

**VANTAGE WORD LIST**
**German**

Module 1					
pp 4–5	POS	Pronunciation	Translation	Definition	Examples
attend	Verb	/ə'tend/	teilnehmen	to be at an event or in a place	<i>She needs to attend the meeting on Friday.</i>
company	Noun	/'kʌmp(ə)ni/	Unternehmen (n), Firma (w)	an organisation that sells goods or services to make money	<i>He's been with the same company since he left school.</i>
consultancy	Noun	/kən'sʌltənsi/	Unternehmensberatung (w)	a company which gives advice to businesses	<i>The world's leading brand consultancy has agreed to work for us.</i>
control	Verb	/kən'trəʊl/	kontrollieren	to limit someone's actions or behaviour	<i>Companies should control their online advertising carefully.</i>
flexitime	Noun	/'fleksɪ,tʰaɪm/	Gleitzeit (w)	a system of working where people can control when they start and finish work	<i>My company provides opportunities for flexitime and home-working.</i>
freelance	Adverb, Verb	/'fri:lɑ:ns/	freiberuflich, als Freiberufler/-in arbeiten	doing/to do particular pieces of work for different organisations	<i>I enjoy my freelance writing work because I can freelance from home and don't have to go into an office.</i>
group	Noun	/gru:p/	Gruppe (w)	a number of people or things that are put together	<i>I prefer to work in a group than on my own.</i>
hot-desking	Noun	/,hɒt 'deskɪŋ/	Hotdesking (n)	using any available desk in an office rather than having your own desk	<i>Hot-desking works well here because a lot of staff are out of the office some of the time.</i>
job-sharing	Noun	/'dʒɒb ʃeərɪŋ/	Jobsharing (n)	doing a job for part of the week and another person doing it for the other part	<i>Job-sharing with Melissa is great because we get along well and share good ideas.</i>
part-time	Adjective	/,pɑ:t '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>
shift work	Noun	/'ʃɪft ,wɜ:(r)k/	Schichtarbeit (w)	when you work at different times of the day or night	<i>The company is starting shift work so you will have to get up early this week.</i>
success	Noun	/sək'ses/	Erfolg (m)	getting positive results	<i>To achieve exam success, you must work hard.</i>
teleworking	Noun	/'teli,wɜ:(r)kɪŋ/	Arbeit von zu Hause (w), Telearbeit (w)	working for a company from home via email, phone or the Internet	<i>Teleworking is perfect for people who want a flexible job.</i>
temping	Noun	/'tempɪŋ/	als Aushilfe arbeiten	working for different companies for a short time without a permanent contract	<i>She's temping until she finds the right long-term job.</i>
pp 8–9	POS	Pronunciation	Translation	Definition	Examples
deal with	Phrasal verb	/'di:l wɪð/	umgehen mit	to find a way to manage something	<i>Please deal with this problem immediately – it's urgent.</i>
department	Noun	/dɪ'pɑ:(r)tmənt/	Abteilung (w)	part of an organisation	<i>The human resources department is having their summer party next week.</i>
in charge of	Phrase	/ɪn 'tʃɑ:(r)dʒ ɒv/	verantwortlich für	to be responsible for something or someone	<i>I'd like you to be in charge of the sales team.</i>
involved in	Phrase	/ɪn'vɒlvd ɪn/	beteiligt an, involviert in	to spend a lot of time on something	<i>He's very involved in running the business.</i>
networking	Noun	/'net,wɜ:(r)kɪŋ/	Networking (n)	meeting and talking to a lot of people who may be useful to you in your work	<i>Making contacts is an important part of networking.</i>
report to	Phrasal verb	/rɪ'pɔ:(r)t tə, tu/	berichten an	to carry out work for someone in authority above you	<i>She reports to the managing director.</i>
responsible for	Phrase	/rɪ'spɒnsəb(ə)l fə(r), fɔ:(r)	verantwortlich/zuständig für	having the job of doing something or taking care of something, so that you may be blamed if something goes wrong	<i>He's responsible for leading the project.</i>
run	Verb	/rʌn/	leiten, organisieren	to be in charge of something	<i>Do you want to run your own business?</i>
specialise in	Phrase	/'speʃəlaɪz ɪn/	(sich) spezialisieren auf	to spend most of your time doing one type of business	<i>I specialise in examining international contracts.</i>
Module 2					
pp 14–15	POS	Pronunciation	Translation	Definition	Examples
bonus	Noun	/'bɒnəs/	Zulage (w)	an extra amount of money given for good work	<i>The end-of-year bonus is really good.</i>
flexible	Adjective	/'fleksəb(ə)l/	flexibler, flexible, flexibles	able to change easily	<i>Flexible working hours are more common these days.</i>
incentives	Noun	/ɪn'sentɪvz/	Anreiz, Ansporn (m)	something that encourages a person to do something	<i>An incentive of this job is the possibility of working from home.</i>
parental leave	Noun	/pə'rent(ə)l 'li:v/	Elternzeit (w)	time that a parent is allowed to spend away from work to look after their children	<i>Parental leave is important for fathers as well as mothers.</i>
pension	Noun	/'penʃ(ə)n/	Rente (w)	money paid to a person who does not work any more because of their age	<i>It's only seven years until I stop work and my pension begins.</i>
perks	Noun	/pɜ:(r)ks/	Sozialleistungen (w, Pl)	an extra that you are given with your job	<i>One of the best perks of this job is the free lunch every day.</i>
promotion	Noun	/prə'məʊʃ(ə)n/	Beförderung (w)	a move to a higher level in a company	<i>Are there any opportunities for promotion?</i>
reward	Verb	/rɪ'wɔ:(r)d/	belohnen	to give something in exchange for good work	<i>Some companies reward long-serving employees with shares in the business.</i>
pp 16–17	POS	Pronunciation	Translation	Definition	Examples
position (job)	Noun	/pə'zɪʃ(ə)n/	Stelle (w) (Arbeit)	a job	<i>I would like to apply for the position of Sales Representative.</i>
take part in	Phrase	/teɪk 'pɑ:(r)t ɪn/	teilnehmen an	to be actively involved in something	<i>They've taken part in the consultancy programme.</i>
trademark	Verb	/'treɪd,mɑ:(r)k/	Handelsmarke (w)	to protect a name or symbol on a product	<i>He was unable to trademark the logo.</i>

pp 18–19	POS	Pronunciation	Translation	Definition	Examples	
branch	Noun	/ˈbrɑːntʃ/	Zweigstelle, Niederlassung (w)	an office or group that forms part of a larger company a place where a large number of people are employed to deal with customers by telephone	<i>We're opening a new branch in Ireland.</i>	
call centre	Noun	/ˈkɔːl ˌsentə(r)/	Callcenter (n)		<i>My most boring job ever was working in a call centre. The Xerox Corporation is an international document-management and business-services company.</i>	
corporation	Noun	/ˌkɔː(r)pəˈreɪʃ(ə)n/	Kapitalgesellschaft (w)	an organisation formed by a group of companies		
distribution centre	Noun	/ˌdɪstrɪˈbjʊːʃ(ə)n ˌsentə(r)/	Verteilerzentrum (n)	a place where goods are sent out to be sold	<i>The distribution centre deals with many deliveries each day.</i>	
division	Noun	/dɪˈvɪʒ(ə)n/	Geschäftsbereich (m)	a separate part of a large company	<i>How many people are employed in this division?</i>	
found (a company)	Verb	/faʊnd/	gründen (ein Unternehmen)	to start a company or organisation	<i>The company was founded in 1985.</i>	
headquarters	Noun	/hedˈkwɔː(r)tə(r)z/	Hauptsitz (m)	the head office of a company	<i>The company operates from its headquarters in Norwalk.</i>	
holding company	Noun	/ˈhəʊldɪŋ ˌkʌmp(ə)ni/	Holdinggesellschaft (w)	a company which controls others with the largest stake (over 51%)	<i>The holding company wants better results.</i>	
plant (factory)	Noun	/plɑːnt/	Werk (m) (Fabrik (w))	a factory with industrial machinery the part of a business that tries to find ways to improve existing products, and to develop new ones	<i>The plant needs more investment.</i>	
R&D (research and development)	Noun	/ˌɑːr ən ˈdiː/	F&E (Forschung und Entwicklung) (w)		<i>Our R &amp; D department is very creative.</i>	
subsidiary	Noun	/səbˈsɪdiəri/	Tochtergesellschaft, Niederlassung (w)	a company owned by a holding company	<i>We will focus our financial interests on the smaller subsidiary.</i>	
turnover	Noun	/ˈtɜː(r)n.əʊvə(r)/	Umsatz (m)	a company's total profits	<i>The turnover was just under half a million last year.</i>	
warehouse	Noun	/ˈweə(r),haʊs/	Lager (m)	a place where goods are stored	<i>The warehouse isn't big enough for all the products.</i>	
pp 20–21	POS	Pronunciation	Translation	Definition	Examples	
manufacturing	Noun	/ˌmænjʊˈfæktʃərɪŋ/	Fertigung, Produktion (w)	the business of producing goods in large numbers	<i>We must reduce manufacturing costs.</i>	
Module 3	pp 24–25	POS	Pronunciation	Translation	Definition	Examples
branch out	Phrasal verb	/ˈbrɑːntʃ aʊt/	Quereinsteiger sein, in einen neuen Markt einbrechen	to start to do something different	<i>A franchise helps you to branch out and build your business.</i>	
budding	Adjective	/ˈbʊdɪŋ/	angehend, aufstrebend	starting to show ability	<i>She's a budding entrepreneur.</i>	
charge	Verb	/tʃɑː(r)dʒ/	berechnen	to ask an amount of money for something	<i>The bank has to charge interest on loans.</i>	
concept	Noun	/ˈkɒnsept/	Konzept (n)	an idea	<i>Their new concept is very exciting.</i>	
entrepreneur	Noun	/ˌɒntrəprəˈnɜː(r)/	Unternehmer/-in (m/w)	someone who starts their own business	<i>China has many young entrepreneurs.</i>	
fee	Noun	/fiː/	Gebühr (w)	a payment a licence to trade under a company's name/to sell a licence to trade	<i>The franchisor will charge a high fee.</i>	
franchise	Noun, Verb	/ˈfræntʃaɪz/	Franchise (n), konzessionieren	under a company's name someone who gives or sells a franchise/someone who is given or sold a franchise	<i>Running a franchise is hard work.</i>	
franchisor/franchisee	Noun	/ˈfræntʃaɪzə(r)/, /ˈfræntʃaɪˈziː/	Franchisegeber/-in (m/w)/Franchisenehmer/-in (m/w)		<i>A franchisee trades under the trademark or trade name of the franchisor.</i>	
from scratch	Phrase	/frəm ˈskrætʃ/	von Grund auf	from nothing	<i>It's a difficult process to start a new business from scratch.</i>	
grant (a licence)	Verb	/ˌgrɑːnt ə ˈlaɪs(ə)ns/	(eine Lizenz) erteilen	to allow someone to have or do what they want	<i>We were granted a licence to set up a branch of Domino's Pizza™.</i>	
launch	Verb	/lɔːntʃ/	auf den Markt bringen, einführen	to introduce something new	<i>We couldn't launch the product until the website was ready.</i>	
partnership	Noun	/ˈpɑː(r)tənə(r)ʃɪp/	Teilhaberschaft, Personengesellschaft (w)	a company owned by two or more people	<i>We started our partnership last year.</i>	
readily	Adverb	/ˈredɪli/	ohne weiteres	without delay or difficulty	<i>Banks will more readily lend money to a start-up using the franchise model.</i>	
set up	Phrasal verb	/set ˈʌp/	Aufstellen (n)	to start a new business	<i>Did you set up your business from nothing?</i>	
sole trader	Noun	/ˌsəʊl ˈtreɪdər(r)/	Einzelunternehmer/-in (m/w)	someone who is self-employed and runs the business on their own	<i>I am a sole trader so I don't employ any staff.</i>	
trade name	Noun	/ˈtreɪd neɪm/	Handelsname (m)	a name on a product	<i>Coca-Cola™ is a trade name.</i>	
trademark	Noun	/ˈtreɪd.mɑː(r)k/	Handelsmarke (w)	a name or symbol on a product	<i>The company has given us permission to use their trademark.</i>	
pp 32–33	POS	Pronunciation	Translation	Definition	Examples	
subscription	Noun	/səbˈskrɪpʃ(ə)n/	Abonnement (n)	an amount of money that you pay regularly to receive a product or service	<i>We pay a weekly subscription to this online service.</i>	
Module 4	pp 34–35	POS	Pronunciation	Translation	Definition	Examples
banners	Noun	/ˈbænə(r)z/	Werbebanner (n, Pl)	an advertisement that appears across the top of a page on the Internet or in a newspaper	<i>Advertising banners can be effective on a website.</i>	
brochures	Noun	/ˈbrəʊʃə(r)z/	Broschüren (w, Pl)	a type of small magazine that contains pictures and information on a product or a company	<i>The brochures need to be reprinted with new prices.</i>	
expectations	Noun	/ˌekspekˈteɪʃ(ə)nz/	Erwartungen (w, Pl)	what a someone hopes will happen	<i>What are the expectations in your business culture?</i>	
Internet advertising	Noun	/ˌɪntə(r)net ˈædvə(r),taɪzɪŋ/	Internetwerbung (w)	promoting products or services on the Internet	<i>Internet advertising can be expensive.</i>	
link	Noun	/lɪŋk/	Link (m)	a connection between documents or pages on the Internet the posting of advertising or similar material to a lot of people at one time	<i>Click on the link to visit the site.</i>	
mailshots	Noun	/ˈmeɪl ʃɒt/	Werbesendungen (w, Pl)		<i>Pizza delivery firms often do mailshots in the area.</i>	
marketing	Noun	/ˈmɑː(r)kɪtɪŋ/	Marketing (n)	the ways in which a company encourages people to buy its products or services	<i>Many smaller companies are attracted by social media as a form of marketing.</i>	
newspaper adverts	Noun	/ˌnjuːzpeɪpə(r) ˈædvɜː(r)ts/	Zeitungsannoncen (w, Pl)	an arrangement of pictures and words put in a newspaper that is intended to persuade people to buy something	<i>There are a number of points to consider when placing a newspaper advert.</i>	
objectives	Noun	/əbˈdʒektɪvz/	Ziele (n, Pl)	something that you plan to do or achieve	<i>Many companies have found that staff exceed their objectives when they manage their own hours.</i>	



sample	Noun	/'sɑ:m(p)əl/	Probe (w)	a small amount of something that shows you what the rest is or should be like	<i>Promotional events with free samples are also planned.</i>
search engine	Noun	/'sɜ:tʃ ,endʒɪn/	Suchmaschine (w)	a computer program that finds information on the Internet by looking for words that you have typed in	<i>The more links you have elsewhere, the more likely people are to find you through a search engine.</i>
spam	Noun	/spæm/	Spam (m, w, n)	unwanted email	<i>My new anti-virus software blocks any spam from my inbox.</i>
TV commercials	Noun	/ti: ,vi: kə'mɜ:(r)ʃ(ə)lɪz/	Fernsehwerbung (w)	a short film that is intended to persuade people to buy something	<i>TV commercials cost huge amounts of money to make.</i>
word of mouth	Phrase	/,wɜ:d əv 'maʊθ/	Hörensagen (n)	people telling other people about something	<i>The business grew mainly by word-of-mouth.</i>
<b>pp 36–37</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
promotional	Adjective	/prə'məʊʃ(ə)nəl/	Werbe-	intended to advertise something	<i>We're planning a promotional tour next month.</i>
<b>Module 5</b>					
<b>pp 44–45</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
commission	Verb	/kə'mɪʃ(ə)n/	untervergeben	to choose someone to do a special piece of work	<i>The company commissioned a work of art for the new building.</i>
installation	Noun	/,ɪnstə'leɪʃ(ə)n/	Installation (w)	a form of modern art, often sculpture	<i>The new installation in the reception area is huge.</i>
<b>pp 48–49</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
attend a meeting	Phrase	/ə'tend ə 'mi:tɪŋ/	an einem Meeting teilnehmen	to be at a meeting	<i>The business owner will attend the meeting next week.</i>
give a presentation	Phrase	/,gɪv ə ,prez(ə)n'teɪʃ(ə)n	eine Präsentation halten	to talk in front of other people and give information about something	<i>The Sales Manager gave a presentation of the new product.</i>
go along (with you)	Phrase	/,gəʊ ə'lɒŋ/	sich (mit jdm.) einigen	to agree with someone	<i>I'll go along with you on that decision.</i>
hold a meeting	Phrase	/,həʊld ə 'mi:tɪŋ/	ein Meeting abhalten	to make a meeting happen	<i>We'd like to hold a brief meeting this afternoon.</i>
move on (to the next point)	Phrase	/,mu:v 'ɒn/	(zum nächsten Punkt) übergehen	to start to discuss a new subject	<i>Let's move on to the next point.</i>
reach an agreement	Phrase	/,ri:tʃ ən ə'grɪ:mənt/	eine Einigung erzielen	to get to the point of sharing the same opinion after discussing a subject	<i>The aim is to reach an agreement by midnight.</i>
run a meeting	Phrase	/,rʌn ə 'mi:tɪŋ/	ein Meeting abhalten	to lead a meeting	<i>As the chairperson, Mike will run the meeting.</i>
see your point	Phrase	/,si: jə(r) 'pɔɪnt/	Ihren Standpunkt verstehen	to understand someone's opinion	<i>I see your point, but I don't agree.</i>
set the agenda	Phrase	/,set ði: ə'dʒendə/	die Tagespunkte festlegen	to decide what is going to be discussed and in what order	<i>Please could you set the agenda for the meeting?</i>
take the minutes	Phrase	/,teɪk ðə 'mɪnɪtɪz/	Protokoll führen	to write down what is discussed	<i>Who's going to take the minutes?</i>
<b>Module 6</b>					
<b>pp 54–55</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
employ	Verb	/ɪm'plɔɪ/	beschäftigen	to have someone work or do a job for you and pay them for it	<i>We employ over three thousand people.</i>
dismiss	Verb	/dɪs'mɪs/	entlassen	to remove someone from their job	<i>We will dismiss you if you're late for work again.</i>
fire	Verb	/'faɪə(r)/	feuern	to remove someone from their job	<i>This time it's a warning but next time she'll be fired.</i>
give notice	Phrase	/,gɪv 'nəʊtɪs/	die Kündigung einreichen, kündigen	to ask someone who works for you to leave their job, usually after a particular period of time	<i>They only gave me a month's notice.</i>
hire	Verb	/'haɪə(r)/	einstellen	to give somebody a job	<i>How many part-time workers do we need to hire?</i>
lay off	Phrasal verb	/,leɪ 'ɒf/	Einstellungsstopp (m)	to stop employing someone because there is no more work for them to do	<i>We're going to lay off eight workers in the factory.</i>
make redundant	Phrase	/,meɪk rɪ'dʌndənt/	arbeitslos machen	to stop employing someone because there is no more work for them to do	<i>The news is that they are being made redundant.</i>
recruit	Verb	/'rɪ'kru:t/	einstellen	to look for new members of a company	<i>The business can't afford to recruit new employees.</i>
resign	Verb	/'rɪ'zaɪn/	zurücktreten	to give up a job	<i>I'm going to resign tomorrow.</i>
sack	Verb	/sæk/	entlassen	to remove someone from their job	<i>If you don't resign, they'll sack you anyway!</i>
take someone on	Phrasal verb	/teɪk ,sʌmwʌn 'ɒn	jemanden aufnehmen	to start employing someone	<i>Why don't we take on some younger employees?</i>
take voluntary redundancy	Phrase	/teɪk ,vɒlənt(ə)rɪ rɪ'dʌndənsɪ/	freiwillig ausscheiden	to agree to leave a job because your employer does not need you	<i>He decided to take voluntary redundancy.</i>
walk out	Phrasal verb	/wɔ:k 'aʊt/	verlassen, sitzenlassen	to suddenly leave	<i>All the canteen staff walked out today after the workers complained about the food.</i>
<b>pp 58–59</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
address	Noun	/ə'dres/	Adresse (w)	the place where you live	<i>Please state your name and address.</i>
attach	Verb	/ə'tætʃ/	anhängen	to join something to something	<i>Don't forget to attach your CV to your letter.</i>
back up	Phrasal verb	/'bæk ʌp/	Sicherungskopie erstellen	to copy on to the computer or another computer or device	<i>Did you back up your documents on the hard drive?</i>
break	Noun	/breɪk/	Pause (w)	a short period of rest	<i>It's important to have regular breaks when you are working on the computer.</i>
button	Noun	/'bʌt(ə)n/	Taste (w)	a small part of a machine that you press to make it work	<i>Insert the disk and press the button to play.</i>
check	Verb	/tʃek/	überprüfen, nachsehen	to make certain that something is correct	<i>Always check your work before saving it.</i>
click on	Phrasal verb	/'klɪk ɒn/	anklicken	to make a computer do something by pressing a button on the mouse	<i>Click on the link to visit the site.</i>
computer	Noun	/kəm'pjʊ:tə(r)/	Computer (m)	a machine that stores programs and information in electronic form and can be used for writing, calculating, and communicating on the Internet etc.	<i>Make sure you switch off the computer before you go home.</i>
copy (in)	Verb	/'kɒpi/	kopieren	to send someone a copy of an email that you are sending to another person	<i>Please email the department and copy me in.</i>
delete	Verb	/'di:li:t/	löschen	to remove something	<i>Don't delete that email, it's important!</i>
document	Noun	/'dɒkjʊmənt/	Dokument (n)	a computer file that you can write in	<i>Copy the information and save as a new document.</i>
email	Noun	/'i:meɪl/	E-Mail (w)	an electronic message sent from one computer to another	<i>Write an email to your staff about the English courses next month.</i>

file	Noun	/faɪl/	Datei (w)	information stored on a computer	<i>Attach a file to the email.</i>
fire off	Phrasal verb	/'faɪə(r) ɒf/	abschießen (eine aggressive Mitteilung)	to write and send a message very quick;y	<i>Just stop to think before you fire off a reply.</i>
icon	Noun	/'aɪkɒn/	Symbol (n)	a small picture or symbol on a computer screen	<i>Click on the icon to send the email.</i>
inbox	Noun	/'ɪn.bɒks/	Posteingang (m)	a place on a computer where emails that are sent to you are kept	<i>My inbox is full of messages.</i>
log on to	Phrase	/,lɒg 'ɒn tu/	einloggen in	to connect to a computer system	<i>When you log on to the site, look for the Sales icon.</i>
mouse (computing)	Noun	/maʊs/	Maus (w)(Computer)	a small device that you move to operate the cursor on your computer screen	<i>You can move the cursor by using the mouse.</i>
register	Verb	/'redʒɪstə(r)/	(sich) registrieren	to put you information into an official record	<i>Customers who register on-line will receive a discount.</i>
reply	Noun, Verb	/'rɪ'plɑɪ/	Antwort (w), antworten	an answer/to answer	<i>She hasn't received a reply from the company yet. Will you write and reply to her?</i>
restart (computer)	Verb	/,rɪ:'stɑ:(r)t/	neu starten	to start a computer again instead of shutting it down	<i>Please restart your computer to complete registration.</i>
save	Verb	/seɪv/	speichern	to put information into a computer's memory	<i>Don't forget to save your work regularly.</i>
send	Verb	/send/	absenden	to make something go from one place to another	<i>I'll send her an email.</i>
sender	Noun	/'sendə(r)/	Absender/-in (m/w)	a person who sends something	<i>An email from an unknown sender may contain a virus.</i>
shut down	Phrasal verb	/'ʃʌt ,daʊn/	herunterfahren	to stop something from operating	<i>Shut down the computer before you leave.</i>
type	Verb	/taɪp/	tippen	to write using a machine	<i>A memorable domain name that people can easily type is important.</i>

username	Noun	/'ju:zə(r),neɪm/	Benutzername (m)	a name or other word that you sometimes need to type in along with a password before you are allowed to use a computer or a website	<i>Please enter your username and password.</i>
website	Noun	/'web,sɑɪt/	Website (w)	a set of pages of information on the Internet about a particular subject	<i>The company's website looks really good now.</i>

Module 7 pp 64–65	POS	Pronunciation	Translation	Definition	Examples
aspect	Noun	/'æspekt/	Aspekt (m)	one part of a situation, problem, subject, etc	<i>The other aspect is linguistic and you can use language in different ways.</i>
crucial	Adjective	/'kru:ʃ(ə)l/	ausschlaggebend	extremely important	<i>Coffee is crucial for Brazil's economy.</i>
empathy	Noun	/'empəθi/	Mitgefühl, Einfühlungsvermögen (n)	the ability to share someone else's feelings	<i>Good salespeople also have the key skill of empathy.</i>
extrovert	Noun	/'ekstrə.vɜ:(r)t/	Extrovertierte/-r (w/m)	an energetic person who enjoys being with other people	<i>Not all successful salespeople are extroverts.</i>
myth	Noun	/mɪθ/	Mythos (m)	a commonly believed but false idea	<i>The biggest myth of all is that salespeople are born, not made.</i>
rapport	Noun	/ræ'pɔ:(r)/	gute Beziehung (w)	a good relationship between people	<i>He has the ability to build rapport quickly.</i>
version	Noun	/'vɜ:(r)ʃ(ə)n/	Version (w)	a particular form of something	<i>At a job interview you need to be a positive version of yourself.</i>

Module 8 pp 66–67	POS	Pronunciation	Translation	Definition	Examples
boring	Adjective	/'bɔ:ɪŋ/	langweiliger, langweilige, langweiliges	not interesting or exciting	<i>The most boring job ever was working in a call centre.</i>
challenging	Adjective	/'tʃælɪndʒɪŋ/	anspruchsvoller, anspruchsvolle, anspruchsvolles anspruchsvoll, anspruchsvoll, anspruchsvoll	difficult	<i>You must have the determination to meet challenging commercial targets.</i>
frustrating	Adjective	/,frʌ'streɪtɪŋ/	frustrierender, frustrierende, frustrierendes	making you feel annoyed	<i>Trying to write a sales report can be very frustrating.</i>
repetitive	Adjective	/'rɪ'petətɪv/	wiederholender, wiederholende, wiederholendes verantwortungsvoller, verantwortungsvolle, verantwortungsvolles	doing the same thing many times	<i>Some jobs are more repetitive than others.</i>
responsible	Adjective	/'rɪ'spɒnsəb(ə)l/	verantwortungsvolles	to have the duty of taking care of something	<i>I'm responsible for booking the conference.</i>
varied	Adjective	/'veərɪd/	vielfältiger, vielfältige, vielfältiges	containing several different things	<i>We manage a varied business portfolio.</i>
well-paid	Adjective	/,wel 'peɪd/	gut bezahlter, gut bezahlte, gut bezahltes	earning a lot of money	<i>Company directors are usually well-paid.</i>

Module 8 pp 74–75	POS	Pronunciation	Translation	Definition	Examples
achieve results	Phrase	/ə,tʃi:v rɪ'zʌltz/	Ergebnisse erzielen	to obtain a good outcome	<i>You must lead people in order to achieve results.</i>
action	Noun	/'ækʃ(ə)n/	Aktion, Maßnahme (w)	the process of doing something	<i>Decide what action the speaker is recommending.</i>
course	Noun	/'kɔ:(r)s/	Ablauf (m)	a way of doing something	<i>She followed the correct course of action.</i>
duration	Noun	/dʒu'reɪʃ(ə)n/	Dauer (w)	how long something lasts	<i>The duration of the programme is two hours.</i>
effective	Adjective	/'ɪ'fektɪv/	wirksamer, wirksame, wirksames	successful	<i>The sales team's plan has been very effective.</i>
face-to-face training	Phrase	/feɪs tə'feɪs 'treɪnɪŋ/	Direktschulung, persönliche Schulung (w)	directly, meeting someone in the same place	<i>We offer face-to-face training in the office.</i>
joint responsibility	Phrase	/dʒɔɪnt rɪ'spɒnsə'bɪlətɪ/	gemeinsame Verantwortung (w)	sharing with other people what you have to do	<i>I take joint responsibility with my team members.</i>
key factors	Phrase	/'ki: 'fæktə(r)z/	Schlüsselfaktoren (m, Pl)	main points	<i>What key factors make teams effective?</i>
lead a project	Phrase	/,li:d ə 'prɒdʒekt/	ein Projekt leiten	to be in charge of a project	<i>It is his turn to lead the project next month.</i>
leader	Noun	/'li:də(r)/	Leiter/-in, (m/w), Führungskraft (w)	the person in control	<i>A successful leader listens to their team members.</i>
meet objectives	Phrase	/,mi:t əb'dʒektɪvz/	Ziele erreichen	to be successful with your plans	<i>Many companies have found that staff meet their objectives when they are happy with their jobs.</i>
role	Noun	/'rəʊl/	Funktion, Rolle (w)	job	<i>Consider the role that you are applying for.</i>
single user	Noun	/,sɪŋg(ə)l 'ju:zə(r)/	Einzelnutzer/-in (m/w)	one person using something	<i>This is an online product and for a single user.</i>
strengthen/maintain the team	Phrase	/'streŋθ(ə)n, meɪn'teɪn ðə ,ti:m/	die Mannschaft stärken/fördern	to make, keep the team stronger	<i>Many skills are required to build, strengthen and maintain the team.</i>
team building	Noun	/'ti:m ,bɪldɪŋ/	Teamaufbau (m)	encouraging people to work together	<i>Everyone needs to attend the team building course.</i>

Module 8 pp 76–77	POS	Pronunciation	Translation	Definition	Examples
cross-cultural awareness	Phrase	/'krɒs ,kʌltʃ(ə)rəl ə'weə(r)nəs/	kulturübergreifendes Bewusstsein (n)	understanding two or more different cultures and customs	<i>This company values cross-cultural awareness very highly.</i>
databases	Noun	/'deɪtə,betɪsɪz/	Datenbanken (w, Pl)	large amounts of information in a computer system in an organized way	<i>You need a course on maintaining databases.</i>



enrol	Verb	/ɪn'rəʊl/	(sich) einschreiben	to put someone on a list	<i>We will enrol you on the next training course.</i>
negotiate	Verb	/ni'gəʊʃieɪt/	verhandeln	to try to reach an agreement by discussing something in a formal way	<i>Can he negotiate effectively?</i>
presentation skills	Noun	/,prez(ə)n'teɪʃ(ə)n skɪlz/	Präsentationskenntnisse (w, Pl)	the ability to give a talk about something	<i>Her presentation skills were really good at the meeting.</i>
spreadsheets	Noun	/'spredʃi:ts/	Tabellenblätter (n, Pl)	a chart produced on a computer that shows numbers in a way that makes them easy to analyse	<i>I need some help with these spreadsheets.</i>
<b>pp 78–79</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
avoid interruption	Phrase	/ə,vɔɪd ɪntə'rʌpʃən/	Unterbrechungen vermeiden	to try not to stop something happening	<i>Effective listening means avoiding interruption when someone is speaking.</i>
coach	Verb	/kəʊtʃ/	coachen	to teach	<i>Managers need to coach their staff.</i>
<b>pp 80–81</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
complaint	Noun	/kəm'pleɪnt/	Reklamation, Beschwerde (w)	a statement that something is wrong	<i>We've had too many complaints from customers recently.</i>
<b>pp 82–83</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
PowerPoint™	Noun	/'paʊəpɔɪnt/	PowerPoint	a brand name for a computer program that helps you to create and give presentations	<i>Most presentations use PowerPoint™.</i>
<b>Module 9</b>					
<b>pp 84–85</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
brand	Noun	/brænd/	Marke (w)	a type of product with its own name, made by a particular company	<i>There are many famous brands in the world, like Pepsi™.</i>
catchy	Adjective	/'kætʃi/	einprägsam	easy to remember	<i>Brands using audio marketing often include a catchy tune in their adverts.</i>
connotations	Noun	/,kɒnə'teɪʃ(ə)nz/	Assoziationen (w, Pl)	a feeling suggested by something	<i>That tune has positive connotations.</i>
consumers	Noun	/kən'sju:mə(r)z/	Verbraucher/-innen (m/w)	people who buy goods or services	<i>We need to attract younger consumers.</i>
emotions	Noun	/'ɪməʊʃ(ə)nz/	Emotionen (w, Pl), Gefühle (n, Pl)	feelings	<i>It's all about trying to market to consumers primarily via their emotions.</i>
emotional	Adjective	/'ɪməʊʃ(ə)nəl/	emotionaler, emotionale, emotionales	relating to the emotions	<i>They appeal to us on an emotional level. The Apple iPhone™ has an iconic design.</i>
iconic	Adjective	/aɪ'kɒnɪk/	kultiger, kultige, kultiges	very famous	
instrumental	Adjective	/,ɪnstɹʊ'ment(ə)l/	beihilflicher, behilfliche, behilfliches	affecting something strongly	<i>The shape of a perfume bottle could be instrumental in creating a feeling of luxury. This will give us the opportunity to see how the different candidates interact with each other.</i>
interact	Verb	/,ɪntər'ækt/	interagieren	to communicate with	
logo	Noun	/'lɒɡəʊ/	Logo (n)	a design or symbol used by a company to advertise its products	<i>The brand is known globally and no one can legally copy its trademark logo.</i>
luxury	Adjective	/'lʌkʃəri/	Luxus (m), luxuriöser, luxuriöse, luxuriöses	expensive and beautiful	<i>The proportion of luxury goods purchased nowadays is 40%.</i>
marketing campaign	Noun	/,mɑ:(r)kɪtɪŋ kæm'peɪn/	Marketingkampagne (w)	a series of planned marketing activities	<i>The summer marketing campaign looks very exciting.</i>
permeate	Verb	/'pɜ:(r)mieɪt/	durchdringen	to spread through	<i>The smell of smoke permeated the whole office.</i>
persistent	Adjective	/pə(r)'sɪstənt/	beharrlicher, beharrliche, beharrliches	lasting for a long time	<i>Most of us have experience of having a persistent tune run through our heads.</i>
senses	Noun	/sensɪz/	Sinne (m, Pl)	the five physical abilities to see, hear, smell, taste, and feel	<i>Sensory branding is an area of marketing which makes use of all five senses.</i>
sensory	Adjective	/'sensəri/	sensorischer, sensorische, sensorisches	connected with the physical senses	<i>The topic of perfume brings us to the fifth area of sensory marketing: smell.</i>
smell	Noun	/smel/	riechen	something that can be recognised using the nose	<i>time.</i>
<b>pp 86–87</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
fragrance	Noun	/'freɪgrəns/	Duft (m)	a pleasant smell	<i>David Van Epps sells over 1,480 fragrances.</i>
obsession	Noun	/əb'seɪʃ(ə)n/	Besessenheit, Fixierung (w)	something you think about all the time	<i>The Chinese have an obsession with luxury.</i>
scent	Noun	/sent/	Geruch (m)	a pleasant smell	<i>The scent of roses always works well in a clothes shop.</i>
<b>pp 88–89</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
(on) hold	Phrase	/(ɒn) həʊld/	(in der) Warteschleife (w)	waiting to speak to someone on the phone	<i>I'm just going to put you on hold.</i>
bear (with someone)	Phrasal verb	/beə(r)/	warten	to be patient	<i>Can you bear with me for a second?</i>
put through	Phrasal verb	/pʊt 'θru:/	durchstellen	to connect a person on the phone	<i>Can you put me through, please?</i>
quality assurance	Noun	/,kwɒləti ə'ʃɔ:rəns/	Qualitätssicherung (w)	the things a company does to make sure that its products and services are as good as they should be	<i>Your call may be monitored for quality assurance.</i>
speech recognition technology	Noun	/spi:tʃ rekəg'nɪʃ(ə)n tek,nɒlədʒi/	Spracherkennungstechnologie (w)	technology that allows a computer to understand spoken words	<i>The automated system uses speech recognition technology.</i>
suit (be convenient)	Verb	/su:t/	passen (angenehm sein)	to be right for someone	<i>What time would suit you?</i>
unavailable	Adjective	/,ʌnə'veɪləb(ə)l/	nicht verfügbarer, nicht verfügbare, nicht verfügbares	not able to talk or meet	<i>When I called back you were unavailable.</i>
urgent	Adjective	/'ɜ:(r)dʒ(ə)nt/	dringender, dringende, dringendes	very important	<i>Please give her this urgent message.</i>
voicemail	Noun	/'vɔɪsmel/	Mailbox (w)	a message recorded on a phone	<i>Just leave a message on my voicemail if I'm not in.</i>
<b>pp 90–91</b>	<b>POS</b>	<b>Pronunciation</b>	<b>Translation</b>	<b>Definition</b>	<b>Examples</b>
attachment	Noun	/ə'tætʃmənt/	Anhang (m)	a computer file sent with a message	<i>I've sent the document as an attachment.</i>
capitals (letters)	Noun	/'kæpɪt(ə)lz/	Großbuchstaben (m, Pl)	the large form of the letters of the alphabet that you use at the beginning of a sentence or name	<i>Do not use CAPITALS. People will think you are SHOUTING!!!</i>
subject line	Noun	/'sʌbdʒɪkt ,laɪn/, /'sʌbdʒekt ,laɪn/	Betreffzeile (w)	where it says what the email is about	<i>The subject line of the message is 'Conference'.</i>

Module 10					
pp 94–95	POS	Pronunciation	Translation	Definition	Examples
endorsement	Noun	/ɪn'dɔ:(r)smənt/	Befürwortung (w)	a liking and recommendation of something	<i>They gave us an endorsement for our new product.</i>
exploit	Verb	/ɪk'splɔɪt/	ausschöpfen	to make full use of	<i>Exploit your strengths and recognise your weaknesses.</i>
get on with	Phrasal verb	/get 'ɒn wɪð/	vorankommen	to continue working on	<i>We need to get on with the job!</i>
hands-on	Adjective	/,hænd'zɒn/	eingebundener, eingebundene, eingebundenes	very involved in something	<i>The new manager is very hands-on.</i>
hand over	Phrasal verb	/hænd 'əʊvə(r)/	weiterreichen	to give something to someone or to delegate a job	<i>Can I hand over this project to you?</i>
portfolio	Noun	/pɔ:(r)t'fəʊliəʊ/	Portfolio (n), Produktpalette (w)	collection of something, eg a collection of business interests	<i>She has a very varied portfolio.</i>
recognise weaknesses	Phrase	/,rekəgnaɪz 'wi:knəsɪz/	Schwächen erkennen	understand where your qualities are not strong	<i>Exploit your strengths and recognise your weaknesses.</i>
the bottom line	Noun	/ðə ,bɒtəm 'laɪn/	Reingewinn (m)	the final line in a company's accounts showing the total profit or loss	<i>Focus on the bottom line.</i>
tolerate	Verb	/'tɒləreɪt/	tolerieren	to allow something negative to continue	<i>Why do we have to tolerate his bad behaviour?</i>

pp 100–101					
POS	Pronunciation	Translation	Definition	Examples	
ahead of schedule	Phrase	/ə ,hed əv 'fedju:l/	vorzeitig, schneller als geplant	earlier than planned	<i>The client is ahead of schedule.</i>
behind schedule	Phrase	/bɪ,hæɪnd 'fedju:l/	verspätet, später als geplant	later than planned	<i>We mustn't get behind schedule.</i>
in time	Phrase	/ɪn 'taɪm/	rechtzeitig	early enough	<i>The brochure will be ready in time for the meeting.</i>
on schedule	Phrase	/ɒn 'fedju:l/	zum Termin	exactly as planned	<i>Are you on schedule with the ticket sales?</i>
on time	Phrase	/ɒn 'taɪm/	pünktlich	as planned	<i>Will the new logo be ready on time?</i>
out of time	Phrase	/,aʊt əv 'taɪm/	die Zeit ist abgelaufen	to have no time left	<i>Unfortunately we're out of time for the discussion.</i>
over budget	Phrase	/,əʊvə(r) 'bʌdʒɪt/	über dem Budget	to spend more money than planned	<i>The sales team has gone well over budget this year.</i>
under budget	Phrase	/,ʌndə(r) 'bʌdʒɪt/	unter dem Budget	to spend less money than planned	<i>Marketing costs have come in under budget.</i>
within budget	Phrase	/wɪðɪn 'bʌdʒɪt/	im Budget	to spend the same amount of money as planned	<i>We must stay within budget next month.</i>

Module 11					
pp 104–105	POS	Pronunciation	Translation	Definition	Examples
change hands	Phrase	/tʃeɪndʒ 'hændz/	den Besitzer wechseln	to change ownership	<i>The business has changed hands several times.</i>
commodity	Noun	/kə'mɒdətɪ/	Rohstoff (m)	a material or product that can be traded, bought, or sold	<i>Coffee is a key commodity for Brazil.</i>
disparity	Noun	/dɪ'spærəti/	Ungleichheit (w)	a large difference, eg in price	<i>Is there a large disparity between rich and poor in your country?</i>
fluctuations	Noun	/,flʌktʃu'eɪʃ(ə)nz/	Schwankungen, Fluktuationen (w, Pl)	rapid and irregular changes	<i>The price fluctuations in the market have affected sales.</i> <i>Coffee production represents around 50% of Ethiopia's gross domestic product (GDP).</i>
gross domestic product (GDP)	Noun	/,grəʊs də,mestɪk 'prɒdʌkt/ (/ ,dʒɪ:.di:'pi: /)	Bruttoinlandsprodukt (n) (BIP)	the total value of goods and services produced by a country in one year	
markup	Noun	/'mɑ:kʌp/	Handelsspanne (w)	the amount of money added to a product's cost in order to profit or cover overheads	<i>The markup on luxury goods is very high.</i>
middlemen	Noun	/'mɪd(ə)l,mɛn/	Zwischenhändler/-innen (m/w Pl)	people who handle a product after it leaves the producer and before it reaches the consumer	<i>The middlemen are taking too much profit.</i>
overheads	Noun	/,əʊvə(r)'hedz/	Betriebskosten (Pl)	regular and necessary costs	<i>The overheads on the office building are very reasonable.</i>

pp 106–107					
POS	Pronunciation	Translation	Definition	Examples	
charities	Noun	/'tʃærətɪz/	Wohltätigkeitsorganisationen (w, Pl)	an organisation giving money, food, or help free	<i>Charities need lots of support from volunteers.</i>

pp 108–109					
POS	Pronunciation	Translation	Definition	Examples	
crash	Noun, Verb	/kræʃ/	Crash (M9)	a sudden serious fall in the price or value of something; a business failure; to become unsuccessful	<i>The financial crash was huge and many people's savings crashed.</i>
decrease	Noun, Verb	/'di:kri:s/ (Noun), /di:'kri:s/ (Verb)	Rückgang (m), zurückgehen	becoming smaller, to become smaller	<i>Sales are continuing to decrease.</i>
drop	Noun, Verb	/drɒp/	Abfall (m), abfallen	to become weaker, lower or less	<i>We stopped buying this brand because of the drop in quality.</i>
fall	Noun, Verb	/fɔ:l/	Fall (m), fallen	becoming lower / to become lower	<i>There will be a fall in prices. / The market has fallen.</i>
fluctuate	Verb	/'flʌktʃueɪt/	schwanken	to change continuously	<i>Prices fluctuate according to the season.</i>
go down	Phrasal verb	/gəʊ 'daʊn/	abnehmen	to become lower	<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 higher	<i>The cost of potatoes has gone up and chips are more expensive.</i>
increase	Noun, Verb	/'ɪŋkri:s/ (Noun), /ɪn'kri:s/ (Verb)	Zunahme (w), zunehmen	becoming bigger / to become bigger	<i>The increase in sales is slow. / Profits are continuing to increase.</i>
jump	Noun, Verb	/dʒʌmp/	Sprung (m), springen	a quick increase / to increase quickly	<i>There has been a jump in the number of people applying for jobs. / The birth rate jumped 20 years ago.</i>
level off	Phrasal verb		(sich) einpendeln	to stay at the same level	<i>Unemployment rose to ten per cent and then levelled off.</i>
overtake	Verb	/,əʊvə(r)'teɪk/	überholen	to go past something	<i>Green energy production continues to overtake non-renewables.</i>
remain steady	Phrase	/'ri:meɪn 'stedɪ/	gleich bleiben	to stay smooth and regular	<i>Progress remains slow but steady.</i>
rise	Noun, Verb	/'raɪz/	Anstieg, ansteigen	an increase / to increase	<i>There is a rise in unemployment. / The population is rising.</i>

Module 12					
pp 114–115	POS	Pronunciation	Translation	Definition	Examples
case (legal matter)	Noun	/keɪs/	Fall (rechtliche Angelegenheit)	a question to be decided in court	<i>Our lawyer thinks we have a good case.</i>
court	Noun	/kɔ:(r)t/	Gericht (n)	the place where legal cases are heard	<i>She might win in court.</i>
defence	Noun	/dɪ'fens/	Verteidigung (w)	the case to prove someone is innocent	<i>The defence is very weak.</i>
judge	Noun	/dʒʌdʒ/	Richter/-in (m/w)	the person in charge of a court who makes legal decisions	<i>The judge decided to delay the case.</i>
lawyer	Noun	/'lɔ:ʒə(r)/	Rechtsanwalt/Rechtsanwältin (m/w)	the person who gives legal advice and represents a person in court	<i>This lawyer is an expert in trademark law.</i>
litigation	Noun	/,lɪtɪ'geɪʃ(ə)n/	Rechtsstreit (m)	the process of taking a case to court	<i>They took out litigation against an Irish petrol company.</i>

prosecute            Verb            /'prɒsɪ,kju:t/  
rights                Noun           /raɪts/  
sue                    Verb            /su:/  
trademark           Noun           /'treɪd,mɑ:(r)k/

strafrechtlich verfolgen  
Rechte (n, Pl)  
klagen, prozessieren  
Handelsmarke (w)

try to prove someone is guilty  
what you are legally allowed to do  
to make a legal case against someone and claim for money  
a name or symbol on a product

*We're going to prosecute him for doing that.*  
*Trademarks mean firms have rights over anything like colour or shape.*  
*We may sue the company if they don't pay.*  
*The company has given us permission to use their trademark.*