ˈsɜːvɪs/	Kundendienst (m)	service provided after the customer has bought something	<i>We created a subsidiary to sell after-sales services.</i>
billboard	Noun	/ˈbɪlbɔːd/	Plakatwand (w)	a large board to show advertising	<i>The company has invested in several billboards at the side of major roads.</i>
close the sale	Phrase	/kləʊz ðə seɪl/	Verkauf (m) zum Abschluss (m) bringen	to end a sale successfully	<i>We need to close the sale as soon as possible.</i>
competitive advantage	Noun	/kəmˈpetɪtɪv ədˈvɑːntɪdʒ/	Wettbewerbsvorteil (m)	something to make a business more successful than others	<i>What's the competitive advantage in your strategy?</i>
decision maker	Noun	/dɪˈsɪʒ(ə)n ˈmɑːkə/	Entscheidungsträger/-in (m/w)	the person who makes decisions	<i>I only deal with the decision maker in each store.</i>
direct mail	Noun	/ˌdaɪ.rekt ˈmeɪl/	Postwurfsendung (w)	advertising sent to an individual	<i>Direct mail is effective, but expensive.</i>
emotional benefits	Noun	/ɪˈməʊʃ(ə)n(ə)l ˈbenɪfɪtʒ/	emotionale Vorteile (m, Pl)	advantages that appeal to feelings and beliefs	<i>The emotional benefits of this car include a large colour choice and luxury extras.</i>
favourable terms	Noun	/ˈfeɪv(ə)rəb(ə)l tə.mz/	günstige Bedingungen (w, Pl)	good conditions of the sale	<i>We can offer you favourable terms if you buy now.</i>
mass advertising	Noun	/mas ˈadvɜːtɪsaɪzɪŋ/	Massenwerbung (w)	advertising to reach a large number of customers	<i>A mass advertising campaign will be very expensive.</i>
niche / targeted advertising	Noun	/nɪʃ / ˈtɑːɡɪtɪd ˈadvɜːtɪsaɪzɪŋ/	Nischenwerbung/gezielte Werbung (w)	advertising to selected customers	<i>Niche advertising will allow us to reach the most suitable customers.</i>
perceived benefits	Noun	/pəˈsiːvd ˈbenɪfɪtʒ/	empfundene Vorteile (m, Pl)	things the customer thinks are good about the product	<i>Selling your product at a higher price increases the perceived benefits because people associate high prices with quality.</i>
point-of-sale promotion	Noun	/pɔɪnt ɒv seɪl prəˈməʊʃn/	Werbung am POS (m)	special advertising where you make the sale	<i>The special point-of-sale promotion will only last another hour – buy now!</i>
price competition	Noun	/praɪs kəmpeɪˈtɪʃ(ə)n/	Preiskampf (m)	competing on price	<i>In our sector, quality, reliability and service are far more important factors than price competition.</i>
prospective customer	Noun	/prəˈspektɪv ˈkʌstəmə/	Interessent/-in (m/w)	someone who might buy a product	<i>We're expecting lots of prospective customers at the showroom today.</i>
sponsorship	Noun	/ˈspɒnsəʃɪp/	Sponsoring (n), Förderung (w)	money given to support something	<i>Sponsorship of community projects is very important to our shareholders.</i>
success rate	Noun	/səkˈses reɪt/	Erfolgsquote (w)	how often success is reached	<i>The success rate of this strategy needs to be carefully considered.</i>
unique selling point	Noun	/juːˈniːk selɪŋ pɔɪnt/	unschlagbares Verkaufsargument (n)	a feature of a product that makes it different from and better than all its competitors	<i>The product's unique selling point is its flexibility.</i>
pp 38–39	POS	Pronunciation	Translation	Definition	Examples
collapse	Verb	/kəˈlæps/	einstürzen	to fail	<i>The market has completely collapsed and many businesses have gone bankrupt.</i>
cut	Verb	/kʌt/	kürzen	to make smaller	<i>They've had to cut prices to survive so profits will be affected.</i>
decrease	Verb	/diːˈkriːs/	zurückgehen	to become smaller	<i>Sales are continuing to decrease in poor economic conditions.</i>
drop (decrease)	Verb	/drɒp/	abfallen (zurückgehen)	to become smaller	<i>The availability of raw goods has dropped following the diasster.</i>
fall (decrease)	Verb	/fɔːl/	fallen (zurückgehen)	to become smaller	<i>Sales have fallen this year so we must expect to lay off some workers.</i>
go down	Phrasal verb	/gəʊ daʊn/	abnehmen	to become smaller	<i>The price of sugar has gone down and it's now very cheap.</i>
go up	Phrasal verb	/gəʊ ʌp/	ansteigen, steigen	to become bigger	<i>The cost of potatoes has gone up and chips are more expensive.</i>
increase	Verb	/ɪnˈkriːs/	zunehmen	to become bigger	<i>Profits are continuing to increase, which is good news for the shareholders.</i>
lower (decrease)	Verb	/ˈləʊə/	senken (zurückgehen)	to make smaller	<i>We must lower our prices to stay competitive.</i>
put up	Phrasal verb	/pʊt ʌp/	heraufsetzen	to make higher	<i>The only option is to put up prices but the customers won't be happy.</i>
raise	Verb	/reɪz/	erhöhen	to make higher	<i>We could raise the retirement age to avoid losing employees.</i>
reduce	Verb	/rɪˈdʒuːs/	reduzieren	to make smaller	<i>Every government promises to reduce taxes.</i>
rise	Verb	/raɪz/	ansteigen	to become bigger	<i>The population is rising faster than ever before in some parts of the world.</i>
soar	Verb	/soː/	emporschnellen	to become much bigger	<i>The birth rate soared 20 years ago so there are more people applying for jobs now.</i>
vehicle advertising	Noun	/ˈviːɪk(ə)l ˈadvɜːtɪsaɪzɪŋ/	Fahrzeugwerbung (w)	advertising on a vehicle	<i>We could use company trucks for vehicle advertising.</i>
viral marketing	Noun	/ˈvaɪr(ə)l ˈmɑːkɪtɪŋ/	Viralmarketing (n)	marketing to many people on the Internet	<i>Viral marketing can reach millions of potential customers.</i>
word-of-mouth recommendation	Noun	/ˌwɜːd-ə(v)-ˈməʊθ ˌrɛkəməneɪˈdeɪʃ(ə)n/	Empfehlung (w) von Bekannten (m, Pl), Mund-zu-Mund-Propaganda (w)	when people recommend something by talking to other people	<i>Word-of-mouth recommendation is the traditional way to get sales.</i>
pp 40–41	POS	Pronunciation	Translation	Definition	Examples
customer needs	Noun	/ˈkʌstəməɹ niːdʒ/	Kundenbedarf (m)	what a customer has to have from a product	<i>We have to take customer needs into account when we repackaging the product.</i>
dramatic	Adjective	/drəˈmætɪk/	dramatischer, dramatische, dramatisches	sudden	<i>A dramatic rise in the birth rate took place in the last century.</i>
fluctuate	Verb	/ˈflʌktʃueɪt/	schwanken	to change	<i>Sales fluctuated but overall profits remained steady.</i>
level off	Phrasal verb	/ˌlev(ə)l ˈɒf/	(sich) einpendeln	to stay at the same level	<i>Unemployment rose to ten per cent and then levelled off.</i>
reach a peak	Phrase	/riːtʃ eɪ piːk/	einen Gipfel (m) erreichen	to get to the highest level	<i>Sales reached a peak in December and then stabilised.</i>
sharply	Adverb	/ˈʃɑːpli/	scharf, stark	suddenly	<i>Unemployment rose sharply after the end of the war.</i>
slightly	Adverb	/ˈslʌtli/	geringfügig	a little	<i>The birth rate rose slightly at the start of the century.</i>
unpredictably	Adverb	/ˌʌnpɪˈdɪktəbli/	unvorhersehbar	changing suddenly	<i>The weather last summer was unpredictably hot, which affected sales.</i>
pp 42–43	POS	Pronunciation	Translation	Definition	Examples
double	Adjective, Verb	/ˈdʌb(ə)l/	doppelter, doppelte, doppeltes; (sich) verdoppeln	twice as much, to make twice as much	<i>The sales volume needs to be double to meet our targets, so we must double our efforts.</i>
significant	Adjective	/sɪɡˈnɪfɪk(ə)nt/	bedeutender, bedeutende, bedeutendes	important	<i>A significant drop in costs will help increase our profits.</i>
steadily	Adverb	/ˈsteɪdli/	stetig	gradually	<i>Sales are rising steadily in all our overseas markets.</i>
Module 5					
pp 44–45	POS	Pronunciation	Translation	Definition	Examples
asset values	Noun	/ˈaset ˈvæljuːz/	Sachwerte (m, Pl)	a figure showing the total value of the assets of a company or organisation	<i>Our asset values are very high due to good trading conditions.</i>
be short of money	Phrase	/biː ʃɔːt əv ˈmʌni/	knapp bei Kasse (w) sein	to not have enough money	<i>The business is a bit short of money this month so we can't afford major expenditure.</i>
borrow money	Phrase	/ˈbɒrəʊ ˈmʌni/	(sich) Geld (n) borgen	to get money with the intention of paying it back	<i>We will need to borrow money to pay the bills.</i>
do a deal	Phrase	/dəʊ eɪ diːl/	einen Handel (m) abschließen	to negotiate	<i>Can we do a deal with our competitors?</i>
do business	Phrase	/dəʊ ˈbɪznəs/	Geschäfte (n, Pl) machen	to deal with a customer	<i>It's a pleasure to do business with you.</i>

earn interest	Phrase	/ɜːn ˈɪn.trəst/	Zinsen (m, Pl) verdienen	to get money from an investment	<i>We can earn a lot of interest on that investment.</i>
earn money	Phrase	/ɜːn ˈmʌni/	Geld (n) verdienen	to receive money as payment for work that you do	<i>Everyone needs to earn money to pay the bills.</i>
interest rates	Noun	/ˈɪn.trəst ˌreɪtʒ/	Zinssätze (m, Pl)	how much you get paid from an investment	<i>Interest rates have risen again, which is good news for investors.</i>
invest	Verb	/ɪnˈvest/	investieren	to put money or time into something to get profit	<i>They invest on average \$2 million per year in new product innovations.</i>
invoice for	Phrasal verb	/ˈɪnvoɪs fɔːr/	Rechnung (w) stellen für	to send a note saying how much is owed	<i>Please invoice the company for the office stationery we supplied.</i>
lend money	Phrase	/lænd ˈmʌni/	Geld (n) verleihen	to give money with the intention of getting it back	<i>Banks sometimes lend too much money and incur debts.</i>
make money	Phrase	/meɪk ˈmʌni/	Geld (n) machen	to increase the amount of money	<i>Both companies make money from targeted advertising.</i>
negative equity	Noun	/ˌnegətɪv ˈekwɪti/	Unterbilanz (w)	when the value of something is less than the original cost	<i>Our house is now in negative equity so we can't afford to sell it.</i>
negotiate a discount	Phrase	/nɪˈɡəʊʃɪeɪt eɪ ˈdɪskaʊnt/	einen Rabatt (m) aushandeln	to agree on a smaller price	<i>Can we negotiate a discount if I pay in advance?</i>
owe money	Phrase	/əʊ ˈmʌni/	Geld (n) schulden	to need to pay back money	<i>Do you owe money to the credit card company?</i>
pay back / repay money	Phrase	/pə ˈbæk / rəˈpə ˈmʌni/	Geld (n) zurückzahlen/abzahlen	to give back money you borrowed	<i>Can you repay the loan next month?</i>
save money	Phrase	/seɪv ˈmʌni/	Geld (n) sparen	to keep money	<i>It's a good idea to save money each month in case of emergency.</i>
spend money	Phrase	/spend ˈmʌni/	Geld (n) ausgeben	to give money as payment	<i>Don't spend more money than you earn!</i>
take out a loan	Phrase	/teɪk aʊt eɪ ˈləʊn/	einen Kredit (m) aufnehmen	to borrow money	<i>If you're short of money, take out a loan.</i>
waste money	Phrase	/weɪst ˈmʌni/	Geld (n) verschwenden	to use money unnecessarily	<i>She wasted her money on new clothes.</i>
win money	Phrase	/wɪn ˈmʌni/	Geld (n) gewinnen	to receive money as a prize	<i>He won a huge amount of money on the lottery.</i>

pp 46–47	POS	Pronunciation	Translation	Definition	Examples
turnover	Noun	/ˈtə.nəʊvə/	Umsatz (m)	money generated by sales	<i>Our turnover was three million last year.</i>
pp 48–49	POS	Pronunciation	Translation	Definition	Examples
a mortgage	Noun	/eɪ ˈmɔːɡɪdʒ/	Immobilienkredit (m)	an agreement that allows you to borrow money to buy a house	<i>I'm going to pay off the mortgage next year and then I'll own the house.</i>
accounts payable	Noun	/ə ˈkaʊntz ˈpeɪəb(ə)l/	Kreditorenkonto (n)	money a company owes to suppliers	<i>Accounts payable this month were lower compared to last year.</i>
accounts receivable	Noun	/ə ˈkaʊntz rɪ ˈsiːvəb(ə)l/	Debitorenkonto (n)	money owed to a company	<i>Accounts receivable totalled over ten thousand.</i>
administrative costs	Noun	/əd ˈmɪnɪstrətɪv kɒstz/	Verwaltungskosten (Pl)	money needed to run a company	<i>We must find a way to cut administrative costs.</i>
advertising costs	Noun	/ˈadvətɪzaɪzɪŋ kɒstz/	Werbekosten (Pl)	money needed to pay for advertising	<i>Please check the advertising costs as they seem rather high.</i>
cash flow	Noun	/ˈkæʃ ˌfləʊ/	Kapitalfluss (m)	the amount of money moving into and out of a business	<i>Cash flow is steady in the overseas office.</i>
creditor	Noun	/ˈkredɪtə/	Gläubiger (m)	someone who money is owed to	<i>Our creditors won't wait for their money any longer.</i>
current / long-term debt	Noun	/ˈkʌr(ə)nt / ˌlɒŋ ˈtɜːm det/	aktuelle/langfristige Schulden (w, Pl)	money that is owed now/later	<i>Current debt is steady but long-term debt is increasing in the northern sector.</i>
debtor	Noun	/ˈdetə/	Schuldner, Kreditnehmer (m)	someone who owes money	<i>If loans are too easy to get, there is a risk that many people will become debtors.</i>
development costs	Noun	/dɪ ˈveləpm(ə)nt kɒstz/	Entwicklungskosten (Pl)	the cost of developing a product	<i>Our software development costs are too high.</i>
distribution costs	Noun	/dɪstrɪ ˈbjʊːʃ(ə)n kɒstz/	Vermarktungskosten (Pl)	the cost of distributing a product	<i>Please congratulate the transport department on reducing the distribution costs.</i>
dividends	Noun	/ˈdɪvɪdəndz/	Dividenden (w, Pl)	part of a company's profit paid to shareholders	<i>The shareholders were delighted with the dividends this month.</i>
expenditure	Noun	/ɛk ˈspendɪʃə/	Aufwand (m), Ausgabe (w)	the total amount of money that is spent	<i>Cutting back on advertising expenditure is only a short–term solution.</i>
finance costs	Noun	/ˈfɪnəns kɒstz/	Finanzgeschäftskosten (Pl)	bank charges	<i>Finance costs are an unavoidable part of dealing with banks.</i>
fixed / variable costs	Noun	/fɪkst / ˈvɜːrɪəb(ə)l kɒstz/	Fixkosten/variable Kosten (Pl)	charges that do not change/that change	<i>Fixed costs are easy to calculate each year but there are always some variable costs in a business that are unpredictable.</i>
gross profit	Noun	/grəʊs prɒfɪt/	Bruttogewinn (m)	a company's profits before costs are subtracted	<i>Our gross profit shows that the business is healthy.</i>
labour costs	Noun	/ˈleɪbə kɒstz/	Arbeitskosten (Pl)	the cost of the workers in a company	<i>The only real solution is to tackle labour costs.</i>
liabilities	Noun	/laɪə ˈbɪlɪtɪ/	Verbindlichkeiten (w, Pl)	debts	<i>The business has liabilities of 2 million euros.</i>
material costs	Noun	/mə ˈtɪərɪəl kɒstz/	Materialkosten (Pl)	the cost of materials	<i>Reducing material costs will have an impact on quality.</i>
net income	Noun	/net ˈɪnkʌm/	Nettoeinkommen (n)	income after all tax and other costs have been paid	<i>Our net income is on target this year.</i>
net profit	Noun	/net ˈprɒfɪt/	Nettogewinn (m)	profit after all tax and other costs have been paid	<i>Annual net profit fell 20% due to tough competition.</i>
profit and loss	Phrase	/ˈprɒfɪt ənd lɒs/	Gewinn und Verlust (m)	a company's gains and losses	<i>Ask her to prepare a financial plan with profit and loss projections.</i>
profitable	Adjective	/ˈprɒfɪtəb(ə)l/	rentabler, rentable, rentables	making a profit	<i>Which part of the business is most profitable?</i>
retained profit	Phrase	/rɪ ˈteɪn ˈprɒfɪt/	Gewinnrücklage (w)	kept earnings	<i>After dividends were paid out, the retained profit was £3.2 million.</i>
total revenue	Noun	/ˈtəʊt(ə)l ˈreɪvənjuː/	Gesamtumsatz (m)	total income	<i>We don't want to invest more than 1 % of total revenue.</i>
unprofitable	Adjective	/ʌn ˈprɒfɪtəb(ə)l/	unrentabler, unrentable, unrentables	not making a profit	<i>That shop will have to be sold – it's too unprofitable.</i>
pp 50–51	POS	Pronunciation	Translation	Definition	Examples
overheads	Noun plural	/ˈəʊvəhedz/	Betriebskosten (Pl)	regular and necessary costs	<i>The overheads on the office building are very reasonable.</i>
the wage bill	Noun	/ðə weɪdʒ bɪl/	Lohnkosten (Pl)	the total paid to workers in a company	<i>We can cut the wage bill by laying off staff.</i>
Module 6					
pp 54–55	POS	Pronunciation	Translation	Definition	Examples
a close relationship	Phrase	ə kləʊs rɪ ˈleɪʃ(ə)nʃɪp/	eine enge Beziehung (w)	a good connection	<i>We have a close relationship with our suppliers.</i>
beware	Verb	/bɪ ˈweː/	(sich vor jdm./etw.) in Acht (w) nehmen	to warn someone to be careful of something	<i>Beware of that supplier, he's very unreliable.</i>
commission	Noun	/kə ˈmɪʃ(ə)n/	Provision (w)	a payment given in relation to a product sold	<i>We can offer 15% commission on that model.</i>
damaged in transit	Phrase	/ˈdæmɪdʒ ɪn ˈtrænsɪt/	auf dem Transport (m) beschädigt	damaged while moving from one place to another	<i>We regret that your order has been damaged in transit and would like to offer a refund.</i>
despatch / dispatch	Noun	/dɪ ˈspætʃ/	Versendung (w), Versand (m)	sending something somewhere	<i>Despatch of your order will take place next week.</i>
efficient service	Noun	/ɪ ˈfɪʃ(ə)nt ˈsəːvɪs/	effizienter Service (m)	quick and effective service	<i>Many thanks for the efficient service you provided.</i>
in stock	Phrase	/ɪn ˈstæk/	auf Lager (n)	available	<i>We're pleased to say that the books are now in stock.</i>
marked / damaged	Adjective	/mɑːkt / ˈdæmɪdʒ/	sichtbarer Schaden (m)/beschädigter, beschädigte, beschädigtes	having a mark on something / harmed	<i>The shoes you sent me are marked – I don't want a damaged product.</i>
mint condition	Phrase	/ˌmɪnt kən ˈdɪʃn/	neuwertig, wie neu	perfect	<i>I guarantee the computer is in mint condition.</i>
prompt payment	Phrase	/prɒm(p)ɪt ˈpeɪm(ə)nt/	prompte Zahlung (w)	paying quickly and on time	<i>Please make prompt payment to avoid charges.</i>
reliable / unreliable	Adjective	/rɪ ˈlaɪəb(ə)l / ʌnrɪ ˈlaɪəb(ə)l/	zuverlässiges/unzuverlässiger, unzuverlässige,	someone who or something that can/cannot be trusted	<i>unreliable and never worked properly.</i>
renegotiate terms	Phrase	/rɪ.nɪ ˈgəʊʃɪeɪt tə.mz/	die Bedingungen (w, Pl) neu verhandeln	discuss an agreement again to change it	<i>Can we renegotiate terms that are acceptable to both of us?</i>
renew a contract	Phrase	/rɪ ˈnjuː ə ˈkɒntrakt/	einen Vertrag (m) verlängern	continue a contract again	<i>We'd like to renew the contract for another year.</i>
re-tender for a contract	Phrase	/ˌrɪː ˈtændə fɔːr ə ˈkɒntrakt/	einen Vertrag (m) neu verhandeln	ask to renew a contract	<i>We could force suppliers to re-tender for the contract each year.</i>
share the cost of	Phrase	/ʃer ðə kɒst əv/	sich die Kosten (w) von ... teilen	pay for part of	<i>Suppliers can help to share the cost of development.</i>
swift delivery	Phrase	/swɪft də ˈlɪv(ə)ri/	reibungslose Lieferung (w)	taking goods somewhere quickly	<i>We guarantee swift delivery if you order by 7pm.</i>
pp 56–57	POS	Pronunciation	Translation	Definition	Examples
customer satisfaction	Noun	/ˈkʌstəmə ˌsədəs ˈfakSH(ə)n/	Kundenzufriedenheit (w)	when customers are pleased with the company or product	<i>Sales have been good and customer satisfaction is high.</i>
discounts	Noun	/ˈdɪskaʊntz/	Rabatte (m, Pl)	price reductions	<i>I'd like to see greater discounts on older lines.</i>
seasonal discounts	Noun	/ˈsɪz(ə)nəl / ˈdɪskaʊntz/	Nachlass (m) auf Saisonware (w)	price reductions for s particular time of year	<i>What would really help sales is more seasonal discounts at your end.</i>
shortage of stock	Phrase	/ˈʃɔːtɪdʒ əv stɒk/	Lagerknappheit (w)	not enough stock available	<i>The shortage of stock in July resulted in losing many possible customers.</i>
squeeze a supplier	Phrase	/skwiːz eɪ sə ˈplɪə/	Lieferantenpreise (m, Pl) drücken	persuade very firmly	<i>We really can't squeeze our suppliers any harder, their margins are already very small.</i>
stock levels	Noun	/stɒk ˈlev(ə)lz/	Lagerbestände (m, Pl)	the quantity of items available	<i>Our stock levels are too low at the moment – we need to re-order now.</i>
pp 58–59	POS	Pronunciation	Translation	Definition	Examples
warranty	Noun	/ˈwɒrən(t)ɪ/	Gewährleistung (w)	a written promise from a company	<i>The warranty on the device is six months.</i>
Module 7					
pp 64–65	POS	Pronunciation	Translation	Definition	Examples
clear objective	Noun	/klaɪ əb ˈdʒektɪv/	klares Ziel (n)	something that you plan to do or achieve	<i>Many companies have found that giving staff a clear objective is very productive.</i>
control freak	Noun	/kən ˈtrəʊl ˌfriːk/	Kontrollfreak (m)	someone who is determined to make things happen in exactly the way they want	<i>My boss is a bit of a control freak and won't give me any responsibility.</i>

get on with (sb)	Phrasal verb	/ɡet ɒn wɪð/	sich mit (jdm.) verstehen	like someone	<i>She's difficult to get on with so no-one wants to share an office with her.</i> <i>In addition to good qualifications, she has lots of experience.</i>
in addition to	Phrase	/ɪn əˈdɪʃ(ə)n tu/	zusätzlich zu, neben	as well as	
	Phrase /				
in spite of / despite	Preposition	/ɪn spaɪt ɒv / dɪˈspaɪt/	trotz	without taking any notice of	<i>In spite of / Despite the high cost, it's worth investing in.</i> <i>Your innovative idea has won the first prize in the competition.</i> <i>A good manager is someone who can inspire confidence in their team.</i> <i>My manager has excellent people skills and we enjoy working with her.</i>
innovative idea	Noun	/ɪˈnəvətɪv ɪˈdɪə/	innovative Idee (w)	new idea	
inspire confidence	Phrase	/ɪnˈspʌɪə ˈkɒnfɪd(ə)ns/	Zuversicht (w) verströmen	make someone feel confident	
people skills	Noun	/ˈpiːp(ə)l skɪlz/	Sozialkompetenz (w)	ability to get on with people	
pp 66–67	POS	Pronunciation	Translation	Definition	Examples
day-to-day operations	Phrase	/ˈdā-tə-, dā ɒpəˈreɪʃ(ə)nz/	alltägliche Abläufe (m, Pl)	what happens every day in a business	<i>Many managers seem to be out of touch with day-to-day operations.</i>
overseas subsidiary	Noun	/əʊvəˈsiːz səbˈsɪdɪəri/	Niederlassung (w) im Ausland (n)	an overseas company owned by a holding company	<i>All senior managers spend at least three months every three years in an overseas subsidiary.</i> <i>All employees undergo a formal assessment of their skills every year.</i>
undergo an assessment	Phrase	/ʌndəˈɡəʊ ən əˈsɛsmənt/	einer Bewertung (w) unterzogen werden	experience a test	
pp 68–69	POS	Pronunciation	Translation	Definition	Examples
delegate responsibility	Phrase	/ˈdɛlɪɡət rɪ sponʃɪˈbɪlɪti/	Verantwortung (w) übertragen	give responsibility to someone else	<i>I usually try to delegate responsibility to my team as it's good for everyone to be involved in decisions.</i> <i>Please stop using so much jargon, I don't understand what you're saying.</i>
jargon	Noun	/ˈdʒɑːɡ(ə)n/	(Fach-)Jargon (m)	special words used by particular groups of people	
pp 70–71	POS	Pronunciation	Translation	Definition	Examples
although	Conjunction	/ɔːlˈðəʊ/	obwohl	but	<i>Although not everyone has their own desk, the use of space is efficient.</i> <i>As well as having good qualifications, she also has lots of experience.</i> <i>She has good qualifications. Furthermore, she has lots of experience.</i> <i>The office will be closed tomorrow on account of the public holiday.</i> <i>The sales team will gather the information. Subsequently, they will produce a report.</i>
as well as	Phrase	/əz wəl əz/	nicht nur, ... sondern auch	and	
furthermore	Adverb	/fəˈðəˈmɔː/	des Weiteren (n)	as well	
on account of	Phrase	/ɒn/ ɪəˈkaʊnt/ ɒv/	wegen	because of	
subsequently	Adverb	/ˈsʌbsɪkwəntli/	danach, anschließend	afterwards	
Module 8					
pp 74–75	POS	Pronunciation	Translation	Definition	Examples
a quota	Noun	/eɪˈkwəʊtə/	Höchstmenge (w)	limit	<i>We should fix a quota for the number of new employees from certain groups.</i> <i>The world must find a way to conserve water.</i> <i>Declining fish stocks are a consequence of over-fishing.</i> <i>The drought has lasted for seven weeks now.</i> <i>A major earthquake is predicted for California.</i>
conserve water	Phrase	/kənˈsəːv ˈwɔːtə/	Wasser (n) sparen	save water	
declining (fish) stocks	Phrase	/dɪˈklɪnɪŋ (fɪʃ) stɒkz/	abnehmende (Fisch-)Bestände (m, Pl)	supplies that are reducing	
drought	Noun	/draʊt/	Dürre (w)	a long period when there is little or no rain	
earthquake	Noun	/ˈəːθkweɪk/	Erdbeben (n)	a sudden violent movement of the earth's surface	
			umweltfreundlicher, umweltfreundliche, umweltfreundliches		
environmentally friendly	Adjective	/ɛnvʌɪrənˈmənt(ə)li ˈfrɛn(d)li/	umweltfreundliches	good for the environment	<i>Businesses are moving to environmentally friendly packaging.</i> <i>The extinction of the dinosaurs was due to a meteorite.</i> <i>Some roads have been closed because of heavy flooding.</i> <i>The hurricane did serious damage to many houses last night.</i>
extinction (of species)	Noun	/ɪkˈstɪŋ(k)ʃ(ə)n (ɒv ˈspiːʃɪz)/	Ausrottung (w) (von Arten (w, Pl))	when something no longer exists	
flooding	Noun	/ˈflʌdɪŋ/	Flut, Überschwemmung (w)	when an area is covered with water	
hurricane	Noun	/ˈhʌrɪkeɪn/ OR ˈhʌrɪk(ə)n/	Orkan, Wirbelsturm (m)	a violent wind	
				a mass of rock and earth moving suddenly and quickly down a steep slope	<i>The emergency services fear that many people have been buried under the landslide.</i>
landslide	Noun	/ˈlʌn(d)slaɪd/	Erdrutsch (m)		
man-made disasters	Noun	/ˈmʌnˈmeɪd dɪˈzɑːstəz/	von Menschen (m, Pl) gemachte Katastrophen (w, Pl)	disasters which have been caused by humans	<i>Man-made disasters include oil spills at sea.</i> <i>Scientists are working on a better system to predict natural disasters.</i>
natural disasters	Noun	/ˈnʌtʃ(ə)r(ə)l dɪˈzɑːstəz/	Naturkatastrophen (w, Pl)	disasters which have been caused by nature	
nuclear radiation leak	Noun	/ˈnjuːklɪə reɪdɪˈeɪʃ(ə)n liːk/	unkontrolliertes Entweichen (n) von Kernstrahlung (w)	losing energy that comes from a nuclear reaction	<i>The nuclear radiation leak at Chernobyl was one of the worst disasters in history.</i> <i>The oil spill has killed thousands of fish.</i> <i>What precautions can we take against future earthquakes?</i> <i>We must all try to recycle waste efficiently.</i> <i>I save energy by turning the lights off.</i> <i>London used to have terrible smog a hundred years ago but now the air is cleaner.</i> <i>I prefer to support local shops – I never buy online.</i> <i>News is reaching us of a volcanic eruption on an island in the Pacific.</i>
oil spill	Noun	/ɔɪl spɪl/	Ölspur (w)	losing oil from a tanker	
precautions	Noun	/prɪˈkɔːʃ(ə)nz/	Vorsichtsmaßnahmen (w, Pl)	actions to prevent something happening	
recycle waste	Phrase	/rɪˈsaɪk(ə)l weɪst/	Abfallrecycling (n)	collect rubbish and make something useful from it	
save energy	Phrase	/seɪv ˈɛnədʒi/	Energie (w) sparen	keep energy	
smog	Noun	/smɒɡ/	Smog (m)	a mixture of smoke, gases, and chemicals	
support local shops	Phrase	/səˈpɔːt ˈləʊk(ə)l ʃɒpz/	Geschäfte (n, Pl) vor Ort (m) unterstützen	buy items in shops near where you live	
volcanic eruption	Noun	/vɒlˈkʌnɪk ɪˈrʌpʃ(ə)n/	Vulkanausbruch (m)	when a volcano explodes	
pp 76–77	POS	Pronunciation	Translation	Definition	Examples
climate change	Noun	/ˈklaɪmət tʃeɪn(d)ʒ/	Klimawandel (m)	changes in the world's weather	<i>Climate change is creating global warming.</i> <i>The US must reduce its emissions.</i>
emissions	Noun	/ˈiːmɪʃənz/	Emissionen (w, Pl)	(carbon dioxide) produced by planes, cars, etc	
pp 78–79	POS	Pronunciation	Translation	Definition	Examples
an audit	Noun	/ənˈɔːdɪt/	Firmenprüfung (w)	a check	<i>We do an audit of the working conditions in our factories every 12 to 18 months.</i>
social responsibility	Noun	/ˈsəʊʃ(ə)l rɪ sponʃɪˈbɪlɪti/	Sozialverantwortung (w)	not being harmful to society or the environemnt	<i>The whole area of social responsibility is becoming much more important to the consumer.</i>
stakeholders	Noun	/ˈsteɪkheʊldəz/	Interessenvertreter (m, Sg+Pl)	people who play a part in or are affected by a company's activities	<i>Companies must pay attention to the needs of all stakeholders.</i>
pp 80–81	POS	Pronunciation	Translation	Definition	Examples
adjourn	Verb	/əˈdʒəːn/	unterbrechen, vertagen	have a pause	<i>I think we should adjourn for lunch.</i>
breach of confidence	Phrase	/briːtʃ ɒv ˈkɒnfɪd(ə)ns/	Vertrauensverstoß (m)	when someone makes information known that they should keep secret	<i>Telling me that information was a breach of confidence.</i> <i>The Chinese government has clamped down hard on bribery in recent years.</i> <i>It's your turn to chair the meeting.</i>
bribery	Noun	/ˈbraɪbəri/	Bestechung (w)	illegally giving money to someone for something	
chair a meeting	Phrase	/tʃeː ɛɪ ˈmiːtɪŋ/	einer Besprechung (w) vorsitzen	lead a meeting	
ethical code	Noun	/ˈɛθɪk(ə)l kəʊd/	Verhaltenskodex (m)	rules about what is right and wrong	<i>If you know that an employee has broken the company's ethical code, you must report it.</i>

insider dealing	Noun	/ɪnˈsaɪdəˈdiːlɪŋ/	Insiderhandel (m)	the illegal buying and selling of shares in a company by people who have special information because they are involved with the company	He was sent to prison for insider dealing.
misselling	Noun	/ˈmɪsˈseɪlɪŋ/	Fehlkauf (m) durch Falschberatung (w)	selling something that is not suitable for the person who buys it	She was a victim of misselling but got her money back.
right to anonymity	Phrase	/raɪt tu anəˈnɪmɪti/	Recht (n) auf Anonymität (w)	the right to keep your identity secret	A politician does not have the right to anonymity.
the agenda	Noun	/ðə əˈdʒendə/	Gesprächspunkte (m, Pl), Agenda (w)	what is going to be discussed	What's on the agenda today?
the minutes	Noun plural	/ðə/ ˈmɪnɪtɪz/	Protokoll (n)	a record of what is discussed at a meeting	Who's going to take the minutes?
theft	Noun	/θeft/	Diebstahl (m)	dishonestly taking something	Unfortunately, there have been several thefts in the building recently.
unethical practice	Noun	/ʌnˈeθɪk(ə)l ˈpræktɪs/	unethisches Verhalten (n)	morally wrong action	Do you suspect unethical practice in the company?
whistleblowing	Noun	/ˈwɪs(ə)lbloʊɪŋ/	Whistleblowing (n)	telling someone in authority about something illegal that is happening in a company	What is the company policy on whistleblowing?
Module 9					
pp 84–85	POS	Pronunciation	Translation	Definition	Examples
appeal to (the mass market)	Phrase	/əˈpiːl tu (lˌmæs ˈmɑː.kɪt/)	(die breite Masse (w)) ansprechen	be interesting to	This is a product that will appeal to everyone.
basic	Adjective	/ˈbeɪsɪk/	einfacher, einfache, einfaches, Grund-	not complicated	We need someone to supply basic maintenance of electrical installations.
be aimed at (the youth market)	Phrase	/biː eɪm ət/ (lˌjuːθ/ mɑː.kɪt/)	(auf jugendliche Verbraucher (m, Sg+Pl)) abzielen	be targeted at	They are aimed at the youth market mainly, although some older people wear them too.
bulky	Adjective	/ˈbʌlki/	klobig	too big and taking up too much space	That exhibition stand is too bulky and won't fit.
clever (solution)	Adjective	/ˈkleɪvə/	clevere (Lösung (w))	well-designed	What a clever idea, to provide free samples after the product presentation!
compact	Adjective	/ˈkɒmpækt/	kompakter, kompakte, kompaktes	using a small space	I need a compact suitcase to take on the plane.
comply with (industry standards)	Phrase	/kəmˈplaɪ wɪð/ (lˈɪndəstri/ ˈstandədz/)	(Branchenstandards (m, Pl)) erfüllen	to obey a regulation	It complies with all US and European industry standards.
consist of	Phrase	/kənˈsɪst ɒv/	bestehen aus	to be made of	The new office consists of one large, central, open space containing about 20 desks.
dependable	Adjective	/dɪˈpendəb(ə)l/	zuverlässig	something or someone you can have confidence in	She's my most dependable member of staff.
design	Noun	/dɪˈzʌɪn/	Design (n), Gestaltung (w)	a drawing for a product	The design has an international patent.
efficient	Adjective	/ɪˈfɪʃ(ə)nt/	effizienter, effiziente, effizientes	organised	The office plan makes efficient use of the space.
erratic	Adjective	/ɪˈrætɪk/	unberechenbarer, unberechenbare, unberechenbares	unreliable	This printer is very erratic, there must be another one in the building that works properly.
functional	Adjective	/ˈfʌŋ(k)(ə)n(ə)l/	funktionaler, funktionale, funktionales	practical	The desks and meeting rooms are functional and well equipped. The design of this staff kitchen is completely impractical; there isn't room for more than two people.
impractical	Adjective	/ɪmˈpræktɪk(ə)l/	unpraktischer, unpraktische, unpraktisches	not very easy to use	The advantages of these machines are that they are inexpensive and easy to use.
inexpensive	Adjective	/ɪnɪkˈspensɪv/	preisgünstiger, preisgünstige, preisgünstiges	cheap	This incentive could potentially lead to greater innovation in the company.
innovation	Noun	/ɪnəˈveɪʃ(ə)n/	Innovation (w)	the use of a new idea or method	He is one of the most innovative and fascinating entrepreneurs around.
innovative	Adjective	/ɪˈnəveɪtɪv/	innovativer, innovative, innovatives	using new ideas	The proportion of luxury goods purchased nowadays is 40%.
luxury	Adjective	/ˈlʌkʃəri/	luxuriöser, luxuriöse, luxuriöses	expensive and beautiful	The washing machine is broken, please call someone to fix it.
machine	Noun	/məˈʃiːn/	Maschine (w)	a piece of equipment	You can gather a lot of customer data with modern computer systems.
modern	Adjective	/ˈmɒd(ə)n/	moderner, moderne, modernes	most recent	That's a really neat solution to the problem.
neat (solution)	Adjective	/niːt/	saubere (Lösung (w))	clever and simple	
old-fashioned	Adjective	/əʊldˈfæʃ(ə)n(ə)l/	altmodischer, altmodische, altmodisches	not modern	She works for a rather old-fashioned shop which still closes on Wednesday afternoons.
overpriced	Adjective	/əʊvəˈpraɪsɪd/	überteuerter, überteuerte, überteuerstes	too expensive	All their products are overpriced.
piece of equipment	Noun	/piːs ɒv ɪˈkwɪpm(ə)nt/	Bauteil (n)	a machine	That piece of equipment is faulty, don't use it.
practical	Adjective	/ˈpræktɪk(ə)l/	praktischer, praktische, praktisches	effective	My assistant always makes sensible and practical suggestions.
process	Noun	/ˈprəʊses/	Prozess (m), Verfahren (n)	a series of actions	Are there ways to shortcut this process?
product	Noun	/ˈprɒdʌkt/	Produkt (n)	something made to be sold	We can offer the exact product you are looking for.
professional	Adjective	/prəˈfeʃ(ə)n(ə)l/	professioneller, professionelle, professionelles; Profi-	trained and skilled	The company image is of a creative, fun and professional organisation.
poor (service)	Adjective	/pɔːr/	schlechter (Service (m))	not good	I can't recommend that company because their after-sales service is really poor.
retail at (£X)	Phrase	/ˈriːteɪl ət/	kostet im Laden (m) (£ X)	sells for	That model retails at £300.
revolutionary	Adjective	/ˈrevəˈluːʃ(ə)n(ə)rɪl/	revolutionärer, revolutionäre, revolutionäres	new and exciting	Recycling plastic water bottles to make hats, what a revolutionary idea!
run on (mains electricity)	Phrasal verb	/rʌn ɒn/ (lˌmeɪnz ˌel.ɪkˈtrɪs.ə.ti/)	Betrieb mit (Netzstrom (m))	is operated by	The machine only runs on mains electricity.
service	Noun	/ˈsɜːvɪs/	Service (m), Dienstleistung (w)	dealing with customers	Customer demand is for a quick and flexible service.
solution	Noun	/səˈluːʃ(ə)n/	Lösung (w)	the answer to a problem	No-one has found a satisfactory solution to the problem of the ageing population.
state-of-the-art	Phrase	/ˌsteɪt əv ðɪˈɑːt/	hochmodern	very modern	The company has just moved into a state-of-the-art building.
tool	Noun	/tuːl/	Tool (n) (Software), auch: Werkzeug (n)	a piece of equipment	She created an affordable online interior design tool.
time-consuming	Adjective	/taɪmk(ə)nˈsjʊːmɪŋ/	zeitaufwändiger, zeitaufwändige, zeitaufwändiges	taking a lot of time to do	Deleting ‘spam’ from your email inbox is a time-consuming process.
unoriginal	Adjective	/ʌnəˈrɪdʒɪn(ə)l/	unorigineller, unoriginelle, unoriginelles	not special	That's a very unoriginal design.
unwieldy (solution)	Adjective	/ʌnˈwiːldɪ/	unhandliche (Lösung (w))	not effective	The new office plans look rather unwieldy.
up-market	Adjective	/ʌpˈmɑːkɪt/	gehoben	high quality	We've decided on an up-market look for the new reception area.
value-for-money	Phrase	/ˈvæljuː fəˈmʌni/	Preis-Leistungs-Verhältnis (n)	not expensive for the quality	How can we offer a value-for-money product without increasing production costs?
pp 86–87	POS	Pronunciation	Translation	Definition	Examples
come up with	Phrasal verb	/kʌm ʌp wɪð/	sich etw. einfallen lassen	to suggest an idea or plan	Have you ever come up with an idea for a new product or service?
differentiate	Verb	/ˌdɪfəˈrenʃɪeɪt/	sich abheben	to find the difference	How can we differentiate ourselves from our competitors?
innovate	Verb	/ɪˈnəveɪt/	durch Innovation (w) verbessern	to introduce change	We must innovate to stay ahead.
innovator	Noun	/ɪˈnəveɪtə/	Erfinder/in, Innovator/-in (m/w)	someone who introduces change	The new marketing director was a strong innovator in his last company.

keep up with	Phrasal verb	/ki:p ʌp wið/	Schritt (m) halten mit	to continue to be informed	<i>I keep up with developments in computing and telecommunications technology.</i> <i>You can't measure a company's success only by its profits.</i>
measure success	Phrase	/ˈmɛʒə səkˈsɛs/	Erfolg (m) messen	to judge success	
R&D expenditure	Noun	/ˌɑːr ən ˈdiː ɛkˈspɛndɪtʃə/ɪkˈspɛndɪtʃə/	Ausgaben (w, Pl) für F&E	spending money in the part of a business that tries to find ways to improve existing products, and to develop new ones	<i>Our R & D expenditure is very high because our business always needs new ideas.</i>
see something through	Phrasal verb	/siː ˈsʌmθɪŋ ðəʊ/	etwas durchziehen, etwas fertigstellen	complete something	<i>You can't resign now, we've got to see this project through.</i>
stand up to someone	Phrasal verb	/stænd ʌp tu ˈsʌmwʌn/	sich jemandem entgegenstellen	defend yourself	<i>You must stand up to her if she tries to give you too much work.</i>
take something up	Phrasal verb	/teɪk ˈsʌmθɪŋ ʌp/	etwas Neues (n) ausüben	to begin a new hobby or interest	<i>You like being near the water, why don't you take up sailing?</i> <i>I wish I'd never agreed to undertake this project!</i>
undertake a project	Phrase	/ʌndəˈteɪk ɛɪ ˈprɒdʒekt/	ein Projekt (n) durchführen	to begin a project	
Module 10 pp 94–95	POS	Pronunciation	Translation	Definition	Examples
car share scheme	Noun	/kɑː ʃeː ski:m/	Carsharing-Programm (n)	when people share a car to get to work	<i>The company encourages employees to join the car share scheme.</i> <i>I have to commute two hours each day – it's such a waste of time.</i> <i>I go to work early to avoid the congestion.</i> <i>Let's get to know each other over a coffee after work.</i> <i>Can I give you a lift home tonight?</i> <i>Rush hour was terrible today, all the buses were late.</i>
commute	Verb	/kəˈmjʊːt/	pendeln	to travel to and from work	
congestion	Noun	/kənˈdʒɛstʃ(ə)n/	hohes Verkehrsaufkommen (n)	blocked and crowded roads	
get to know each other	Phrase	/get tu nə iːtʃ nəʊ/	einander kennenlernen	learn about someone	
give a lift to someone	Phrase	/ɡɪv ɛɪ lɪft tu ˈsʌmwʌn/	jemanden (im Auto (n)) mitnehmen	take someone in your car	
rush hour	Noun	/rʌʃ ˈaʊə/	Hauptverkehrszeit (w)	the busy part of the day	
subsidised transport	Noun	/ˈsʌbsɪdaɪzd ˈtrɒnsˌpɔːt/	Zuschuss (m) zu öffentlichen Verkehrsmitteln (n, Pl)	cheaper transport	<i>We offer a subsidised transport scheme for buses and trains.</i>
team-building event	Noun	/ˈtiːm ˌbɪl.dɪŋ/ ɪˈvɛnt/	Teambuildungsveranstaltung (w)	a special meeting where you encourage people to work together	<i>Everyone needs to attend the team-building event next week.</i> <i>Teleconferencing is ideal if you work from home.</i> <i>The company will refund all travel expenses for business trips.</i>
teleconferencing	Noun	/ˈtɛlɪ ˌkɒnfərənsɪŋ/	Konferenzschaltung (w)	holding a meeting using a phone or computer	
travel expenses	Noun plural	/ˈtrav(ə)l ɛkˈspɛnsɪz/	Reisespesen (Pl)	money you pay for travel	
pp 96–97	POS	Pronunciation	Translation	Definition	Examples
break the ice	Phrase	/breɪk ðə ʌɪs/	das Eis (n) brechen	to make people who have not met before feel more relaxed with each other	<i>Welcome, all conference participants – let's start with a game to break the ice.</i>
pp 98–99	POS	Pronunciation	Translation	Definition	Examples
commemorate an occasion	Phrase	/kəˈmɛməreɪt ən əˈkeɪʒ(ə)n/	ein Ereignis (n) begehen	to officially remember an event	<i>The company celebrates its 100th anniversary next year and would like to commemorate the occasion with a staff party.</i> <i>Call this number if you get lost on the way to our office.</i> <i>They're getting married next month.</i> <i>Getting participants involved in a course can be very hard work at the beginning.</i> <i>There's so much to get ready for the anniversary party.</i> <i>At last we're getting somewhere in this meeting!</i> <i>If everything goes according to plan, the brochure will be published in time for the new product launch.</i> <i>He couldn't control the budget and the company went bankrupt.</i> <i>I resigned and my boss just went crazy.</i> <i>We've booked a real lion for the event – what can possibly go wrong?</i> <i>The venue is on the 24th floor but there's a fast elevator.</i>
get lost	Phrase	/get lɒst/	sich verlaufen	not know where you are	
get married	Phrase	/get ˈmarrɪd/	heiraten	marry someone	
get participants involved	Phrase	/get pɑːˈtɪsɪp(ə)ntz ɪnˈvɒlvd/	Teilnehmer (m, Pl) einbeziehen	make people join in	
get ready	Phrase	/get ˈredi/	sich bereitmachen	prepare	
get somewhere	Phrase	/get ˈsʌmwɛː/	vorankommen	make progress	
go according to plan	Phrase	/gəʊ əˈkɔːdɪŋ tu plæn/	nach Plan (m) verlaufen	progress as planned	<i>He couldn't control the budget and the company went bankrupt.</i> <i>I resigned and my boss just went crazy.</i> <i>We've booked a real lion for the event – what can possibly go wrong?</i> <i>The venue is on the 24th floor but there's a fast elevator.</i>
go bankrupt	Phrase	/gəʊ ˈbʌŋkrʌpt/	bankrott gehen	unable to pay what you owe	
go crazy	Phrase	/gəʊ ˈkreɪzi/	durchdrehen	get very angry	
go wrong	Phrase	/gəʊ rɒŋ/	schiefgehen	not be a success	
venue	Noun	/ˈvɛnjuː/	Veranstaltungsort (m)	the place where an event happens	
Module 11 pp 104–105	POS	Pronunciation	Translation	Definition	Examples
a booming / buoyant sector	Noun	/ɛɪ ˈbuːmɪŋ / ˈbɔɪənt ˈsektə/	blühender/florierender Sektor (m)	a part that is successful	<i>Children's clothes are booming, part of a very buoyant sector at the moment.</i> <i>Car sales are stagnant in this depressed market.</i> <i>The government is promising a healthy and stable economy for the next ten years.</i> <i>There are signs of recovery in consumer confidence and people are spending more.</i> <i>The cost of living in Scandinavia is generally high.</i> <i>The chairman's power dwindled as he grew older.</i> <i>The job market in journalism is very competitive.</i> <i>The cost of living is too high for people on a low income.</i> <i>Opponents of the free market say that it shows no regard for social concerns.</i> <i>The charity has been supported by a major philanthropist for many years.</i> <i>The rise in philanthropy helps fill growing funding gaps in the country.</i>
a depressed / stagnant market	Noun	/ɛɪ dɪˈprest / ˈstagnənt ˈmɑːkɪt/	ein gedrückter/stagnierender Markt (m)	a market that is not developing	
a healthy / stable economy	Noun	/ɛɪ ˈhɛlθi / ˈsteɪb(ə)l ɪˈkɒnəmi/	eine gesunde/stabile Wirtschaft (w)	an economy that is doing well	
consumer confidence	Noun	/kənˈsjʊːmə ˈkɒnfɪd(ə)ns/	Verbrauchervertrauen (n)	how confident people feel about the economy	
cost of living	Noun	/kɒst ɒv ˈlɪvɪŋ/	Lebenshaltungskosten (Pl)	the amount of money a person needs to live	
dwindle	Verb	/ˈdwɪnd(ə)l/	schwinden	to decrease	
job market	Noun	/dʒɒb ˈmɑːkɪt/	Arbeitsmarkt (m)	the number of jobs available	
low income	Noun	/ləʊ ˈɪnkʌm/	geringes Einkommen (n)	not earning very much	
opponents	Noun	/ə ˈpəʊnəntz/	Kontrahenten (m, Pl)	people who disagree with something	
philanthropist	Noun	/fɪˈlʌnθrəpɪst/	Philanthrop/-in (m/w)	someone who helps others, especially with money	
philanthropy	Noun	/fɪˈlʌnθrəpi/	Philanthropie (w)	helping with money	
press conference	Noun	/pres ˈkɒnf(ə)r(ə)ns/	Pressekonferenz (w)	a meeting where reporters ask questions	
private sector	Noun	/ˈpraɪvət ˈsektə/	privater Sektor (m)	businesses not owned by the governemnt	
public sector	Noun	/ˈpʌblɪk/ ɪˈsektə/	öffentlicher Sektor (m)	businesses owned by the government	
purchasing power	Noun	/ˈpɜːtʃɛɪŋ ˌpaʊə/	Kaufkraft (w)	ability to buy goods	
standard of living	Noun	/ˈstændəd ɒv ˈlɪvɪŋ/	Lebensstandard (m)	the amount of money people have	
trade deficit / surplus	Noun	/treɪd ˈdefɪsɪt / ˈsɜːpləs/	Handelsdefizit (n)/Handelsüberschuss (m)	a situation in which the value of goods a country imports is greater/smaller than the value of goods it exports	<i>Foreign imports are increasing and the country now has a big trade deficit. We need to reverse this so that we have a trade surplus.</i>
unemployment / sickness / disability benefit	Noun	/ʌnɪmˈplɔɪm(ə)nt/ OR /ʌnɛmˈplɔɪm(ə)nt / ˈsɪknəs /dɪsəˈbɪlɪti / ˈbɛnɪfɪt/	Arbeitslosengeld (n)/Krankengeld (n)/Berufsunfähigkeitsrente (w)	financial help from the governemnt for people who are out of work/sick/disabled	<i>The UK has recently introduced a new, combined system of unemployment, sickness and disability benefit.</i> <i>The 21st century has so far seen an enormous rise in the wealth of a few individuals.</i>
wealth	Noun	/welθ/	Reichtum (m)	a large amount of money	

work for a living	Phrase	/wə:k fə eɪ 'lɪvɪŋ/	sich seinen Lebensunterhalt (m) verdienen	do a job to earn money to live	<i>Most people have to work for a living.</i>
pp 106–107	POS	Pronunciation	Translation	Definition	Examples
affordable housing	Noun	/ə 'fɔ:dəbəl 'hauzɪŋ/	erschwingliche Mietwohnungen (w, Pl)	houses that can be bought or rented by people who do not earn much	<i>There is a shortage of affordable housing in this area and people are having to move away.</i>
ageing population	Noun	/ 'eɪdʒɪŋ pɒpjʊ 'leɪʃ(ə)n/	alternde Bevölkerung (w)	all the people who are growing older	<i>The problem of an ageing population will only get bigger over time.</i>
failing health service	Noun	/ 'feɪlɪŋ helθ 'sə:vɪs/	sich verschlechternde gesundheitliche Versorgung (w)	a health service that is becoming weaker	<i>A failing health service cannot cope with the needs of a growing population.</i>
homelessness	Noun	/ 'həʊmləsnes/	Obdachlosigkeit (w)	without a home	<i>Homelessness is a major problem in large cities.</i>
income gap	Noun	/ 'ɪŋklʌm gæp/	Einkommenskluft (w)	the difference between incomes	<i>The income gap between rich and poor is often a cause of resentment.</i>
lack of investment	Phrase	/læk ɒv ɪn 'ves(t)m(ə)nt/	mangelnde Investitionen (w, Pl)	not putting money into something	<i>Lack of investment in public services is a common complaint in the countryside.</i>
over-dependence	Noun	/əʊvədi'pend(ə)ns/	zu große Abhängigkeit (w)	needing something too much	<i>It is claimed that over-dependence on the welfare state makes people lazy.</i>
prosper	Verb	/ 'prɒspə/	blühen, gedeihen	to become successful	<i>Everyone wants to prosper in their life.</i>
shortage of key skills	Phrase	/ 'ʃɔ:tɪdʒ ɒv ki: skɪlz/	Mangel (m) an Kernkompetenzen (w, Pl)	not enough important abilities	<i>The shortage of key skills in young people is a cause for concern.</i>
tax burden	Noun	/tæks 'bəd(ə)n/	Steuerlast (w)	total tax paid	<i>The tax burden in some countries is very high.</i>
welfare state	Noun	/ 'welfe: steɪt/	Sozialstaat (m)	when the government provides benefits	<i>Should the welfare state pay for people's care in old age?</i>
pp 108–109	POS	Pronunciation	Translation	Definition	Examples
import duties	Noun	/ 'ɪmpɔ:t 'dju:tɪz/	Einfuhrzölle (m, Pl)	money paid for bringing goods into a country	<i>Is it worth paying import duties for those luxury shoes?</i>
quality of life	Noun	/ 'kwɒlətɪ ɒv laɪf/	Lebensqualität (w)	the level of satisfaction in your life	<i>My quality of life has really improved since I started working from home.</i>
relocate	Verb	/ri:lə(u)'keɪt/	umsiedeln	to move to a new place	<i>In 2016 the company relocated from London to Edinburgh.</i>
relocation	Noun	/ri:lə(u)'keɪʃən/	Standortwechsel (m)	moving to a new place	<i>We can help you with the cost of relocation if you decide to work for us.</i>
tax incentives	Noun	/tæks ɪn'sentɪvz/	Steuererleichterungen (w, Pl)	encouraging with lower taxes	<i>Tax incentives have been very effective in encouraging people to save.</i>
Module 12					
pp 114–115	POS	Pronunciation	Translation	Definition	Examples
a feature / aspect	Noun	/eɪ 'fi:tʃə / 'æspekt/	ein Merkmal (n)/Aspekt (m)	quality	<i>One feature/aspect of the global economy is that people are travelling more.</i>
free trade	Noun	/fri: treɪd/	freier Handel (m)	international buying and selling of goods, without limits	<i>The lifting of trade barriers has meant the increase of free trade.</i>
lose face	Phrase	/lu:z feɪs/	das Gesicht (n) verlieren	become less respected	<i>We can't afford to lose face over this deal.</i>
merging of cultures	Phrase	/mə:dʒ ɒv 'kʌltʃəz/	Verschmelzen (n) von Kulturen (w, Pl)	when cultures join together	<i>The merging of cultures is a very positive aspect of our modern society.</i>
multinational corporation	Noun	/mʌltɪ'naʃ(ə)n(ə)l kɔ:pə'reɪʃ(ə)n/	multinationales Unternehmen (n)	a business covering many countries	<i>Mondelez is a multinational corporation.</i>
social integration	Noun	/ 'səʊʃ(ə)l ɪntɪ'greɪʃ(ə)n/	soziale Integration (w)	combining different groups of people	<i>There's not much social integration in the city suburbs.</i>
the global village	Noun	/ðə 'gləʊb(ə)l 'vɪlɪdʒ/	das globale Dorf (n)	all countries of the world being closely connected	<i>We are all citizens of the global village.</i>
uncommon	Adjective	/ʌn'kɒmən/	unüblicher, unübliche, unübliches	unusual	<i>It's not uncommon to see office workers wearing casual clothes on Friday.</i>
undermine	Verb	/ʌndə'maɪn/	untergraben	to weaken	<i>Please don't interrupt all the time, you undermine my contribution to the discussion.</i>
use your influence	Phrase	/ju:z juə 'ɪnfluəns/	seinen Einfluss (m) nutzen	use your power	<i>Can you use your influence with the boss to get me a promotion?</i>
pp 116–117	POS	Pronunciation	Translation	Definition	Examples
stereotype	Noun	/ 'stɛrɪə(u)tɪp/	Vorurteil (n)	a set idea about something or someone	<i>Stereotypes are sometimes useful but often unfair.</i>
be pressed for time	Phrase	/bi: prest fə tʌɪm/	unter Zeitdruck (m) stehen	to not have much time	<i>I'm a bit pressed for time, can I call you later?</i>
cultural values	Noun	/ 'kʌltʃ(ə)r(ə)l 'vælju:/	kulturelle Werte (m, Pl)	what is important in a culture	<i>Cultural values can be surprisingly similar, even if we don't speak the same language.</i>
first-hand experience	Noun	/ ,fɜ:st'hænd ɪk'spɪərɪəns/	Erfahrungen (w, Pl) aus erster Hand (w)	something you experience yourself	<i>I have first-hand experience of living in Germany in the 1980s.</i>
have something in common	Phrase	/hæv 'sʌmθɪŋ ɪn 'kɒmən/	etwas gemeinsam haben	to have the same qualities or interests	<i>I haven't got anything in common with my colleagues.</i>
pp 118–119	POS	Pronunciation	Translation	Definition	Examples
bow	Verb	/baʊ/	sich verbeugen	to bend your head or body forward	<i>Don't forget to bow to the Queen when you meet her.</i>
dress casually	Phrase	/dres 'kæʒuəli/	sich locker kleiden	in an informal way	<i>It's fine to dress casually at work on Friday.</i>
dress formally	Phrase	/dres 'fɔ:məli/	sich formell kleiden	in a serious way	<i>You must dress formally if you are invited to the Palace.</i>
exchange small talk	Phrase	/eks'tʃeɪndʒ smɔ:l tɔ:k/	Small Talk (m) führen	make conversation about unimportant things	<i>It's useful to learn how to exchange small talk at a party if you don't know anyone.</i>
get straight to the point	Phrase	/get streɪt tu ðə pɔɪnt/	gleich zum Punkt (m) kommen	immediately say the thing that is most important	<i>Stop hesitating and get straight to the point – I don't have much time.</i>
haggle	Verb	/ 'hæɡ(ə)l/	feilschen	argue about a price	<i>I paid too much for that computer because I was too shy to haggle.</i>
nod your head	Phrase	/nɒd juə hed/	mit dem Kopf (m) nicken	move your head down and up	<i>Just nod your head if you agree with me.</i>
non-negotiable	Adjective	/ ,nɒn.nə'ɡəʊ.ʃə.bəl/	nicht verhandelbar	cannot be changed	<i>I'm sorry, that price is non-negotiable.</i>
propose a toast	Phrase	/prə'pəʊz eɪ təʊst/	einen Toast (m) aussprechen	to ask people at a formal social occasion to express their good wishes or respect for someone by holding up their glasses, usually of alcohol, at the same time and then drinking from them	<i>I'd like to propose a toast to the chairman on the occasion of his retirement.</i>
shake hands	Phrase	/ʃeɪk handz/	sich die Hand (w) geben	hold someone's hand and move it up and down	<i>In the UK, we usually shake hands when we meet someone for the first time.</i>