

HIGHER WORD LIST

German

Module 1					
pp 4–5	POS	Pronunciation	Translation	Definition	Examples
a day off	Phrase	/əˈdeɪˈɔf/	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	/əˈplɑɪ 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.ə/	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	/ˌleɪˈɔf/	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	/pɑːtˈtaɪm/	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	/ˈref(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	/ˌselfɪmˈplɔɪd/	selbständig	someone who runs a business on their own	<i>I prefer being self-employed to working for an employer.</i>
temporary	Adjective	/ˈtemp(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, anpassungsfähiges	able or willing to change	<i>Younger people are more adaptable to a changing business environment.</i>
applicant	Noun	/ˈæplɪkənt/	Antragsteller/-in (m/w)	someone who formally requests something	<i>There weren't many applicants for the job.</i>
candidate	Noun	/ˈkændɪdət/	Bewerber/-in, Kandidat/-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/	effizienter, effiziente, effizientes	working in an organised way	<i>You have provided very efficient service.</i>
expertise	Noun	/ˌɛkspɜːˈtiːz/	Fachkenntnisse (w, Pl)	a high level of knowledge or skill	<i>Our expertise is in the leisure retail sector.</i>
graduate	Noun	/ˈgrædʒuət/	einen akademischen Grad (m) erlangen, graduieren	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/	Sozialkompetenz (w)	skills that contribute to dealing successfully with other people and forming good relationships	<i>She has excellent interpersonal skills.</i>
job seeker	Noun	/ˈdʒɒ bsiːkə/	Arbeitssuchende/-r (w/m)	someone who is looking for a job	<i>You're competing with lots of other job seekers.</i>
participant	Noun	/pɑːˈtɪsɪp(ə)nt/	Teilnehmer/-in (m/w)	a person who takes part in an activity	<i>We need to involve each participant more in the planning process.</i>
personal achievements	Noun	/ˈpɜːs(ə)n(ə)l əˈtʃiːvm(ə)ntz/	persönliche Leistungen (w, Pl)	difficult things that someone has succeeded in doing	<i>Tell us about your personal achievements.</i>
qualifications	Noun	/ˌkwɒlɪfɪˈkeɪʃ(ə)nz/	Qualifikationen (w, Pl)	official records of your skills	<i>Please provide us with a list of your professional qualifications.</i>
self-motivated	Adjective	/ˌself-ˈmɔːtə-tə-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	/əˈkwɪə/	erlangen	to get or buy something	<i>They acquired the company in 1985.</i>
be listed (on the Stock Exchange)	Phrase	/biˈlɪstɪd/	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	/dɪˈvest/	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>
division	Noun	/dɪˈvɪʒ(ə)n/	Geschäftsbereich (m)	a part	<i>The production division is more efficient than the sales division.</i>
expand	Verb	/ɛkˈspænd/	expandieren	to increase	<i>Shall we expand our range of products to appeal to more markets?</i>
go bankrupt	Phrase	/gəʊˈbæŋkrʌpt/	bankrott gehen	become unable to pay what you owe	<i>The company went bankrupt because it was poorly managed.</i>
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	<i>If profits fall further, we'll go out of business.</i>
go public	Phrase	/gəʊˈpʌb.lɪk/	bringen	the head office of a company	<i>When we go public, everyone can buy shares.</i>
headquarters	Noun	/hedˈkwɔː(r)tə(r)z/	Hauptsitz (m)	to stop employing someone	<i>The company operates from its headquarters in Belfast.</i>
make redundant	Phrase	/ˌmeɪk rɪˈdʌndənt/	arbeitslos gemacht werden	when one company joins another	<i>The news is that 40 employees are being made redundant.</i>
merge	Verb	/mɛːdʒ/	fusionieren	a factory with industrial machinery	<i>To survive the recession, we need to merge with our main competitor.</i>
plant (factory)	Noun	/plɑːnt/	Werk (m) (Fabrik (w))	the part of a company that sells the company's products	<i>The plant is old and needs more investment.</i>
sales office	Noun	/seɪlz ˈɒfɪs/	Vertriebsstandort (m)		<i>Three sales offices cover the various regions of France.</i>
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	/ʃhət ˈdaʊn/	schließen	to close	<i>After a lot of discussion we decided to shut down the plant.</i>
subsidiary	Noun	/səbˈsɪdɪəri/	Tochtergesellschaft, Niederlassung (w)	a company owned by a holding company	<i>We will focus our financial interests on the smaller subsidiary.</i>
take over	Phrasal verb	/ˈtʌk ˈɒ-vər/	übernehmen	to acquire	<i>They took over the company in 2004.</i>
warehouse	Noun	/ˈweə(r).haʊs/	Lager (n)	a place where goods are stored	<i>The warehouse isn't big enough for all our products.</i>

pp 16–17 POS Pronunciation Translation Definition Examples

competitive	Adjective	/kəmˈpetɪtɪv/	wettbewerblcher, wettbewerblche, wettbewerblches,	more successful	<i>How can we get a competitive advantage?</i>
shareholders	Noun	/ˈʃe.həʊldəz/	Wettbewerbs-Aktionäre (m, Pl)	a person who holds shares in a company	<i>How much will the shareholders receive this year?</i>

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>
clear lines of reporting	Phrase	/klaɪə ˈlaɪnz ˌəv rɪˈpɔːtɪŋ/	klare Berichtswege (m, Pl)	knowing the right person to inform	<i>Clear lines of reporting are essential to avoid misunderstandings.</i>
consistent procedures	Phrase	/kənˈsɪst(ə)nt prəˈsiːdʒəz/	einheitliche Verfahren (n, Sg+Pl)	always doing something in the same way	<i>No company can operate successfully without consistent procedures.</i>
creativity	Noun	/ˌkriːɪˈtɪvɪti/	Kreativität (w)	the ability to produce original ideas	<i>People with creativity are essential in R&D.</i>
customer satisfaction	Noun	/ˈkʌstəmə sʌtsɪsˈfæk(ə)n/	Kundenzufriedenheit (w)	when customers are pleased with the company or product	<i>Customer satisfaction is currently high in the sector.</i>

devolve responsibility	Phrasal verb	/dɪˈvɒlv rɪˌspɒnsɪˈbɪləti/	Verantwortung (w) übertragen	gives responsibility	<i>The company culture devolves a lot of responsibility to the individual.</i>
employee welfare	Noun	/emˈplɔɪːˈwel.feə/	Mitarbeiterwohl (n)	the health and wellbeing of employees	<i>Employee welfare should be one of the most important concerns of a company.</i>
empowerment of employees	Phrase	/emˈpaʊəmə(ə)nt ˌəv emˈplɔɪːz/	Empowerment (n) der Mitarbeiter (m, Pl)	allowing employees to have control	<i>Part of the company philosophy is the empowerment of employees.</i>
feedback	Noun	/ˈfiːdbæk/	Feedback (n), Rückmeldung (w)	reactions a system in which people or things are arranged according to their importance	<i>From the feedback we've had , I'm sure it will be a great success.</i>

hierarchy	Noun	/ˈhɪərəki/	Hierarchie (w)	importance	<i>The company hierarchy has about 15 levels.</i>
high tempo	Phrase	/haɪ ˈtempəʊ/	hohes Tempo (n)	fast speed	<i>Staff react quickly and work at a high tempo.</i>
innovation	Noun	/ɪnəˈveɪʃ(ə)n/	Innovation (w)	the introduction of something new or different	<i>Tech-savvy and demanding consumers will drive future innovation.</i>
job security	Noun	/ˈdʒɒb sɪˌkjʊə.rɪ.ti/	Arbeitsplatzsicherheit (w)	when a job is long-term	<i>Do you worry about job security?</i>
long-term planning	Noun	/ˌlɒŋ ˈtɜːm ˈplænɪŋ/	langfristige Planung (w)	planning ahead for the future	<i>Long-term planning is important in any business.</i>
measurable results	Noun	/ˈmeɪʒ(ə)rəb(ə)l rɪˈzʌltz/	messbare Ergebnisse (n, Pl)	results which can be measured	<i>We need to set measurable results this year.</i>
non-financial reward	Noun	/ˌnɒn-fəˈnæn(t)-shəl rɪˈwɔːd/	geldlose Belohnung (w)	a reward instead of money, such as a staff party	<i>Non-financial rewards are important for staff morale.</i>
project-based organisation	Noun	/ˈprɒdʒekt-beɪst ɔːg(ə)nɪzɪˈzeɪʃ(ə)n/	projektbasierte Organisation (w)	a company which uses projects as the main part of its work	<i>As a project-based organisation, we group people in teams to solve particular tasks.</i>

pp 22–23 POS Pronunciation Translation Definition Examples

dynamic	Adjective	/daɪˈnæmɪk/	dynamischer, dynamische, dynamisches	having lots of ideas	<i>I am a dynamic and knowledgeable IT graduate.</i>
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Module 3 pp 24–25 POS Pronunciation Translation Definition Examples

attend	Verb	/əˈtend/	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>
communication channel	Noun	/kəmjuːnɪˈkeɪʃ(ə)n ˈtʃænel/	Kommunikationsweg (m)	a way of communicating with people	<i>Modern communication channels have depersonalised a lot of customer contact.</i>
draft (an email)	Verb	/draːft/	aufsetzen (einer E-Mail)	write a rough first plan	<i>Please draft an email to him immediately.</i>
give a presentation	Phrase	/ˌgɪv ə ˌprez(ə)nˈteɪʃ(ə)n/	eine Präsentation (w) halten	to talk and give information about something	<i>The sales manager gave a presentation of the new product.</i>
hold a meeting	Phrase	/həʊld ə ˈmiːtɪŋ/	ein Meeting (n) abhalten	to have a meeting	<i>The chairman will hold a meeting tomorrow.</i>

issue / put out a press release	Phrase	/ˈɪʃjuː / ˈpʊt 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 situation.</i>
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launch (an advertising campaign)	Verb	/lɔːn(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>
make / receive a phone call	Phrase	/meɪk / rɪˈsiːv ə ˈfəʊn ˌkɔːl/	einen Telefonanruf (m) tätigen/erhalten	to telephone someone/answer a call	<i>We all make and receive too many phone calls every day.</i>
post on the Internet	Phrase	/pəʊst ɒn ðə ˈɪntənət/	im Internet (n) posten	put information on the Internet	<i>I've posted the results on the Internet.</i>
produce / publish	Phrase	/prəˈdjuːs / ˈpʌblɪʃ/	erstellen/veröffentlichen	write something for the public to read	<i>Can you produce a report by the end of next week?</i>
put up / display a notice	Phrase	/ˈpʊt.ʌp / dɪˈspleɪ ə ˈnəʊ.tɪs/	eine Mitteilung (w) aushängen/auslegen	to arrange something so it can be seen by the public	<i>The notice with our annual results will be displayed outside the canteen.</i>
run an advertising campaign	Phrase	/rʌn ən ˈadvɜːtɪzɪŋ kɑːmˈpeɪn/	eine Werbekampagne (w) durchführen	a planned sequence of advertising activities	<i>Sales should improve after we run the new advertising campaign.</i>
send an email	Phrase	/send ən ˈiːmeɪl/	eine E-Mail (w) versenden	to cause an email to go from one place to another	<i>Send me an email to say where you're staying in Rome.</i>

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

a sales technique	Noun	/eɪ seɪlz tɛk 'ni:k/	eine Verkaufstechnik (w)	a method of selling	<i>You need to develop your sales techniques.</i>
added value	Phrase	/,æd.ɪd 'væl.ju:/	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	/'ɑ:ftəseɪlz 'sə:vɪs/	Kundendienst (m)	service provided after the customer has bought something	<i>We created a subsidiary to sell after-sales services.</i>
billboard	Noun	/'bɪlbɔ:d/	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	/kəm'petɪtɪv əd'vɑ:ntɪdʒ/	Wettbewerbsvorteil (m)	something to make a business more successful than others	<i>What's the competitive advantage in your strategy?</i>
decision maker	Noun	/dɪ'sɪʒ(ə)n 'mɑ:kə/	Entscheidungssträger/-in (m/w)	the person who makes decisions	<i>I only deal with the decision maker in each store.</i>
direct mail	Noun	/'daɪ.rekt 'meɪl/	Postwurfsendung (w)	advertising sent to an individual	<i>Direct mail is effective, but expensive.</i>
emotional benefits	Noun	/'i:məʊʃ(ə)n(ə)l 'benɪfɪtʒ/	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	/'feɪv(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	/'mɑ:s 'advɜ:tɪzɪŋ/	Massenwerbung (w)	advertising to reach a large number of customers	<i>A mass advertising campaign will be very expensive.</i>
niche / targeted advertising	Noun	/'ni:tʃ / 'tɑ:ɡɪtɪd 'advɜ:tɪzɪŋ/	Nischenwerbung/gezielte Werbung (w)	advertising to selected customers	<i>Niche advertising will allow us to reach the most suitable customers.</i>
perceived benefits	Noun	/'pə:si:vd 'benɪfɪtʒ/	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 əv seɪl prə'məʊʃn/	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 kəmpeɪ'tɪʃ(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	/'prɒ'spektɪv 'kʌstəmə/	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	/'spɒnsəʃɪp/	Sponsoring (n), Förderung (w)	money given to support something	<i>Sponsorship of community projects is very important to our shareholders.</i>
success rate	Noun	/'sək'ses 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	/'ju:ni:k seɪlɪŋ 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	/kə'laps/	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	/dɪ:'kri:s/	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 disaster.</i>
fall (decrease)	Verb	/fɔ:l/	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	/'ɪn'kri:s/	zunehmen	to become bigger	<i>Profits are continuing to increase, which is good news for the shareholders.</i>
lower (decrease)	Verb	/'ləʊə/	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	/'rɪ'dʒu:s/	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	/'sɔ:/	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	/'vi:ɪk(ə)l 'advɜ:tɪzɪŋ/	Fahrzeugwerbung (w)	advertising on a vehicle	<i>We could use company trucks for vehicle advertising.</i>
viral marketing	Noun	/'vaɪr(ə)l 'mɑ:kɪtɪŋ/	Viralmarketing (n)	marketing to many people on the Internet	<i>Viral marketing can reach millions of potential customers.</i>
word-of-mouth recommendation	Noun	/'wɜ:d-ə(v)-'məʊθ ,rɛkəmə'n'deɪʃ(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	/'kʌstəmər ni:dʒ/	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	/'dræmætɪk/	dramatischer, dramatische, dramatisches	sudden	<i>A dramatic rise in the birth rate took place in the last century.</i>
fluctuate	Verb	/'flʌktʃueɪt/	schwanken	to change	<i>Sales fluctuated but overall profits remained steady.</i>
level off	Phrasal verb	/'lev(ə)l 'ɒf/	(sich) einpendeln	to stay at the same level	<i>Unemployment rose to ten per cent and then levelled off.</i>
reach a peak	Phrase	/'ri:tʃ eɪ pi:k/	einen Gipfel (m) erreichen	to get to the highest level	<i>Sales reached a peak in December and then stabilised.</i>
sharply	Adverb	/'ʃɑ:pli/	scharf, stark	suddenly	<i>Unemployment rose sharply after the end of the war.</i>
slightly	Adverb	/'slɑ:tlɪ/	geringfügig	a little	<i>The birth rate rose slightly at the start of the century.</i>
unpredictably	Adverb	/'ʌnpri:'dɪktəbli/	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	/'dʌb(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	/'sɪɡ'nɪfɪk(ə)nt/	bedeutender, bedeutende, bedeutendes	important	<i>A significant drop in costs will help increase our profits.</i>
steadily	Adverb	/'steɪdɪli/	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	/'aset 'vælju:z/	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	/'bi:ʃɔ:t əv 'mʌni/	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	/'bɒrəʊ 'mʌni/	(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 di:l/	einen Handel (m) abschließen	to negotiate	<i>Can we do a deal with our competitors?</i>
do business	Phrase	/'dəʊ 'bɪznəs/	Geschäfte (n, Pl) machen	to deal with a customer	<i>It's a pleasure to do business with you.</i>

earn interest	Phrase	/ɜ:n 'ɪn.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	/ɜ:n 'mʌni/	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	/'ɪn.trəst ,reɪtʒ/	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	/'ɪn.vest/	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	/'ɪnvoɪs 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	/lend 'mʌni/	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 'mʌni/	Geld (n) machen	to increase the amount of money	<i>Both companies make money from targeted advertising.</i>
negative equity	Noun	/,negətɪv 'ekwɪti/	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	/nɪ'ɡəʊʃɪeɪt eɪ 'dɪskaʊnt/	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 'mʌni/	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'bak / rə'pə 'mʌni/	Geld (n) zurückzahlen/abzahlen	to give back money you borrowed	<i>Can you repay the loan next month?</i>
save money	Phrase	/seɪv 'mʌni/	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 'mʌni/	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 ləʊn/	einen Kredit (m) aufnehmen	to borrow money	<i>If you're short of money, take out a loan.</i>
waste money	Phrase	/weɪst 'mʌni/	Geld (n) verschwenden	to use money unnecessarily	<i>She wasted her money on new clothes.</i>
win money	Phrase	/wɪn 'mʌni/	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 kɔːstz/	Verwaltungskosten (Pl)	money needed to run a company	<i>We must find a way to cut administrative costs.</i>
advertising costs	Noun	/ˈædvɛtɪzɪŋ kɔːstz/	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	/ˈkrɛdɪtə/	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 ˈvɛləpm(ə)nt kɔːstz/	Entwicklungskosten (Pl)	the cost of developing a product	<i>Our software development costs are too high.</i>
distribution costs	Noun	/dɪstrɪ ˈbjʊː(ə)n kɔːstz/	Vermarktungskosten (Pl)	the cost of distributing a product	<i>Please congratulate the transport department on reducing the distribution costs.</i>
dividends	Noun	/ˈdɪvɪdendz/	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 ˈspɛndɪtʃə/	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 kɔːstz/	Finanzgeschäftskosten (Pl)	bank charges	<i>Finance costs are an unavoidable part of dealing with banks.</i>
fixed / variable costs	Noun	/fɪkst / ˈvɛːrɪəb(ə)l kɔːstz/	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 kɔːstz/	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 ˈtɪəriəl kɔːstz/	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 ˈrɛvənjuː/	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	POS	Pronunciation	Translation	Definition	Examples
pp 54–55					
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 ˈweɪ/	(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 ˈtrænzɪt/	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 ˈsɜːvɪs/	effizienter Service (m)	quick and effective service	<i>Many thanks for the efficient service you provided.</i>
in stock	Phrase	/ɪn ˈstɔːk/	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 ˈɡəʊfɪtɪt 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 ˈtɛndə 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 ɒð kɔːst 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)rɪ/	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 ˈfakʃ(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 stɔːk/	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 əɪ 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	/stɔːk ˈlev(ə)z/	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	POS	Pronunciation	Translation	Definition	Examples
pp 64–65					
clear objective	Noun	/klɪə əb ˈdʒɛktɪv/	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>
in addition to	Phrase	/ɪn əˈdɪʃ(ə)n tʊ/	zusätzlich zu, neben	as well as	<i>In addition to good qualifications, she has lots of experience.</i>
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>
innovative idea	Noun	/ɪˈnɒvətɪv aɪˈdɪə/	innovative Idee (w)	new idea	<i>Your innovative idea has won the first prize in the competition.</i>
inspire confidence	Phrase	/ɪnˈspʌɪə ˈkɒnfɪd(ə)ns/	Zuversicht (w) verströmen	make someone feel confident	<i>A good manager is someone who can inspire confidence in their team.</i>
people skills	Noun	/ˈpiːp(ə)l skɪlz/	Sozialkompetenz (w)	ability to get on with people	<i>My manager has excellent people skills and we enjoy working with her.</i>
pp 66–67	POS	Pronunciation	Translation	Definition	Examples
day-to-day operations	Phrase	/ˈdɛɪ-tə-ˌdɛɪ 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>
undergo an assessment	Phrase	/ʌndəˈɡəʊ ən əˈsɛsmənt/	einer Bewertung (w) unterzogen werden	experience a test	<i>All employees undergo a formal assessment of their skills every year.</i>
pp 68–69	POS	Pronunciation	Translation	Definition	Examples
delegate responsibility	Phrase	/ˈdeɪlɪɡət rɪˌsponsɪˈbɪləti/	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>
jargon	Noun	/ˈdʒɑːɡ(ə)n/	(Fach-)Jargon (m)	special words used by particular groups of people	<i>Please stop using so much jargon, I don't understand what you're saying.</i>
pp 70–71	POS	Pronunciation	Translation	Definition	Examples
although	Conjunction	/əˈlˌðəʊ/	obwohl	but	<i>Although not everyone has their own desk, the use of space is efficient.</i>
as well as	Phrase	/əz wəl əz/	nicht nur, ... sondern auch	and	<i>As well as having good qualifications, she also has lots of experience.</i>
furthermore	Adverb	/fəˈðəːmə/	des Weiteren (n)	as well	<i>She has good qualifications. Furthermore, she has lots of experience.</i>
on account of	Phrase	/ɒn/ əˈkaʊnt/ ɒv/	wegen	because of	<i>The office will be closed tomorrow on account of the public holiday.</i>
subsequently	Adverb	/ˈsʌbsɪkwəntli/	danach, anschließend	afterwards	<i>The sales team will gather the information. Subsequently, they will produce a report.</i>
Module 8					
pp 74–75	POS	Pronunciation	Translation	Definition	Examples
a quota	Noun	/eɪˈkwɒtə/	Höchstmenge (w)	limit	<i>We should fix a quota for the number of new employees from certain groups.</i>
conserve water	Phrase	/kənˈsəːv ˈwɔːtə/	Wasser (n) sparen	save water	<i>The world must find a way to conserve water.</i>
declining (fish) stocks	Phrase	/dɪˈklaɪnɪŋ (fɪʃ) stɒkz/	abnehmende (Fisch-)Bestände (m, Pl)	supplies that are reducing	<i>Declining fish stocks are a consequence of over-fishing.</i>
drought	Noun	/draʊt/	Dürre (w)	a long period when there is little or no rain	<i>The drought has lasted for seven weeks now.</i>
earthquake	Noun	/ˈəθkweɪk/	Erdbeben (n)	a sudden violent movement of the earth's surface	<i>A major earthquake is predicted for California.</i>
environmentally friendly	Adjective	/ɛnvʌɪrənˈmɛnt(ə)li ˈfrɛnd(d)li/	umweltfreundlicher, umweltfreundliche, umweltfreundliches	good for the environment	<i>Businesses are moving to environmentally friendly packaging.</i>
extinction (of species)	Noun	/ɪkˈstɪŋ(k)ʃ(ə)n (ɒv ˈspiːʃɪz)/	Ausrottung (w) (von Arten (w, Pl))	when something no longer exists	<i>The extinction of the dinosaurs was due to a meteorite.</i>
flooding	Noun	/ˈflʌdɪŋ/	Flut, Überschwemmung (w)	when an area is covered with water	<i>Some roads have been closed because of heavy flooding.</i>
hurricane	Noun	/ˈhʌrɪkɛɪn/ OR /ˈhʌrɪk(ə)n/	Orkan, Wirbelsturm (m)	a violent wind	<i>The hurricane did serious damage to many houses last night.</i>
landslide	Noun	/ˈlændslaɪd/	Erdrutsch (m)	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>
man-made disasters	Noun	/ˈmænˈmeɪd 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>
natural disasters	Noun	/ˈnætʃ(ə)r(ə)l dɪˈzɑːstəz/	Naturkatastrophen (w, Pl)	disasters which have been caused by nature	<i>Scientists are working on a better system to predict natural disasters.</i>
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>
oil spill	Noun	/ɔɪl spɪl/	Ölspur (w)	losing oil from a tanker	<i>The oil spill has killed thousands of fish.</i>
precautions	Noun	/preɪˈkɔːʃ(ə)nz/	Vorsichtsmaßnahmen (w, Pl)	actions to prevent something happening	<i>What precautions can we take against future earthquakes?</i>
recycle waste	Phrase	/rɪˈsaɪk(ə)l weɪst/	Abfallrecycling (n)	collect rubbish and make something useful from it	<i>We must all try to recycle waste efficiently.</i>
save energy	Phrase	/seɪv ˈenədʒi/	Energie (w) sparen	keep energy	<i>I save energy by turning the lights off.</i>
smog	Noun	/smɒɡ/	Smog (m)	a mixture of smoke, gases, and chemicals	<i>London used to have terrible smog a hundred years ago but now the air is cleaner.</i>
support local shops	Phrase	/səˈpɔːt ˈləʊk(ə)l ʃɒpz/	Geschäfte (n, Pl) vor Ort (m) unterstützen	buy items in shops near where you live	<i>I prefer to support local shops – I never buy online.</i>
volcanic eruption	Noun	/vɒlˈkænɪk ɪˈrʌpʃ(ə)n/	Vulkanausbruch (m)	when a volcano explodes	<i>News is reaching us of a volcanic eruption on an island in the Pacific.</i>
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>
emissions	Noun	/ɪˈmɪʃənz/	Emissionen (w, Pl)	(carbon dioxide) produced by planes, cars, etc	<i>The US must reduce its emissions.</i>
pp 78–79	POS	Pronunciation	Translation	Definition	Examples
an audit	Noun	/ən ˈɔːdɪt/	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 rɪˌsponsɪˈbɪləti/	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>
bribery	Noun	/ˈbrɪəbəri/	Bestechung (w)	illegally giving money to someone for something	<i>The Chinese government has clamped down hard on bribery in recent years.</i>
chair a meeting	Phrase	/tʃeɪˈmiːtɪŋ/	einer Besprechung (w) vorsitzen	lead a meeting	<i>It's your turn to chair the meeting.</i>
ethical code	Noun	/ˈeθɪk(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	<i>He was sent to prison for insider dealing.</i>
misselling	Noun	/ˈmɪsˈseɪlɪŋ/	Fehlkauf (m) durch Falschberatung (w)	selling something that is not suitable for the person who buys it	<i>She was a victim of misselling but got her money back.</i>
right to anonymity	Phrase	/raɪt tu ənəˈnɪmɪti/	Recht (n) auf Anonymität (w)	the right to keep your identity secret	<i>A politician does not have the right to anonymity.</i>
the agenda	Noun	/ðə əˈdʒendə/	Gesprächspunkte (m, Pl), Agenda (w)	what is going to be discussed	<i>What's on the agenda today?</i>
the minutes	Noun plural	/ðə /ˈmɪnɪtɪz/	Protokoll (n)	a record of what is discussed at a meeting	<i>Who's going to take the minutes?</i>
theft	Noun	/θeft/	Diebstahl (m)	dishonestly taking something	<i>Unfortunately, there have been several thefts in the building recently.</i>
unethical practice	Noun	/ʌnˈeθɪk(ə)l ˈpræktɪs/	unethisches Verhalten (n)	morally wrong action	<i>Do you suspect unethical practice in the company?</i>
whistleblowing	Noun	/ˈwɪs(ə)lbloʊɪŋ/	Whistleblowing (n)	telling someone in authority about something illegal that is happening in a company	<i>What is the company policy on whistleblowing?</i>

Module 9
pp 84–85

	POS	Pronunciation	Translation	Definition	Examples
appeal to (the mass market)	Phrase	/əˈpiːl tu (lˈmæs ˈmɑː.kɪt/)	(die breite Masse (w)) ansprechen	be interesting to	<i>This is a product that will appeal to everyone.</i>
basic	Adjective	/ˈbeɪsɪk/	einfacher, einfache, einfaches, Grund-	not complicated	<i>We need someone to supply basic maintenance of electrical installations.</i>
be aimed at (the youth market)	Phrase	/biː eɪm ət/ (lˈjuːθ/ mɑː.kɪt/)	(auf jugendliche Verbraucher (m, Sg+Pl)) abzielen	be targeted at	<i>They are aimed at the youth market mainly, although some older people wear them too.</i>
bulky	Adjective	/ˈbʌlki/	klobig	too big and taking up too much space	<i>That exhibition stand is too bulky and won't fit.</i>
clever (solution)	Adjective	/ˈkleɪvə/	clevere (Lösung (w))	well-designed	<i>What a clever idea, to provide free samples after the product presentation!</i>
compact	Adjective	/ˈkɒmpækt/	kompakter, kompakte, kompaktes	using a small space	<i>I need a compact suitcase to take on the plane.</i>
comply with (industry standards)	Phrase	/kəmˈplaɪ wɪð/ (lˈɪndəstri/ lˈstændədz/)	(Branchenstandards (m, Pl)) erfüllen	to obey a regulation	<i>It complies with all US and European industry standards.</i>
consist of	Phrase	/kənˈsɪst ɒv/	bestehen aus	to be made of	<i>The new office consists of one large, central, open space containing about 20 desks.</i>
dependable	Adjective	/dɪˈpendəb(ə)l/	zuverlässig	something or someone you can have confidence in	<i>She's my most dependable member of staff.</i>
design	Noun	/dɪˈzʌɪn/	Design (n), Gestaltung (w)	a drawing for a product	<i>The design has an international patent.</i>
efficient	Adjective	/ɪˈfɪʃ(ə)nt/	effizienter, effiziente, effizientes	organised	<i>The office plan makes efficient use of the space.</i>
erratic	Adjective	/ɪˈrætɪk/	unberechenbarer, unberechenbare, unberechenbares	unreliable	<i>This printer is very erratic, there must be another one in the building that works properly.</i>
functional	Adjective	/ˈfʌŋk(ə)l(ə)n(ə)l/	funktionaler, funktionale, funktionales	practical	<i>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.</i>
impractical	Adjective	/ɪmˈpræktɪk(ə)l/	unpraktischer, unpraktische, unpraktisches	not very easy to use	
inexpensive	Adjective	/ɪnɪkˈspensɪv/	preisgünstiger, preisgünstige, preisgünstiges	cheap	<i>The advantages of these machines are that they are inexpensive and easy to use.</i>
innovation	Noun	/ɪnəˈveɪʃ(ə)n/	Innovation (w)	the use of a new idea or method	<i>This incentive could potentially lead to greater innovation in the company.</i>
innovative	Adjective	/ɪnəˈvætɪv/	innovativer, innovative, innovatives	using new ideas	<i>He is one of the most innovative and fascinating entrepreneurs around.</i>
luxury	Adjective	/ˈlʌkʃəri/	luxuriöser, luxuriöse, luxuriöses	expensive and beautiful	<i>The proportion of luxury goods purchased nowadays is 40%.</i>
machine	Noun	/məˈʃiːn/	Maschine (w)	a piece of equipment	<i>The washing machine is broken, please call someone to fix it.</i>
modern	Adjective	/ˈmɒd(ə)n/	moderner, moderne, modernes	most recent	<i>You can gather a lot of customer data with modern computer systems.</i>
neat (solution)	Adjective	/niːt/	saubere (Lösung (w))	clever and simple	<i>That's a really neat solution to the problem.</i>
old-fashioned	Adjective	/əʊldˈfæʃ(ə)nd/	altmodischer, altmodische, altmodisches	not modern	<i>She works for a rather old-fashioned shop which still closes on Wednesday afternoons.</i>
overpriced	Adjective	/əʊvəˈpraɪsɪd/	überteurerter, überteuerte, überteuertes	too expensive	<i>All their products are overpriced.</i>
piece of equipment	Noun	/piːs ɒv ɪˈkwɪpm(ə)nt/	Bauteil (n)	a machine	<i>That piece of equipment is faulty, don't use it.</i>
practical	Adjective	/ˈpræktɪk(ə)l/	praktischer, praktische, praktisches	effective	<i>My assistant always makes sensible and practical suggestions.</i>
process	Noun	/ˈprəʊses/	Prozess (m), Verfahren (n)	a series of actions	<i>Are there ways to shortcut this process?</i>
product	Noun	/ˈprɒdʌkt/	Produkt (n)	something made to be sold	<i>We can offer the exact product you are looking for.</i>
professional	Adjective	/prəˈfeʃ(ə)n(ə)l/	professioneller, professionelle, professionelles; Profi-	trained and skilled	<i>The company image is of a creative, fun and professional organisation.</i>
poor (service)	Adjective	/pɔːr/	schlechter (Service (m))	not good	<i>I can't recommend that company because their after-sales service is really poor.</i>
retail at (£X)	Phrase	/ˈriːteɪl ət/	kostet im Laden (m) (£ X)	sells for	<i>That model retails at £300.</i>
revolutionary	Adjective	/rɪvəˈluːʃ(ə)n(ə)rɪ/	revolutionärer, revolutionäre, revolutionäres	new and exciting	<i>Recycling plastic water bottles to make hats, what a revolutionary idea!</i>
run on (mains electricity)	Phrasal verb	/rʌn ɒn/ (lˈmeɪnz ,el.ɪkˈtrɪs.ə.ti/)	Betrieb mit (Netzstrom (m))	is operated by	<i>The machine only runs on mains electricity.</i>
service	Noun	/ˈsɜːvɪs/	Service (m), Dienstleistung (w)	dealing with customers	<i>Customer demand is for a quick and flexible service.</i>
solution	Noun	/səˈluːʃ(ə)n/	Lösung (w)	the answer to a problem	<i>No-one has found a satisfactory solution to the problem of the ageing population.</i>
state-of-the-art	Phrase	/ˌsteɪt əv ðɪˈɑːt/	hochmodern	very modern	<i>The company has just moved into a state-of-the-art building.</i>
tool	Noun	/tuːl/	Tool (n) (Software), auch: Werkzeug (n)	a piece of equipment	<i>She created an affordable online interior design tool.</i>
time-consuming	Adjective	/taɪmk(ə)nˈsjuːmɪŋ/	zeitaufwändiger, zeitaufwändige, zeitaufwändiges	taking a lot of time to do	<i>Deleting 'spam' from your email inbox is a time-consuming process.</i>
unoriginal	Adjective	/ʌnəˈrɪdʒɪn(ə)l/	unorigineller, unoriginelle, unoriginelles	not special	<i>That's a very unoriginal design.</i>
unwieldy (solution)	Adjective	/ʌnˈwiːldi/	unhandliche (Lösung (w))	not effective	<i>The new office plans look rather unwieldy.</i>
up-market	Adjective	/ʌpˈmɑːkɪt/	gehoben	high quality	<i>We've decided on an up-market look for the new reception area.</i>
value-for-money	Phrase	/ˈvæljuː fəˈmʌni/	Preis-Leistungs-Verhältnis (n)	not expensive for the quality	<i>How can we offer a value-for-money product without increasing production costs?</i>

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	<i>Have you ever come up with an idea for a new product or service?</i>
differentiate	Verb	/ˌdɪfəˈreɪnʃeɪt/	sich abheben	to find the difference	<i>How can we differentiate ourselves from our competitors?</i>
innovate	Verb	/ɪnəˈveɪt/	durch Innovation (w) verbessern	to introduce change	<i>We must innovate to stay ahead.</i>
innovator	Noun	/ɪnəˈveɪtə/	Erfinder/in, Innovator/-in (m/w)	someone who introduces change	<i>The new marketing director was a strong innovator in his last company.</i>

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>
measure success	Phrase	/ˈmeɪʒə səkˈsɛs/	Erfolg (m) messen	to judge success	<i>You can't measure a company's success only by its profits.</i>
R&D expenditure	Noun	/ˌɑːr ən ˈdiː ekˈspɛndɪtʃə/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>
undertake a project	Phrase	/ʌndəˈteɪk ei ˈprɒdʒekt/	ein Projekt (n) durchführen	to begin a project	<i>I wish I'd never agreed to undertake this project!</i>

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>
commute	Verb	/kə ˈmjʊːt/	pendeln	to travel to and from work	<i>I have to commute two hours each day – it's such a waste of time.</i>
congestion	Noun	/kən ˈdʒɛstʃ(ə)n/	hohes Verkehrsaufkommen (n)	blocked and crowded roads	<i>I go to work early to avoid the congestion.</i>
get to know each other	Phrase	/get tu nə iːf nəʊ/	einander kennenlernen	learn about someone	<i>Let's get to know each other over a coffee after work.</i>
give a lift to someone	Phrase	/ɡɪv ei lɪft tu ˈsʌmwʌn/	jemanden (im Auto (n)) mitnehmen	take someone in your car	<i>Can I give you a lift home tonight?</i>
rush hour	Noun	/rʌʃ ˈaʊə/	Hauptverkehrszeit (w)	the busy part of the day	<i>Rush hour was terrible today, all the buses were late.</i>

subsidised transport	Noun	/ˈsʌbsɪdaɪzd ˈtrɒnsɒːt/	Zuschuss (m) zu öffentlichen Verkehrsmitteln (n, Pl)	cheaper transport	<i>We offer a subsidised transport scheme for buses and trains.</i>
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team-building event	Noun	/ˈtiːm ˌbɪl.dɪŋ/ ˈiːvɛnt/	Teambuildungsveranstaltung (w)	a special meeting where you encourage people to work together	<i>Everyone needs to attend the team-building event next week.</i>
teleconferencing	Noun	/ˈtelɪ kɒnfərənsɪŋ/	Konferenzschaltung (w)	holding a meeting using a phone or computer	<i>Teleconferencing is ideal if you work from home.</i>
travel expenses	Noun plural	/ˈtrav(ə)l ekˈspensɪz/	Reisespesen (Pl)	money you pay for travel	<i>The company will refund all travel expenses for business trips.</i>

pp 96–97

	POS	Pronunciation	Translation	Definition	Examples
break the ice	Phrase	/breɪk ðə ɪs/	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	/kə ˈmɛməreɪt ən ə ˈkeɪʒ(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>
get lost	Phrase	/get lɒst/	sich verlaufen	not know where you are	<i>Call this number if you get lost on the way to our office.</i>
get married	Phrase	/get ˈmɑːrɪd/	heiraten	marry someone	<i>They're getting married next month.</i>
get participants involved	Phrase	/get pɑːˈtɪsɪp(ə)ntz ɪn ˈvɒlvd/	Teilnehmer (m, Pl) einbeziehen	make people join in	<i>Getting participants involved in a course can be very hard work at the beginning.</i>
get ready	Phrase	/get ˈredi/	sich bereitmachen	prepare	<i>There's so much to get ready for the anniversary party.</i>
get somewhere	Phrase	/get ˈsʌmwɛː/	vorankommen	make progress	<i>At last we're getting somewhere in this meeting!</i>

If everything goes according to plan, the brochure will be published in time for the new product launch.

go according to plan	Phrase	/gəʊ ə ˈkɔːdɪŋ tu plæn/	nach Plan (m) verlaufen	progress as planned	
go bankrupt	Phrase	/gəʊ ˈbɑːŋkrʌpt/	bankrott gehen	unable to pay what you owe	<i>He couldn't control the budget and the company went bankrupt.</i>
go crazy	Phrase	/gəʊ ˈkreɪzɪ/	durchdrehen	get very angry	<i>I resigned and my boss just went crazy.</i>
go wrong	Phrase	/gəʊ rɒŋ/	schiefgehen	not be a success	<i>We've booked a real lion for the event – what can possibly go wrong?</i>
venue	Noun	/ˈvenjuː/	Veranstaltungsort (m)	the place where an event happens	<i>The venue is on the 24th floor but there's a fast elevator.</i>

Module 11
pp 104–105

	POS	Pronunciation	Translation	Definition	Examples
a booming / buoyant sector	Noun	/eɪ 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>
a depressed / stagnant market	Noun	/eɪ dɪˈprest / ˈstagnənt ˈmɑːkɪt/	ein gedrückter/stagnierender Markt (m)	a market that is not developing	<i>Car sales are stagnant in this depressed market.</i>
a healthy / stable economy	Noun	/eɪ ˈhæli / ˈsteɪb(ə)l ɪ ˈkɒnəmi/	eine gesunde/stabile Wirtschaft (w)	an economy that is doing well	<i>The government is promising a healthy and stable economy for the next ten years.</i>
consumer confidence	Noun	/kən ˈsjʊːmə ˈkɒnfɪd(ə)ns/	Verbrauchervertrauen (n)	how confident people feel about the economy	<i>There are signs of recovery in consumer confidence and people are spending more.</i>
cost of living	Noun	/kɒst ɒv ˈlɪvɪŋ/	Lebenshaltungskosten (Pl)	the amount of money a person needs to live	<i>The cost of living in Scandinavia is generally high.</i>
dwindle	Verb	/ˈdwaɪnd(ə)l/	schwinden	to decrease	<i>The chairman's power dwindled as he grew older.</i>
job market	Noun	/dʒɒb ˈmɑːkɪt/	Arbeitsmarkt (m)	the number of jobs available	<i>The job market in journalism is very competitive.</i>
low income	Noun	/ləʊ ˈɪnkʌm/	geringes Einkommen (n)	not earning very much	<i>The cost of living is too high for people on a low income.</i>
opponents	Noun	/ə ˈpəʊnəntz/	Kontrahenten (m, Pl)	people who disagree with something	<i>Opponents of the free market say that it shows no regard for social concerns.</i>
philanthropist	Noun	/fɪ ˈlænθrəpɪst/	Philanthrop/-in (m/w)	someone who helps others, especially with money	<i>The charity has been supported by a major philanthropist for many years.</i>
philanthropy	Noun	/fɪ ˈlænθrəpi/	Philanthropie (w)	helping with money	<i>The rise in philanthropy helps fill growing funding gaps in the country.</i>

press conference	Noun	/pres ˈkɒnf(ə)r(ə)ns/	Pressekonferenz (w)	a meeting where reporters ask questions	<i>The press conference will start as soon as the company chairman arrives to make a statement.</i>
private sector	Noun	/ˈpraɪvət ˈsektə/	privater Sektor (m)	businesses not owned by the government	<i>Salaries are higher in the private sector.</i>

Job security, longer holidays, good medical insurance and an excellent pension are features of jobs in the public sector.

public sector	Noun	/ˈpʌblɪk / ˈsektə/	öffentlicher Sektor (m)	businesses owned by the government	
purchasing power	Noun	/ˈpɜːtʃəsɪŋ ˌpaʊə/	Kaufkraft (w)	ability to buy goods	<i>People's purchasing power has increased in the open market.</i>
standard of living	Noun	/ˈstændəd ɒv ˈlɪvɪŋ/	Lebensstandard (m)	the amount of money people have	<i>The standard of living in many developing countries is low.</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.

trade deficit / surplus	Noun	/treɪd ˈdefɪsɪt / səˈplʌs/	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	
unemployment / sickness / disability benefit	Noun	/ʌnɪm ˈplɔɪm(ə)nt/ OR /ʌnɛm ˈplɔɪm(ə)nt / ˈsɪkɪnəs /dɪsə ˈbɪlɪtɪ / ˈbɛnɪfɪt/	Arbeitslosengeld (n)/Krankengeld (n)/Berufsunfähigkeitsrente (w)	financial help from the government 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>
wealth	Noun	/welθ/	Reichtum (m)	a large amount of money	<i>The 21st century has so far seen an enormous rise in the wealth of a few individuals.</i>

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	/'ɪŋkʌm 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	/əʊvə'dɪ'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 'bɜ:d(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(ʊ)'keɪt/	umsiedeln	to move to a new place	<i>In 2016 the company relocated from London to Edinburgh.</i>
relocation	Noun	/'ri:lə(ʊ)'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	/'mɜ: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'grɪʃ(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 'glɔ:b(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 jʊə '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(ʊ)taɪp/	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 taɪm/	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:z/	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'spɪəriəns/	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 jʊə 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 hændz/	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>