



Wordlist Market Leader 3rd Edition Extra Upper Intermediate (chronological)

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
Unit 1					
extensive	6	adj	/ɪk'stensɪv/	hier: weitläufig	The house stands in extensive grounds.
accuracy	6	n	/'ækjərəsi/	Genauigkeit	He passes the ball with unerring accuracy.
awareness	6	n	/ə'weənəs/	Bewusstsein	Health officials have tried to raise awareness about AIDS.
articulate	6	adj	/ɑ:'tɪkjələt/	hier: wortgewandt	The students enjoyed his lectures because he was so bright and articulate.
coherent	6	adj	/kəu'hɪərənt/	zusammenhängend	The three years of the course are planned as a coherent whole.
eloquent	6	adj	/'eləkwənt/	eloquent, beredt	The mother made an eloquent appeal for help in finding her missing daughter.
fluent	6	adj	/'flu:ənt/	fließend	She was fluent in English, French, and German.
focussed	6	adj	/'fəʊkəst/	fokussiert	I've got to stay focussed if I want to win this competition.
hesitant	6	adj	/'hezɪtənt/	zögernd	Gail gave me a hesitant little smile.
inhibited	6	adj	/ɪn'hɪbɪtɪd/	gehemmt	Many people are inhibited about discussing sexual matters.
extrovert	6	adj	/'ekstrəvɜ:t/	extrovertiert	Our next interviewee was a friendly, extrovert young Australian
persuasive	6	adj	/pə'sweɪsɪv/	hier: überzeugend	Trevor can be very persuasive when he wants you to do something.
rambling	6	adj	/'ræmblɪŋ/	hier: weitschweifend	He gave a long, rambling speech which bored the audience.
responsive	6	adj	/'rɪ'spɒnsɪv/	hier: ansprechbar	Her boss was very responsive to her suggestions for improving sales.
succinct	6	adj	/sək'sɪŋkt/	kurz, knapp	The politician gave a succinct explanation to every question asked.
reserved	6	adj	/'rɪ'zɜ:vɪd/	zurückhaltend	Ellen was a shy, reserved girl.
concise	7	adj	/kən'saɪs/	knapp, präzise	Your summary should be as clear and concise as possible.
reluctant	7	adj	/'rɪ'lʌktənt/	zurückhaltend	She was reluctant to agree to his suggestions for the new ad campaign.
confused	7	adj	/kən'fju:zd/	verwirrt	I'm totally confused. Could you explain that again?
outgoing	7	adj	/,aʊt'gəʊɪŋ/	hier: kontaktfreudig	We're looking for someone with a friendly, outgoing personality.

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digress	7	v	/daɪ'ɡres/	abschweifen	Do you mind if I digress for a moment and touch on another topic?
clarify	7	v	/'klærɪfaɪ/	(auf)klären	Could you clarify one or two points for me?
maintain	7	v	/meɪn'teɪn/	hier: Kontaktpflege	Careers Officers maintain contact with young people when they have left school.
avoid	7	v	/ə'vɔɪd/	vermeiden	Road safety is taught to young children to avoid road accidents.
terms	7	n	/tɜ:mz/	Begriffe	Marketing has its own language, with lots of abbreviations and terms I don't understand.
abbreviations	7	n pl	/ə,bri:vi'eɪʃənz/	Abkürzungen	It's not good style to use abbreviations in an essay.
jargon	7	n	/'dʒɑ:gən/	Jargon	Keep it simple and avoid the use of jargon.
terminology	7	n	/'tɜ:mɪ'nɒlədʒi/	hier: Fachausdrücke	His over-use of computer terminology left his audience baffled.
lose sight of	7	v phr	/'lu:z 'saɪt əv, əv/	aus dem Blick verlieren	I lost sight of him in the crowded street.
asset	7	n	/'æset/	hier: Vermögenswert	The company has a tremendous asset - 50 hectares of land right next to an international airport.
breakdown	7	n pl	/'breɪkdaʊnz/	hier: Verbindungsfehler	Due to a breakdown in communications, the pilot lost touch with the air traffic controller.
air traffic	7	n	/'eə ,træfɪk/	Flugverkehr	The inquiry concluded that the Air Traffic Control System needed a complete overhaul.
faults	7	n pl	/'fɔ:ltz/	Fehler, Mängel	For all his faults, he's a kind-hearted old soul.
cash machines	7	n pl	/'kæʃ mə'ʃi:nz/	Geldautomat	There was a huge queue inside the bank, as the cash machines outside had broken down.
privacy	7	n	/'prɪvəsi, 'praɪv/	Privatsphäre	With seven people squashed into one house, you don't get much privacy.
open plan offices	8	n pl	/'əʊpən plæn 'ɒfɪsɪz/	Großraumbüros	In open plan offices, I find that other people's conversations often break my concentration.
voice mail	8	n	/'vɔɪs meɪl/	hier: Sprachnachricht	I didn't manage to catch you on the telephone, so I've left you a voice mail message.
flexi-time	8	n	/'fleksɪtaɪm/	Gleitzeit	The company operated a flexi-time system.
corporate	8	adj	/'kɔ:pəreɪt/	hier: Konzernzentrale	The company is moving its corporate headquarters from New York to Houston.
identity	8	n	/aɪ'dentəti/	Identität	The identity of the killer is still unknown.
internal	8	adj	/ɪn'tɜ:nl/	hier: innere Angelegenheiten	We have no interest in interfering in the internal affairs of other countries.
one of the hardest nuts to crack	8	phr	/'wʌn əv ðə 'hɑ:dəst ,nʌts tə 'kræk/	hier: Knacknuss	The board concluded that the US market would be one of the hardest nuts to crack.

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comes up	8	phr v	/kʌmz 'ʌp/	hier: zur Sprache kommen	Complaints about workloads always come up at our team briefings
repercussions	8	n pl	/,ri:pə'kʌʃənz/	Auswirkungen	The collapse of that one company had repercussions for the whole industry.
vast	8	adj	/vɑ:st/	hier: Unmengen	The government will have to borrow vast amounts of money.
purely	8	adv	/'pjʊəli/	hier: lediglich, rein	The decision was made purely for political reasons.
global	8	adj	/'glɔ:bəl/	hier: Welt	The auditor's report takes a global view of the figures.
shipping business	8	n	/'ʃɪpɪŋ ,bɪznəs/	Schiffahrtsgeschäft	It's a global shipping business with branches throughout the world.
branches	8	n pl	/'brɑ:ntʃɪz/	Zweigstellen	The bank closed down many of its branches in small towns and villages.
paperwork	8	n	/'peɪpəwɜ:k/	Papierkram	Police work involves so much paperwork these days.
cargo	8	n	/'kɑ:gəʊ/	Ladung	A ship carrying a cargo of oil has run aground.
logistical	8	adj	/lə'dʒɪstɪkəl/	logistisch	The logistical problems of implementing the proposals were a nightmare.
track	8	v	/træk/	hier: verfolgen	Police have been tracking the four criminals all over Central America.
monitor	8	v	/'mɒnɪtə/	hier: überwachen	Patients who are given the new drug will be asked to monitor their progress.
regulations	8	n pl	/'regjə'leɪʃənz/	Vorschriften	It took a while for me to accustom myself to all the new rules and regulations.
customs	8	n	/'kʌstəmz/	hier: Zoll	You have to make a customs declaration before you can disembark.
installing	8	v	/ɪn'stɔ:lɪŋ/	hier: einrichten	If you are installing a new bathroom, it has to meet the requirements of the Building Regulations.
automated	8	adj	/'ɔ:təmeɪtɪd/	automatisieren	The workers were made redundant and the cars are now made in a highly automated factory.
data	8	n	/'deɪtə, 'dɑ:tə/	Daten	The research involves collecting data from two random samples.
is (now) entered	8	v	/ɪz 'entəd/	hier: wird eingegeben	Now that the system is automated, data is entered only once.
can be accessed	8	v	/kən bi 'æksesɪt/	hier: kann aufgerufen werden	Lots of information can now be accessed from the internet.
voyage	8	n	/'vɔɪɪdʒ/	hier (See) Reise	The voyage from England to India used to take six months.
duplicating	8	v	/'dju:plɪkeɪtɪŋ/	duplizierend	Duplicating information should now be a thing of the past.
variety	8	n	/və'raɪəti/	Vielfalt	The girls come from a variety of different backgrounds.
communication tools	8	n pl	/kə,mju:nɪ'keɪʃən ,tu:lz/	Kommunikationsmittel	There are now more communication tools at our fingertips than ever before.
high-tech	8	adj	/'haɪ'tek/	hier: Hochtechnologie	High-tech companies must keep their specialised personnel in order to explore emerging technologies.
barriers	8	n pl	/'bæriəz/	Barriere, Sperre	The police put up barriers to keep back the crowd.

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senior managers	8	n pl	/ˌsiːniə 'mænɪdʒəz/	Führungskräfte	Many senior managers don't like working in open-plan offices.
screen	8	v	/skri:n/	hier: filtern	All women over 50 will be regularly screened for this type of cancer.
leadership	8	n	/'liːdəʃɪp/	Führung	The company is doing well under the leadership of its present chairman.
consultancy	8	n	/kən'sʌltənsi/	Unternehmensberatung	Jack works for a well-known management consultancy firm.
face-to-face	8	adv	/ˌfeɪs tə 'feɪs/	hier: persönlich	They finally met face-to-face to discuss the problem.
can't be beaten	8	v phr	/ˌkɑːnt bi 'biːtn/	hier: unschlagbar	The company's motto is that they can't be beaten on price.
allocating	8	v	/'æləkɛɪtɪŋ/	zuteilen	The government stressed the importance of allocating resources to local communities.
temptation	8	n	/temp'teɪʃən/	Versuchung	There might be a temptation to cheat if students sit too close together.
bombarding	8	v	/bɒm'bɑːdɪŋ/	hier: bombardieren	As soon as the minister had finished his speech, the reporters began bombarding him with questions.
unstructured	8	adj	/ʌn'strʌktʃəd/	unstrukturiert	There's just a mass of unstructured data – I can't make sense of it all.
leaving it up to individuals to	8	phr v	/ˌliːvɪŋ ɪt ʌp tu ˌɪndɪˈvɪdʒʊəlz tə/		Jobs will have to go, but initially the company is leaving it up to individuals to take voluntary redundancy.
sort out	8	phr v	/ˌsɔːt 'aʊt/	aussortieren	The police were inundated with phone calls and had to sort out which were genuine leads.
has reduced	8	v	/həz rɪˈdjuːst/	wurde reduziert	Since changing my ISP, the amount of spam has reduced considerably.
work flow	8	n	/'wɜːk fləʊ/	Arbeitsfluss	Installing the new computers was supposed to improve the work flow – but it didn't!
overload	8	n	/'əʊvələʊd/	hier: überladen	One of the problems of information overload is that people tend to ignore what might be important.
get through	8	phr v	/get 'θruː/	hier: verstehen lassen?	I can't seem to get through to her that her staff are her most important asset.
error of judgement	8	n phr	ˌerər əv 'dʒʌdʒmənt/	hier: Fehleinschätzung	She denied she had made an error of judgement and stood by her decision.
group dynamics	8	n phr	ˌgruːp daɪˈnæmɪks/	Gruppendynamiken	The mistake affected not only the group but the whole group dynamics.
issue	8	n	/'ɪʃuː, 'ɪsjuː/	hier: Thema	Abortion is a highly controversial issue that many people disagree on.
loyalties	8	n pl	/'lɔɪəltɪz/	Loyalitäten	As women increasingly went out to work, the possibility of a conflict of loyalties became stronger.
extend	8	v	/ɪk'stend/	hier: verlängern	Management have agreed to extend the deadline to Thursday 31st.

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light air crashes	8	n pl	/ˌlaɪt ˈeə ˌkræʃɪz/	Leichtflugzeugabstürze	The result of the two government departments not communicating was a number of light air crashes.
government	8	n	/ˈɡʌvəmənt, ˈɡʌvənmənt/	Regierung	The government are planning further cuts in public spending.
departments	8	n pl	/dɪˈpɑːtmənts/	Abteilungen	The research will be used by government departments and other public bodies.
threatened	8	adj	/ˈθreɪnd/	bedrohend	The United States was criticised for its threatened action against Iraq.
were (highly) identified with	8	v	/wɜː aɪˈdentɪfaɪd wɪð, wɪθ/	hier: bezeichnet mit	The UK and Spain were highly identified with the invasion of Iraq.
unwilling	8	adj	/ʌnˈwɪlɪŋ/	widerwillig	He was unwilling or unable to pay the fine.
is (particularly) at risk	8	v phr	/ɪz ət ˈrɪsk/	insbesondere gefährdet	Babies born to mothers who are HIV positive are particularly at risk of developing AIDS.
cost-cutting	8	n	/ˈkɒst ˌkʌtɪŋ/	Kosteneinsparung	The board decided that cost-cutting was the only way to save the company.
withdraw	8	v	/wɪðˈdrɔː/	hier: zurückzutreten	A knee injury forced her to withdraw from the competition.
out of fear	8	prep phr	/aʊt əv ˈfɪə/	aus Angst	People band together out of fear of the unknown.
pointless	8	adj	/ˈpɔɪntləs/	sinnlos	Life just seemed pointless after her family were killed in the crash.
sub-groups	8	n pl	/ˈsʌb ˌgruːps/	Untergruppen	All living things are classed into groups and sub-groups.
valued	8	adj	/ˈvæljuːd/	geschätzt	As one of our valued clients, I am delighted to be able to make you this exceptional offer.
resources	9	n	/rɪˈzɔːsɪz, ɪˈsɔːsɪz/	hier: Mittel	It is important to make use of all the resources at our disposal.
to put it in a nutshell	10	phr	/tə ˌpʊt ɪt ɪn ə ˈnʌtʃəl/	hier: kurz gesagt	To put it in a nutshell, it's a make or break year for the company.
to get straight to the point	10	phr	/tə get ˌstreɪt tə ðə ˈpɔɪnt/	gleich zur Sache kommen	Well, to get straight to the point, you're fired!
to hear it on the grapevine	10	phr	/tə ˌhɪər ɪt ɒn ðə ˈɡreɪpvəɪn/	mir ist es zu Ohren gekommen	I heard on the grapevine that Jack's leaving.
to put you in the picture	10	phr	/tə ˌpʊt ju ɪn ðə ˈpɪktʃə/	jemanden ins Bild setzen	I'd like to put you in the picture about the rumours regarding a takeover.
to get the wrong end of the stick	10	phr	/tə get ðə ˌrɒŋ əv ðə ˈstɪk/	hier: etwas falsch verstehen	She only heard half the conversation and completely got the wrong end of the stick.
to be on the same wavelength	10	phr	/tə ˌbi ɒn ðə ˌseɪm ˈweɪvləŋθ/	auf der gleichen Wellenlänge sein	I like working with you, we seem to be on the same wavelength.

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can't make head or tail of it	10	phr	/ˌkɑːnt meɪk ˌhed ɔː ˈteɪl əv ɪt/	kann nicht klug daraus werden	She couldn't make head or tail of the letter.
to talk at cross purposes	10	phr	/tə ˌtɔːk ət krɒs ˈpʊːpəsɪz/	aneinander vorbei reden	All we seem to do these days is talk at cross-purposes. I'm sick of arguing!
to beat about the bush	10	phr	/tə ˌbiːt əbaʊt ðə ˈbʊʃ/	nicht zur Sache kommen	I'm not going to beat about the bush. We like you and want you to come and work for us.
to get our wires crossed	10		/tə ˌget əvə ˈwaɪəz ˌkrɒst/	hier: sich missverstehen	I think we got our wires crossed the other day and I'm happy it's all sorted now.
he's been fired	10	v	/hɪz biːn ˈfaɪəd/	er wurde gefeuert	He's been fired and asked to clear out his desk and leave immediately!
I didn't (quite) catch that	11	phr	/aɪ ˌdɪdnt ˈkætʃ ðæt/	ich habe das nicht ganz verstanden	I didn't quite catch that. Could you repeat it please?
Could you be more specific, please?	11	phr	/ˌkʊd ju bi ˌmɔː spəˈsɪfɪk ˌpliːz/	Könnten Sie bitte genauer sein?	We have four models of that particular digital camera. Could you be more specific please?
Let me go over ...	11	phr	/ˌlet mi ɡəʊ ˈəʊvə/	hier: etwas durchgehen	Let me go over the numbers one last time before signing the contract.
Let me just summarise	11	phr	/ˌlet mi dʒʌst ˈsʌməraɪz/	hier: Ich fasse jetzt.... zusammen	Let me just summarise what we've all agreed is the best way forward.
health care organisation	12	n	/ˈhelθ keə ɔːɡənɪˌzeɪʃən/	Gesundheitsorganisation	The biggest health care organisation in the UK is the NHS.
treatment	12	n	/ˈtriːtmənt/	Behandlung	There have been great advances in the treatment of cancer.
wealthy	12	adj	/ˈwelθi/	reich, wohlhabend	He left as a poor, working class boy and returned as an extremely wealthy man.
emphasises	12	v	/ˈemfəsaɪzɪz/	etwas betonen	Our programme emphasises self-help.
provides	12	v	/prəˈvaɪdz/	hier: bietet, liefert	The company provides cheap Internet access. In addition, it makes some software freely available.
tailored to	12	adj	/ˈteɪləd tə, tu/	zugeschnitten	Personal shoppers are trained to create a 'shopping experience' tailored to the customers' needs.
takeover	12	n	/ˈteɪk əʊvə/	Übernahme	To avoid a takeover, the investment company went deeply in debt to pay a huge special dividend.
centralised	12	adj	/ˈsentrəlaɪzd/	zentralisiert	More changes are required to reverse the trend towards centralised power.
top management	12	n	/ˌtɒp ˈmænɪdʒmənt/	hier: Geschäftsleitung	The sales force have to send in reports to top management every month.

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head office	12	n	/ˌhed ˈɒfɪs/	Hauptsitz	This is only a local branch, the head office is in Berlin.
I wish to bring to your attention	12	phr	/aɪ ˌwɪʃ tə ˌbrɪŋ tə ʃɔːr ə ˈtenʃən/	ich möchte Ihre Aufmerksamkeit lenken	There are some outstanding invoices which I wish to bring to your attention.
sorting	12	v	/ˈsɔːtɪŋ/	sortieren	I was in the middle of sorting some papers when the phone rang.
time-consuming	12	adj	/ˈtaɪm kənˌsjuːmɪŋ/	zeitaufwendig	Transferring the data from paper to computer was a complex and time-consuming process.
neglecting	12	v	/nɪˈgлектɪŋ/	vernachlässigen	The police officer was accused of neglecting his duty.
got rid of	12	v phr	/ɡɒt ˈrɪd əv, əv/	hier: wegwerfen	We managed to get rid of most of the rubbish.
staff lounge	12	n	/ˌstɑːf ˈlaʊndʒ/	Personalaufenthaltsraum	Her manager complained about the amount of time she spent in the staff lounge.
have arisen	13	v	/həv ə ˈrɪzn/	hier: sind entstanden	Since the new computer system was installed, a number of problems have arisen.
resolving	13	v	/rɪ ˈzɒlvɪŋ/	hier: beilegen, auflösend	The company has no effective machinery for resolving disputes.
department heads	13	n	/dɪˌpɑːtmənt ˈhedz/	Abteilungsleiter	After the takeover, several department heads were demoted.
sums	13	n	/sʌmz/	hier: Beträge	The auditors claimed that huge sums of money seemed to have gone missing.
line manager	13	n	/ˈlaɪn ˌmænɪdʒə/	Vorgesetzter	Sally has been promoted to be John's line manager.
authority	13	n	/ɔː ˈθɒrəti/	Autorität	People in positions of authority should be above reproach.
equipment	13	n	/ɪ ˈkwɪpmənt/	Ausrüstung	The company has invested heavily in new equipment.
rank	13	v	/ræŋk/	hier: zählt	Today's match ranks as one of the most exciting games that these two have ever played.
convenient	13	adj	/kən ˈviːniənt/	hier: bequem	Mail-order catalogues are a convenient way to shop.
require	13	v	/rɪ ˈkwaɪə/	benötigt	Campbell's broken leg will probably require surgery.
investment	13	n	/ɪn ˈvestmənt/	Investition	Foreign investment in Taiwan rose by 79% last year.
contacted	13	v	/ˈkɒntæktɪd/	hier: benachrichtigt werden	Give the names of two people who can be contacted in an emergency.
management consultants	13	n pl	/ˈmænɪdʒmənt kən ˌsʌltənts/	Unternehmensberater	The management consultants were asked to analyse the communication problems in the company.
documents	13	n pl	/ˈdɒkjumənts/	hier: Dokumente, Unterlagen	'Make sure that you keep the documents in a safe place,' Otley advised him.
location	13	n	/ləʊ ˈkeɪʃən/	Lage, Standort	His apartment is in a really good location.
premises	13	n pl	/ˈpremɪsɪz/	Gelände	Alcohol may not be consumed on the premises.
follow-up	13	adj	/ˈfɒləʊ ʌp/	hier: Folgebericht	The government requested a follow-up study on children and poverty.

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detailing	13	v	/ˈdiːteɪlɪŋ/	hier: genau schildernd	David received an e-mail detailing the arrangements for his overseas trip.
recommendations	13	n pl	/ˌrekəmə'n'deɪʃənz/	Empfehlungen	We have decided to implement the committee's recommendations in full.
Unit 2					
electrical equipment	14	n	/ɪˈlektʀɪkəl ɪˌkwɪpmənt/	hier: Elektrogeräte	Many Japanese companies sell electrical equipment world-wide.
clothing	14	n	/ˈkləʊðɪŋ/	Bekleidung	Marks and Spencer is a well-known clothing company.
construction	14	n	/kənˈstrʌkʃən/	Konstruktion, Bau	Share prices of construction, building materials and property investment companies were particularly hard hit during the recession.
expanding	14	v	/ɪkˈspændɪŋ/	hier: wachsend	High interest rates can be a disincentive to expanding a business.
domestic market	14	n	/dəˌmestɪk ˈmɑːkɪt/	Binnenmarkt	The company was a market leader in the domestic market.
overseas markets	14	n pl	/ˌəʊvəsiːz ˈmɑːkɪts/	Überseemärkte	In many overseas markets, local partners are absolutely crucial.
bureaucracy	15	n	/bjʊəˈrɒkrəsi/	Bürokratie	One of his achievements was the reduction of unnecessary bureaucracy.
monetary	15	adj	/ˈmʌnətəri/	hier: Währungsbedingungen	The bond market rallied as the Federal Reserve eased monetary conditions.
income	15	n	/ˈɪŋkʌm, ˈɪnɪ/	Einkommen	People on a high income should pay more tax.
distribution	15	n	/ˌdɪstrɪˈbjʊːʃən/	Vertrieb, Verteilung	The company plans to establish a network of central warehouses to make product distribution more efficient.
political stability	15	n	/pəˌlɪtɪkəl stəˈbɪləti/	politische Stabilität	The electorate hoped that the new president would bring political stability to the country.
tight	15	adj	/taɪt/	hier: festhalten	She always kept a tight hold of the purse strings.
profits	15	n pl	/ˈprɒfɪts/	Gewinn	The company's profits are unlikely to beat last year's £10 million.
red tape	15	n	/ˌred ˈteɪp/	hier: Bürokratie	The only way to get this project off the ground is to cut through the red tape.
hinder	15	v	/ˈhɪndə/	hindern	His career has been hindered by injury.
entry	15	n	/ˈentri/	Eingang, Eintritt	It was dark, and their entry into the camp had gone unnoticed.
exporters	15	n	/ɪkˈspɔːtəz/	Expporteur	The company took advantage of a government initiative to help exporters.
purchasing	15	v	/ˈpɜːtʃəsɪŋ/	hier: Einkauf	Property in the city is beyond the purchasing power of most people.
consumers	15	n pl	/kənˈsjuːməz/	Verbraucher	The new design was supposed to have consumers beating a path to their door.
rise	15	n	/raɪz/	hier: Anstieg	We are expecting a sharp rise in interest rates.
employment	15	n	/ɪmˈplɔɪmənt/	hier: Beschäftigung	She was offered employment in the sales office.
economists	15	n pl	/ɪˈkɒnəmɪsts/	Volkswirte, Ökonomen	His ideas quickly gained credence among economists.

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benefits	15	n pl	/ˈbenəfɪts/	hier: Vorteile	A growing economy is one of the benefits of political stability.
equal	15	adj	/ˈiːkwəl/	gleich	Both candidates received an equal number of votes.
growing market	15	n phr	/ˌgrəʊɪŋ ˈmɑːkɪt/	Wachstumsmarkt	eBay is a growing market on the internet.
developing market	15	n phr	/dɪˌveləpɪŋ ˈmɑːkɪt/	Entwicklungsmarkt	Our products sold well in developing markets last year.
declining market	15	n phr	/dɪˌklaɪnɪŋ ˈmɑːkɪt/	rückläufiger Markt	Because of the declining market for its wares, the company went bankrupt.
questionnaire	15	n	/ˌkwɛstʃəˈneə/	Fragebogen	All staff were asked to fill in a questionnaire about their jobs.
focus group	15	n phr	/ˈfəʊkəs gruːp/	Fokusgruppe	We put together a focus group for market research purposes.
promotion	15	n	/prəˈmɔʊʃən/	Beförderung	I want a job with good prospects for promotion.
survey	15	n	/ˈsɜːveɪ/	Umfrage	We conducted a survey of parents in the village.
market sector	15	n phr	/ˌmɑːkɪt ˈsektə/	Marktsegment	Our key clients are in the aerospace and defence market sectors.
market research	15	n phr	/ˌmɑːkɪt rɪˈsɜːtʃ/	Marktforschung	They had to conduct market research, then advertise the product.
market segment	15	n phr	/ˌmɑːkɪt ˈsegmənt/	Marktsegment	You must make sure that you will make a profit from chasing this market segment.
market niche	15	n phr	/ˌmɑːkɪt ˈniːʃ/	Marktlücke	Our booklet will tell you the easy way to create a market niche.
worldwide	15	adj	/ˌwɜːldˈwaɪd/	weltweit	We have offices in over 56 countries, and a worldwide customer base.
launch a product	15	v phr	/ˌlɔːntʃ ə ˈprɒdʌkt/	ein Produkt auf den Markt bringen	We never launch a product until we have the advertising in place.
withdraw a product	15	v phr	/wɪðˌdrɔː ə ˈprɒdʌkt/	Zurückziehung eines Produktes	We would immediately withdraw a product if any doubts were expressed about its safety.
bring out a product	15	v phr	/ˌbrɪŋ aʊt ə ˈprɒdʌkt/	ein Produkt einführen	It would be foolish to bring out a product unless there was a market for it.
introduce a product	15	v phr	/ɪntrəˌdjuːs ə ˈprɒdʌkt/	ein Produkt einbringen	Before introducing a product to the public, the company uses focus groups to assess it.
slogan	15	n	/ˈsləʊgən/	Slogan	We need an advertising slogan for the new campaign.
free sample	15	n	/ˌfriː ˈsɑːmpəl/	Gratismuster	The company decided to mail out free samples to every household in the city.
discount	15	n	/ˈdɪskaʊnt/	Rabatt	Members get a 15% discount.
special offer	15	n	/ˌspeʃəl ˈɒfə/	Sonderangebot	The hotel has a special offer of five nights for the price of three.
retailer	15	n	/ˈriːteɪlə/	Einzelhändler	Analysts predict the retailer will continue to bleed red ink, with losses topping £180 million.
distributor	15	n	/dɪˈstrɪbjətə/	Vertriebshändler	It is our intention to be the number one distributor of health products.

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wholesaler	15	n	/ˈhəʊl.seɪlə/	Großhändler	It is usually cheaper to buy the goods direct from the wholesaler.
manufacturer	15	n	/ˌmæn.jəˈfæktʃərə/	Hersteller	Read the manufacturer's instructions before using your new dishwasher.
are targeted	15	v	/əˈtɑːɡɪtɪd/	hier: sind gezielt	The government has decided to clamp down on advertisements which are targeted at children.
design fault	15	n	/dɪˈzaɪn fɔːlt/	Konstruktionsfehler, Designfehler	The new model had a design fault and had to be recalled.
associate with	16	v	/əˈsəʊʃieɪt wɪð, wɪθ, əˈseʊsɪ↓/	verbinden mit	I always associate Miele with white goods.
culture	16	n	/ˈkʌltʃə/	Kultur	We speak Danish at home so that the boys don't lose touch with their language and culture.
coffee-growers	16	n pl	/ˈkɒfi ˌgrəʊəz/	Kaffeebauern	Starbucks claims to pay fair prices to the coffee-growers of South America.
instant	16	adj	/ˈɪnstənt/	sofortig	We do not expect instant profits.
freshly	16	adv	/ˈfrefʃli/	frisch	Jack prefers freshly ground pepper.
brewed	16	adj	/bruːd/	gebraut	Lots of people prefer freshly-brewed coffee.
by contrast	16	prep phr	/baɪ ˈkɒntrɑːst/	im Gegensatz	I prefer milky coffee; by contrast, my wife prefers hers black.
frothy	16	adj	/ˈfrɒθi/	schaumig	She made herself a mug of frothy coffee.
heart-starting	16	adj	/ˈhɑːt ˌstɑːtɪŋ/	hier: starker (Kaffee)	In Argentina, some people prefer a heart-starting espresso.
self-respecting	16	adj	/ˌself rɪˈspekɪŋ/	hier: anständig	No self-respecting actor would appear in a porn movie.
homogeneous	16	adj	/ˌhəʊməˈdʒiːniəs/	homogen	People assume that Great Britain is one homogeneous society.
subtle	16	adj	/ˈsʌtl/	subtile, feine	The pictures are similar, but there are subtle differences between them.
profile	16	n	/ˈprəʊfaɪl/	Profil	The bank wants to raise its profile as an asset manager for wealthier individuals.
will not have been lost on	16	phr v	/wɪl ˌnɒt hæv biːn ˈlɒst ɒn/	hier: haben es nicht übersehen	His mishandling of the situation will not have been lost on his senior managers.
brands	16	n pl	/brændz/	hier: Marken	There is a direct correlation between the best-known brands and the best-selling brands.
partners	16	n pl	/ˈpɑːtnəz/	Partner	It is important to the success of any firm that its partners should be in complete agreement.
trial run	16	n	/ˌtraɪəl ˈrʌn/	Probelauf	This year is something of a trial run for the new service.
conventional	16	adj	/kənˈvenʃənəl/	konventionell	Internet connections through conventional phone lines are fairly slow.
advertising	16	n	/ˈædvɛtɪzɪŋ/	Werbung	Most organisations underestimate the benefits of advertising.
stores	16	n pl	/stɔːz/	hier: Läden, Geschäfte	The charity approached several stores about giving food aid.

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mass-market	16	n	/ˌmæs ˈmɑːkɪt/	Massenmarkt	The publishers decided on a mass-market paperback price of £8.99.
springing up	16	phr v	/ˌsprɪŋɪŋ ˈʌp/	hier: überall entstanden	It seemed that American-style coffee shops were springing up all over town!
upmarket	16	adj	/ˌʌp ˈmɑːkɪt/	hier: gehoben	It was supposed to be an upmarket restaurant but we found the meal inedible.
districts	16	n pl	/ˈdɪstrɪkts/	Bezirk	There are many districts in the city where I wouldn't walk alone at night.
capitals	16	n pl	/ˈkæpɪtlz/	Hauptstädte	The company's aim was to open a branch in most of the capitals of the world.
peculiarity	16	n	/pɪˌkjuːlɪˈærəti/	Besonderheit, Eigenheit	The lack of a written constitution is a peculiarity of the British political system.
on average	16	prep phr	/ɒn ˈævərɪdʒ/	im Durchschnitt	On average, I visit the hairdressers every five weeks.
compared with	16	v	/kəmˈpeəd wɪð, wɪθ/	verglichen mit	Compared with my husband, I eat very little food.
per capita	16	prep phr	/pə ˈkæpɪtə/	pro Kopf	Japanese visitors' spending per capita was much higher than average spending by tourists from other countries.
speciality shops	16	n pl	/ˌspeʃiˈæləti ʃɒps/	Spezialitätenläden	She always buys her chocolate from speciality shops rather than the supermarket.
consumption	16	n	/kənˈsʌmpʃən/	Verbrauch	Texas is second only to California in beer consumption.
ground	16	adj	/graʊnd/	hier: gemahlen	He sprinkled the ground almonds over the custard.
coffee beans	16	n	/ˈkɒfi biːnz/	Kaffeebohnen	She poured the coffee beans into the coffee grinder.
pattern	16	n	/ˈpætən/	hier: Muster	Weather patterns have changed in recent years.
irony	16	n	/ˈaɪərəni/	Ironie	Life is full of little ironies.
expansion	16	n	/ɪkˈspænjən/	Erweiterung, Expansion	The rapid expansion of cities can cause social and economic problems.
visualise	16	v	/ˈvɪʒuəlaɪz/	visualisieren	I tried to visualise her face as she opened her present.
potential	16	adj	/pəˈtenʃəl/	potenziell	The company's financial difficulties have deterred potential investors.
outlets	16	n pl	/ˈaʊtlets, ˌlɪts/	hier: Verkaufsstellen	Benetton has retail outlets in every major European city.
region	16	n	/ˈriːdʒən/	Region, Gegend	The United Nations has made strenuous efforts to bring peace to the region.
licenses	16	v	/ˈlaɪsənsɪz/	hier: ermächtigen, lizenzieren	The government licenses a limited number of oil exploration companies.
franchise	16	v	/ˈfræntʃaɪz/	konzessionieren	An increasing number of companies are expected to franchise their operations rather than expand in traditional ways.
format	16	n	/ˈfɔːmæt/	Format	The courses were run to a consistent format.
copy-cat	16	adj	/ˈkɒpi kæt/	hier: Raubkopien	Days after the fashion show, copy-cat designs appeared in high street shops.
have emerged	16	v	/həv ɪˈmɜːdʒd/	entstanden, aufgetaucht	More facts about the attack have emerged since the beginning of the court case.

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be swallowed	16	v	/bi 'swɒləʊd/	hier: übernommen werden	Small companies can often be swallowed up by larger ones.
forced	16	v	/fɔ:st/	hier: gezwungen	'Oh, hello,' said Eileen, with forced brightness.
merge	16	v	/mɜ:dʒ/	fusionieren	The bank announced that it was to merge with another of the high street banks.
competitors	16	n pl	/kəm 'petɪtəz/	Konkurrenten	In order to stay in business, you must do better than your competitors.
critics	16	n pl	/'krɪtɪks/	Kritiker	His work was acclaimed by art critics.
globalise	16	v	/'glɒbəlaɪz/	globalisieren	The company had to globalise in order to grow its market share.
had saturated	16	v	/həd 'sætʃəreɪtɪd/	wurde gesättigt	The market had been saturated with similar products, and merger talks were in the air.
security	16	n	/sɪ'kjʊərəti/	Sicherheit	The trial was held under tight security.
concerns	16	n pl	/kən'sɜ:nz/	Sorgen	He dismissed her concerns with an airy wave of the hand.
retreat from	16	v	/rɪ'tri:t frəm, frɒm/	hier: Rückzug	The football supporters retreated from the police batons.
anti-globalisation	16	n	/.ænti glɒbəlaɪ'zeɪʃən/	hier: Globalisierungsgegner	The company was on the anti-globalisation movement's hit list.
movement	16	n	/'mu:vmənt/	Bewegung	The civil rights movement of the 1960s was an attempt to get equal rights for black people.
hit list	16	n	/'hɪt lɪst/	hier: Abschussliste	He was on a terrorist's hit list.
aspiring	16	adj	/ə'spaɪərɪŋ/	aufstrebend	The author was asked to give a talk to some aspiring young writers.
are (generally well) regarded	16	v	/ə rɪ'gɑ:dɪd/	hier: hoch angesehen	The teacher is generally well regarded by her peers.
novelty	16	n	/'nɒvəlti/	hier: Neuheit	An ice-cream parlour is a novelty in this area.
is guaranteed	16	v	/ɪz ɡæ'rən'ti:d/	wird gewährleistet	The salesman said the car was guaranteed not to break down for five years.
arouse	16	v	/ə'raʊz/	hier: wecken	Matt's behaviour aroused the interest of the neighbours.
curiosity	16	n	/.kjʊəri'ɒsəti/	Neugier	I opened the packet just to satisfy my curiosity.
have been packed	16	v	/hæv bi:n 'pækt/	hier: ausgekauft, vollgepackt	Every show has been packed for the last three months.
has rolled out	16	phr v	/həz 'rəʊld 'aʊt/	hier: eröffnet	The company has rolled out fifteen stores in London alone.
embassy	16	n	/'embəsi/	Botschaft	Whilst visiting Paris, my passport and wallet were stolen and I had to go to the US embassy for help.
starting-point	16	n	/'stɑ:ɪŋ pɔɪnt/	Ausgangspunkt	A drama school is an obvious starting-point for aspiring actors.
pull out of	16	phr v	/.pʊl 'aʊt əv, ɒv/	zurückziehen	He decided to pull out of the market before it plunged any further.

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break into	17	phr v	/ˌbreɪk ˈɪntə, ˈɪntʊ/	hier: in etwas einbrechen	Someone broke into my car and stole the radio.
penetrate	17	v	/ˈpenətreɪt/	durchdringen	The company has been struggling to penetrate the US market.
get a foothold in	17	v phr	/ɡet ə ˈfʊθəʊld ɪn/	hier: Fuß zu fassen	The young couple were hoping to get a foothold in the housing market.
phase out	17	phr v	/ˌfeɪz ˈaʊt/	auslaufen lassen	When Peugeot decided to phase out the 205 and replace it with another model, I was devastated.
materials	18	n pl	/mə ˈtɪəriəlz/	hier: Lehrstoff	These teaching materials can be adapted for older children.
budget	18	n	/ˈbʌdʒɪt/	Budget	Each year business managers draw up a budget and suggest a series of financial targets.
strategy	18	n	/ˈstrætədʒi/	Strategie	The government's long-term economic strategy proved to be a success.
features	18	n pl	/ˈfi:tʃəz/	hier: Besonderheiten	The Mona Lisa is one of the main features at the Louvre in Paris.
agency	18	n	/ˈeɪdʒənsi/	Agentur	The advertising agency were keen to get the job.
contract	18	n	/ˈkɒntrækt/	Vertrag	Read the contract carefully before you sign it.
figures	18	n pl	/ˈfɪɡəz/	Zahlen	These figures do not take account of changes in the rate of inflation.
forecast	18	n	/ˈfɔ:kɑ:st/	hier: Prognose	The sales figures for 2009 are forecasts; the others are actuals.
targets	18	n pl	/ˈtɑ:ɡɪts/	Ziele	In order to build your self-esteem, set yourself targets you can reach.
impressive	18	adj	/ɪmˈpresɪv/	beeindruckend	Among the guests was an impressive array of authors and critics.
public relations	18	n sing	/ˌpʌblɪk rɪˈleɪʃənz/	Öffentlichkeitsarbeit, PR	They ran their own successful public relations business in London.
research	18	n	/rɪˈsɜ:tʃ/	Forschung	A leading pharmaceutical company will finance the research.
ambitious	18	adj	/æmˈbɪʃəs/	ehrgeizig	Alfred was intensely ambitious, obsessed with the idea of becoming rich.
rapidly	18	adv	/ˈræpɪdli/	schnell, rasant	The disease was spreading more rapidly than expected.
balance sheet	18	n	/ˈbæləns ʃi:t/	Bilanz	The auditors said the balance sheet didn't add up.
improving	18	adj	/ɪmˈpru:vɪŋ/	sich verbessern	His rapidly improving performance showed that the technique worked.
exchange rate	18	n	/ɪksˈtʃeɪndʒ reɪt/	Wechselkurs	The exchange rate was fluctuating dramatically.
volatile	18	adj	/ˈvɒlətaɪl/	volatil	Bonds started the year in a highly volatile trading environment.
confidential	18	adj	/ˌkɒnfɪˈdenʃəl/	vertraulich	A confidential government report had been leaked to the press.
purpose of	19	n phr	/ˈpʊz.pəs əv, əv/	hier: Zweck dieses Treffens	The purpose of the meeting soon became clear.
in turn	19	prep phr	/ɪn ˈtʊ:n/	reihum, wiederum	He asked each person in turn for their honest opinion.
senior	19	adj	/ˈsi:nɪə/	hier: leitend	He was the senior Democrat on the House committee.
announce	19	v	/əˈnaʊns/	ankündigen, bekannt geben	They announced their engagement in 'The Times'.
time limit	19	n	/ˈtaɪm ˌlɪmɪt/	Zeitlimit, Frist	The time limit for applications is three weeks from now.

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session	19	n	/ˈseʃən/	hier: Schulungseinheit	Ellie went on a training session for teachers about computers.
keeps to the point	19	v phr	/ˌki:ps tə ðə ˈpɔɪnt/	hier: auf die Sache bezogen	Make sure everyone keeps to the point.
participants	19	n pl	/pəˈtɪsəpənts/	Teilnehmer	Informed consent was obtained from all participants before the study began.
Fire away!	19	v phr	/ˌfaɪər əˈweɪ/	Schieß los!	Fire away! I'll answer every question I can.
wide	19	adj	/waɪd/	hier: breites Publikum	We hoped the ad would enable us to reach a wide audience.
audience	19	n	/ˈɔ:diəns/	Publikum, Zuschauer	The ad was broadcast on all major channels, giving it an audience of millions.
press advertising	19	n	/ˌpres ˈædvətɑɪzɪŋ/	Pressewerbung	We set aside part of the budget for press advertising.
Would it be worth it	19	v phr	/ˌwʊd ɪt bi ˈwɜ:θ ɪt/	hier: ob es sich lohnt	We discussed whether it would be worth it to sponsor an event on Red Nose Day.
sponsoring	19	v	/ˈspɒnsərɪŋ/	Sponsern	Sponsoring charity events is one way of getting the company's name into the public arena.
achieve	19	v	/əˈtʃi:v/	leisten, erreichen	Frances achieved very good exam results.
objective	19	n	/əbˈdʒektɪv/	Ziel	He vowed to achieve certain objectives before the end of his presidency.
Don't hold back.	19	phr	/ˌdəʊnt həʊld ˈbæk/	hier: nicht zurückhalten	Don't hold back. Let me know what you really think.
shortly	19	adv	/ˈʃɔ:tli/	kurz	Ms Jones will be back shortly.
set up	19	phr v	/ˌset ˈʌp/	hier: gründen	They want to set up their own import-export business.
joint venture	19	n	/ˌdʒɔɪnt ˈventʃə/	hier: Gemeinschaftsunternehmen	Saudi Arabian and Japanese officials agreed on a joint venture to build oil refineries in both countries.
best-selling	20	adj	/ˌbest ˈselɪŋ/	meistverkauft	Innocent is the best-selling smoothie in the UK.
financial year	20	n	/fəˌnænfəl ˈjɪə, faɪl/	Finanzjahr	The company made a £10 billion profit in this financial year.
contributed	20	v	/kənˈtrɪbjʊtɪd/	hier: beigetragen	Enya's success has contributed substantially to the current interest in Celtic music.
sales revenue	20	n	/ˌseɪlz ˌrevənju:/	Umsatzerlös	Sales revenue has been disappointingly low this month.
turnover	20	n	/ˈtɜ:n ˌəʊvə/	Umsatz	The illicit drugs industry has an annual turnover of some £200 bn.
cash cow	20	n	/ˈkæʃ kaʊ/	hier: Goldesel	Mail order should be seen as a cash cow that will generate revenue for further moves into information services.
generating	20	v	/ˌdʒenəreɪtɪŋ/	erzeugen	It's a coal-fired power station generating electricity for the National Grid.
at present	20	prep phr	/ət ˈprezənt/	Derzeit	At present, the company is just breaking even.

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segment	20	n	/ˈseɡmənt/	Segment	The shipbuilding segment has reported higher earnings.
beverage	20	n	/ˈbevərɪdʒ/	Getränk	The legal age when people may consume alcoholic beverages varies throughout the world.
caffeine	20	n	/ˈkæfiːn/	Koffein	Avoid caffeine before bedtime.
vitamins	20	n pl	/ˈvɪtəˌmɪnz/	Vitamine	Zak always bought a cereal with added vitamins.
glucose	20	n	/ˈɡluːkəʊs/	Glukose	The blood sugar level is the amount of glucose (sugar) in the blood.
ingredient	20	n	/ɪnˈɡriːdiənt/	Zutaten	Combine all the ingredients in a large bowl.
roots	20	n pl	/ruːts/	Wurzeln	We stayed alive by eating berries and roots.
absorbs	20	v	/əbˈzɔːbz/	hier: aufnehmen	California absorbs many of the legal immigrants to the US.
unique	20	adj	/juːˈniːk/	einzigartig	He had stumbled upon a unique opportunity to study these rare creatures in their natural habitat.
formula	20	n	/ˈfɔːmjələ/	Formel	We're still searching for a peace formula.
thirst-quenching	20	adj	/ˈθɜːst ˌkwentʃɪŋ/	durstlöschend	She says that, for her, tea is the most thirst-quenching drink.
properties	20	n	/ˈprɒpətɪz/	hier: Eigenschaften	Some plants have been discovered to have beneficial properties for human health.
fitness-conscious	21	adj	/ˈfɪtnəs ˌkɒŋʃəs/	Fitnessbewusst	The study showed that obesity was on the increase and that fitness-conscious people were healthier.
grocery stores	21	n pl	/ˈɡrəʊsəri ˌstɔːz/	Lebensmittelgeschäfte	Since the advent of supermarkets, there are fewer local grocery stores in the UK.
convenience stores	21	n pl	/kənˈviːniəns ˌstɔːz/	Bedarfsartikelgeschäfte	One of the largest supermarket companies has started to open small convenience stores in local areas.
professional leagues	21	n pl	/prəˌfeʃənəl ˈliːgz/	Profiligen	In the professional leagues, clubs make deals with companies to wear shirts showing their logo.
associations	21	n pl	/əˌsəʊʃiˈeɪʃən, əˌsəʊsiːz/	hier: Berufsverbände	You can claim your fees for membership of professional associations against tax.
is backed up	21	phr v	/ɪz ˌbækt ˈʌp/	hier: unterstützt	Advertising is often backed up by 'product placement' in films and popular television shows.
endorsement contracts	21	n pl	/ɪnˈdɔːsmənt ˌkɒntræktz/	Sponsoring Verträge	The tennis player signed an endorsement contract to appear in TV ads for a breakfast cereal.
medium range	21	n	/ˌmiːdiəm ˈreɪndʒ/	mittlerer Bereich	The company has launched a new product and its price is in the medium range.

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reposition	21	n	/ˌriːpəˈziʃən/	neu positionieren	It tried to reposition its product as a sports drink rather than an ordinary soft drink.
is perceived as	21	v	/ɪz pəˈsiːvd əz, æz/	hier: wahrgenommen	She is perceived as a strong leader, and where she goes, others will follow.
identification	21	n	/aɪˌdentɪfɪˈkeɪʃən/	hier: sich ausweisen	Do you have any identification, sir?
regional offices	21	n	/ˌriːdʒənəl ˈɒfɪsɪz/	regionale Niederlassungen	The company downsized by getting rid of its regional offices.
standardised	21	adj	/ˈstændədaɪzd/	standardisiert	All the parts on the machine have been standardised, so it will be simple to buy replacements.
theme	21	n	/θiːm/	Thema	The book's theme is the conflict between love and duty.
commercials	21	n pl	/kəˈmɜːʃəlz/	hier: Werbungen	The sportsman was offered a very lucrative contract to appear in the company's TV and radio commercials.
will be adapted to	21	v	/wɪl bi əˈdæptɪd tə, tʊ/	wird angepasst	The author claimed that his book would be adapted to make a play for television.
commissioning	21	v	/kəˈmɪʃənɪŋ/	Beauftragung	They were in the middle of commissioning a new series when they heard the writer had died.
versions	21	n pl	/ˈvɜːʃənz/	Versionen, Varianten	Future versions will be fully compliant with the industry standard.
can	21	n	/kən, kæn/	hier: Dose	The drinks company wanted to redesign the label on their can to appeal to a younger market.
compete against	21	v	/kəmˈpiːt əˌɡeɪnst, əˌɡeɪnst/	antreten gegen	Although they had to compete against each other in tournaments, the tennis players were the best of friends.
division	21	n	/dɪˈvɪʒən/	Division	Each division has its own editorial, production, and marketing/sales staff.
official sponsor	21	n	/əˈfɪʃəl ˈspɒnsə/	offizieller Sponsor	This fast-food company wants to be one the official sponsors of the Olympic Games.
Unit 3					
relationships	22	n pl	/rɪˈleɪʃənʃɪps/	Beziehungen, Verhältnis	These relationships assume great importance in times of crisis.
festive	22	adj	/ˈfestɪv/	festlich	The atmosphere was festive and jolly.
occasions	22	n pl	/əˈkeɪʒənz/	hier: festliche Anlässe	The family always gets together on festive occasions like Christmas and birthdays.
small talk	22	n	/ˈsmɔːl tɔːk/	plaudern	We stood around making small talk.
socialise with	23	v	/ˈsəʊʃəlaɪz wɪð, wɪθ/	hier: Kontakte knüpfen	The Managing Director never socialises with colleagues.
cement	23	v	/sɪˈment/	hier: festigen	They want to cement a good working relationship between the government and trade unions.

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foster	23	v	/ˈfɒstə/	fördern, pflegen	The bishop helped foster the sense of a community embracing all classes.
cut off	23	phr v	/ˌkʌt ˈɒf/	hier: beenden	The government said they would cut off relations with any country promoting terrorism.
disrupt	23	v	/dɪsˈrʌpt/	unterbrechen	Traffic was disrupted by a bomb hoax.
establish	23	v	/ɪˈstæblɪʃ/	hier: gründen	The city of Boerne was established by German settlers in the 1840s.
endanger	23	v	/ɪnˈdeɪndʒə/	gefährden	Smoking during pregnancy endangers your baby's life.
jeopardise	23	v	/ˈdʒepədəɪz/	gefährden	Being pregnant should not jeopardise a woman's chances of promotion.
strengthen	23	v	/ˈstreŋθən/	verstärken	Our friendship has steadily strengthened over the years.
promote	23	v	/prəˈməʊt/	befördern	A meeting was held to promote trade between Taiwan and the UK.
restore	23	v	/rɪˈstɔː/	hier: wiederherstellen	The government promises to restore the economy to full strength.
resume	23	v	/rɪˈzjuːm/	hier: wieder aufnehmen	She hopes to resume work after the baby is born.
damage	23	v	/ˈdæmɪdʒ/	Schaden	Newspaper leaks of confidential talks damaged the trust built up between the two sides.
sour	23	v	/saʊə/	hier: verbittert	An unhappy childhood has soured her view of life.
undermine	23	v	/ˌʌndəˈmaɪn/	hier: untergraben	These economic policies threaten to undermine the health care system.
reputation	23	n	/ˌrepjəˈteɪʃən/	Ruf	Judge Kelso has a reputation for being strict but fair.
sales force	23	n	/ˈseɪlz fɔːs/	Außendienst	The sales force were given a bonus every time they passed the target figure for the month.
poor	23	adj	/pɔː/	arm	Her family were so poor they couldn't afford to buy her new clothes.
after-sales	23	adj	/ˈɑːftə seɪlz/	Kundendienstleistung	The washing machine came with a ten-year guarantee and the company provided very good after-sales service.
suppliers	23	n pl	/səˈplaɪəz/	Lieferanten	You see, this is what we're up against – the suppliers just aren't reliable.
strike	23	n	/straɪk/	Streik	The farm workers' strike is in its third week.
regarding	23	prep	/rɪˈgɑːdɪŋ/	hier: bezüglich	Regarding your recent inquiry, I have enclosed a copy of our new brochure.
gain	23	v	/geɪn/	hier: erlangen, gewinnen	Radical left-wing parties gained control of local authorities.
share	23	n	/ʃeə/	hier: Aktie	They were able to sell their shares at a higher price.
sales network	23	n	/ˈseɪlz ˌnetwɜːk/	Vertriebsnetz	The company were steadily building up a sales network across the whole country.
trade delegations	23	n pl	/ˈtreɪd deləˈgeɪʃənz/	Handelsdelegation	Trade delegations can often foster better relations between countries.
widespread	23	adj	/ˈwaɪdspred/	weit verbreitet	Widespread hunger and disease affect large parts of Africa.

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rumours	23	n pl	/ˈru:məz/	Gerüchte	There were all sorts of rumours buzzing through the office.
hostile	23	adj	/ˈhɒstail/	feindlich	Southampton fans gave their former coach a hostile reception.
take-over bid	23	n	/ˈteɪk əʊvə ˌbɪd/	Übernahmeangebot	They've managed to fight off a hostile take-over bid.
Accounts Department	23	n	/əˈkaʊnts dɪˌpɑ:tmənt/	Buchhaltung	The Accounts Department were told not to pay any more invoices until further notice.
invoices	23	n pl	/ˈɪnvɔɪsɪz/	Rechnungen	The company is well-known for its punctual payment of invoices.
long-term	23	adj	/ˌlɒŋ ˈtɜ:m/	langfristig	The long-term effects of the war are incalculable.
community	23	n	/kəˈmju:nəti/	hier: Gemeinde	The new arts centre will serve the whole community.
imposition	23	n	/ˌɪmpəˈzɪʃən/	hier: Verhängung	The imposition of martial law shocked not just the country but the whole world.
currency controls	23	n pl	/ˈkʌrənsi kənˌtrəʊlz/	Devisenkontrollen	Because of its tight currency controls the country does not attract major investors.
are a credit to	23	v phr	/ər ə ˈkredɪt tə, tu/	hier: Ehre, Verdienst	The children are extremely well-behaved and are a credit to their parents.
effective	23	adj	/ɪˈfektɪv/	wirksam	The cheaper drugs are just as effective in treating arthritis.
investors	23	n pl	/ɪnˈvestəz/	Investoren, Anleger	A lot of investors now fear a stock market apocalypse.
stormy	23	adj	/ˈstɔ:mi/	stürmisch	It was an extremely stormy shareholders' meeting, and several people had to be ejected.
strain	23	v	/streɪn/	zerren	I've strained a muscle in my leg
leading	23	adj	/ˈli:dɪŋ/	hier: führende Rolle	The army played a leading role in organising the attempted coup.
review	24	v	/rɪˈvju:z/	hier: überprüfen	We will review your situation and decide how we can help you.
face-to-face	24	adv	/ˌfeɪs tə ˈfeɪs/	persönlich	The manager kept in touch with his staff by email and didn't often speak to them face-to-face.
underwriting agency	25	n	/ˈʌndəraɪtɪŋ ˌeɪdʒənsi/	Versicherungsgeschäft	Jackson Underwriting Agency offers retail agents and brokers solutions for their hard-to-place risks.
insurer	25	n	/ɪnˈʃʊərə/	Versicherer	If an insurer failed, the industry organisation would pay 90% of all claims.
capitalisation	25	n	/ˌkæpɪtɪlɪˈzeɪʃən/	Marktkapitalisierung	The software company has a capitalisation of 500 billion dollars.
is (firmly) embedded	25	v	/ɪz ɪmˈbedɪd/	hier: (fest) verankert	The idea that men are superior to women is embedded in tradition.
corporate culture	25	n	/ˌkɔ:pərət ˈkʌltʃə/	Unternehmenskultur	The corporate culture of Japanese companies is greatly admired around the world.
dating back	25	phr v	/ˌdeɪtɪŋ ˈbæk/	zurückdatierend	They have a friendship dating back to the Second World War.
unrivalled	25	adj	/ʌnˈraɪvəld/	hier: unerreicht	The museum had an unrivalled collection of Chinese art.

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scale	25	n	/skeɪl/	hier: Ausmaß	We had underestimated the scale of the problem.
benchmark	25	n	/'bentʃmɑ:k/	hier: Maßstab	The newest Treasury bond is the benchmark bond, the one that trades most heavily.
prosper	25	v	/'prɒspə/	gedeihen, prosperieren	Businesses across the state are prospering.
untapped	25	adj	/,ʌn'tæpt/	hier: unausgeschöpft	Older people are an untapped resource in the employment market.
lobbying	25	v	/'lɒbiːɪŋ/	Lobbyarbeit	The group is lobbying for a reduction in defence spending.
pioneering	25	adj	/'paɪə'niəriŋ/	Pionierarbeit	The pioneering work of NASA scientists has led to many new inventions.
long-standing	25	adj	/,lɒŋ'stændɪŋ/	langjährig	Sheila was a long-standing member of the committee.
was founded	25	v	/wəz 'faʊndɪd/	etabliert, gegründet	The company was founded in 1866.
entrepreneur	25	n	/'ɒntreprə'nɜ:/	Unternehmer	The Swiss entrepreneur has pulled the plug on any further investment in the firm.
quest	25	n	/kwɛst/	hier: Suche	His long quest for the truth of who had murdered his wife was finally satisfied.
ensuing	25	adj	/'ɪn'sju:ɪŋ/	anschließend	In the ensuing fighting, two students were killed.
foundations	25	n pl	/'faʊn'deɪʃənz/	hier: Fundament	The foundations were encased in cement.
pursuing	25	v	/'pɜ:sju:ɪŋ/	hier: Karriere verfolgen	She was intent on pursuing a career in business.
regulators	25	n pl	/'regjələɪtəz/	Regulierungsbehörde	The bank claims its hands are tied by federal regulators.
life assurance	25	n	/'laɪf ə'ʃʊərəns/	Lebensversicherung	There are companies on the internet who compare life assurance quotes so you get the best deal.
influential	25	adj	/'ɪnflu'entʃəl/	einflussreich	He had influential friends with powerful contacts.
head of state	25	n	/'hed əv 'steɪt/	Staatsoberhaupt	The Prime Minister introduced the head of state to the Queen.
minister of finance	25	n	/'mɪnɪstər əv 'faɪnæns, fɪ'næns/	Finanzminister	For the first time in the history of the country, a woman was to be minister of finance.
minister of trade	25	n	/'mɪnɪstər əv 'treɪd/	Handelsminister	The minister of trade accompanied the trade delegation to India.
(central) bank governor	25	n	/'bæŋk 'gʌvənə/	Notenbankgouverneur	The central bank governor is a very influential person.
insurance regulator	25	n	/'ɪn'sʊərəns 'regjələɪtə/	Versicherungsregulierung	The insurance regulator was inundated with complaints from the public when Insulco's policies failed to pay out.
will be rewarded	25	v	/wɪl bi ri'wɔ:dɪd/	wird belohnt	Good behaviour will always be rewarded.
unrestricted	25	adj	/'ʌnrɪ'strɪktɪd/	uneingeschränkt	The family gave his biographer unrestricted access to private letters.
growth engine	25	n	/'grəʊθ 'endʒɪn/	hier: Wachstumsmotor	The company was very diverse but considered its publishing arm to be its growth engine.

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affiliated	25	adj	/ə'fɪliətɪd/	verbunden, anschließen	The Association provides information on affiliated clubs.
have been forged	25	v	/həv bi:n 'fɔ:dʒd/	hier: schmieden, aufbauen	Their friendship had been forged under enemy fire in the Gulf War.
chief executive	25	n	/ˌtʃi:f ɪg'zekjətɪv/	Vorstandsvorsitzende	When the chief executive suddenly resigned, the share price plunged.
playing the long game	25	phr	/ˌpleɪɪŋ ðə 'lɒŋ geɪm/	hier: das Spiel auf Dauer spielen	By playing the long game and cultivating important relationships, the company has thrived.
has given (AIG) an edge	25	v phr	/həz ˌgɪvən ən 'edʒ/	hier: einen Vorteil verschaffen	New technology had given her an edge over her competitors.
in terms of	25	prep phr	/ɪn 'tɜ:mz əv, ɒv/	hinsichtlich	She thought of everything in terms of money.
emerging markets	25	n pl	/ɪ,mɜ:dʒɪŋ 'mɑ:kɪts/	Schwellenmärkte	His investor advised him to invest in emerging markets.
being granted	25	v	/ˌbi:ɪŋ 'grɑ:ntɪd/	hier: Erlaubnis erteilen	He had to write to the prison before being granted permission to visit.
licence	25	n	/ˈlaɪsəns/	Lizenz	The dealers applied for an export licence.
analyst	25	n	/ˈænəlɪst/	Kommentator, Berater	Political analysts expect the Conservatives to win.
sovereign	25	adj	/ˈsɒvrən/	souverän	France is a sovereign nation.
the premier	25	n	/ðə 'premiə/	Ministerpräsident	When he was elected premier, the nation was overjoyed.
thrilled	25	adj	/θrɪld/	hier: hocherfreut	We were so thrilled to hear about the baby.
deputy	25	n	/ˈdepjəti/	hier: Stellvertreter	He was appointed deputy chairman and managing director.
be tied up	26	phr v	/bi ˌtaɪd 'ʌp/	hier: sehr beschäftigt	I'm going to be tied up in meetings all day.
beating off	26	phr v	/ˌbi:ɪŋ 'ɒf/	hier: durchsetzen, gewinnen	Beating off the competition took some doing.
ll look into	26	phr v	/ˌlʊk 'ɪntə, 'ɪntʊ/	hier: ich werde es prüfen	I'll look into the matter for you.
wake up to	26	phr v	/ˌweɪk 'ʌp tə, tʊ/	hier: aufwecken	It's time you woke up to the fact that it's a tough world.
draw up	26	phr v	/ˌdrɔ: 'ʌp/	verfassen, erstellen	Draw up a list of all the things you want to do.
ve put it off	26	phr v	/ˌpʊt ɪt 'ɒf/	hier: (Termin) verschieben	Cancel the meeting. I've put it off for another week.
build up	26	phr v	/ˌbɪld 'ʌp/	aufbauen	The museum has built up a fine art collection.
hold on to	26	phr v	/ˌhəʊld 'ɒn tə, tʊ/	festhalten an	The soldiers held on to the bridge for three more days.
let us down	26	phr v	/ˌlet əs 'daʊn/	hier: enttäuschen	I hope the bank doesn't let us down, as we're counting on the money to put a deposit on a house.
count on	26	phr v	/ˌkaʊnt ɒn/	hier: sich auf jmdn./etwa verlassen	You can always count on Josh to turn up!
boost	26	v	/bu:st/	erhöhen, steigern	The new resort area has boosted tourism.
commitment	26	n	/kə'mɪtmənt/	hier: Engagement	Are you ready to make a long-term commitment?

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motivation	26	n	/ˌməʊtɪ'veɪʃən/	Motivation	Some of the workers seem to lack motivation.
track record	26	n	/ˌtræk'rekɔ:d/	hier: Erfolgsgeschichte	We're looking for someone with a proven track record in selling advertising.
ve set up	26	phr v	/ˌset'ʌp/	hier: arrangieren, vereinbaren	I've set up a meeting for all heads of departments.
call (it) off	26	phr v	/ˌkɔ:l'ɒf/	hier: etwa. absagen	They were supposed to get married on Saturday, but called it off at the last minute.
came up	26	phr v	/keɪm'ʌp/	hier: ausgedacht	It was a brilliant plan, but how he came up with the idea I'll never know!
terminated	26	v	/ˈtɜ:mɪnertɪd/	hier: beendet	His contract is to be terminated by mutual consent.
all the best	26	phr	/ˌɔ:l ðə'best/	alles Gute!	We were sorry to lose him, and wished him all the best in his new job.
sounded out	26	phr v	/ˌsaʊndɪd'əʊt/	hier: ausgefragt	The HR manager sounded out possible candidates before putting any names forward to the Board.
get on	26	phr v	/get'ɒn/	hier: mit jmdm. auskommen	I've always got on well with Henry.
postpone	26	v	/pəʊs'pəʊn/	verschieben	The match had to be postponed until next week.
compile	26	v	/kəm'paɪl/	zusammenstellen	The document was compiled by the Department of Health.
will meet their deadlines	26	v phr	/wɪl'mi:t ðeə'dedlaɪnz/	ihre Termine einhalten	We will have to meet their deadlines or pay penalties for being late.
outcome	27	n	/ˈaʊtkʌm/	Ergebnis	No-one could possibly have predicted the outcome of the election!
amber jewellery	27	n	/ˌæmbə'dʒu:əlri/	Bernsteinschmuck	I've never heard of amber jewellery. What is it?
track him down	27	phr v	/ˌtrækɪm'daʊn/	hier: aufspüren	Harry was the sole beneficiary of his mother's will, and I was asked to track him down.
by any chance	27	prep phr	/baɪ'eni'tʃɑ:ns/	hier: zufällig	If by any chance you should bump into Sue, would you ask her to ring me?
product development	27	n	/ˌprɒdʌkt dɪ'veləpmənt/	Produktentwicklung	Lena worked in the Product Development department of an educational toy supplier.
car manufacturer	28	n	/ˈkɑ:mænʃə'fæktʃərə/	Autohersteller	As soon as the fault was reported, the car manufacturer issued a recall of all the models.
retail	28	n	/ˈri:teɪl/	Einzelhandel	His experience in retail includes managing a number of shopping centres in New Zealand.
motor accessories	28	n pl	/ˈməʊtər ək'sesəriz/	Autozubehör	He runs a small business supplying motor accessories.
servicing facilities	28	n pl	/ˈsɜ:vɪsɪŋ fə'sɪlɪtiz/	Wartungseinrichtungen	The servicing facilities at the garage were less than the standard I expected.
fast-fitting	28	n	/ˌfɑ:st'fɪtɪŋ/	hier: schnelles Montieren	Fast-fitting of tyres was one of their specialities.

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tyres	28	n pl	/taɪəz/	Reifen	You need to put some air in the tyres.
exhausts	28	n pl	/ɪg'zɔ:sts/	Auspuff	Somehow, somewhere, the exhaust had parted company with the car!
reliability	28	n	/rɪ laɪə'bɪləti/	Zuverlässigkeit	The company has earned a reputation for reliability.
lower end of the market	28	n phr	/,ləʊər end əv ðə 'mɑ:kɪt/	hier: das untere Marktsegment	Their products were aimed at the lower end of the market.
donations	28	n pl	/dəʊ'neɪʃənz/	Spenden	Maxwell is the businessman at the centre of the row over political donations.
social conscience	28	n	/,səʊʃəl 'kɒnʃəns/	soziales Gewissen	It's an company with a social conscience, and is very aware of its carbon footprint.
eco-car	28	n	/'i:kəʊ kɑ:/	umweltfreundliches Auto	The company is try to develop an 'eco-car' with an alternative power source..
alternative	28	adj	/ɔ:l'tɜ:nətɪv/	alternativ	When the train didn't arrive, I rang and made alternative arrangements for the meeting.
power source	28	n	/'paʊə ,sɔ:s/	hier: Stromversorgung	Most car manufacturers are looking for alternative power sources for cars.
intense	29	adj	/ɪn'tens/	intensiv	Young people today are under intense pressure to succeed.
looks after	29	phr v	/lʊks 'ɑ:ftə/	hier: betreuen, sich kümmern	Sara looks after four children as well as doing a full-time job.
vehicles	29	n pl	/'vi:ɪkəlz/	Fahrzeuge	There were 16 cases of damage to vehicles in the area.
increase	29	v	/ɪn'kri:s/	steigen, anwachsen	The population increased dramatically in the first half of the century.
customer loyalty	29	n	/'kʌstəmə 'lɔɪəlti/	Kundentreue	In order to engender customer loyalty, they offered existing customers a substantial discount.
buyer profile	29	n	/'baɪə 'prəʊfaɪl/	Beschafferprofil	They hoped to assemble a 'buyer profile' to better target their core customers.
pressure on profits	29	n	/'preʃər ɒn 'prɒfɪts/	hier: Ergebnisbelastungen	Because of the pressure on profits, more people were made redundant.
low cost	29	n	/'ləʊ 'kɒst/	hier: billig	The airline tickets were being sold off at extremely low cost.
available	29	adj	/ə'veɪləbəl/	verfügbar	Tickets are available from the box office.
head office	29	n	/'hed 'ɒfɪs/	Hauptsitz	The company decided to move their head office from London to Leeds.
thereby	29	adv	/ðeə'baɪ/	dadurch	He became a citizen in 1978, thereby gaining the right to vote.
self-employed	29	adj	/'self ɪm'plɔɪd/	selbstständig	Over a quarter of agency-supplied computer staff are self-employed.
retired	29	adj	/rɪ'taɪəd/	pensioniert, im Ruhestand	The retired teacher continued to do supply work in order to supplement his pension.
dissatisfied	29	adj	/dɪ'sætɪsfɑɪd/	unzufrieden	John Lewis has very few dissatisfied customers.
relocated	29	adj	/'ri:ləʊ'keɪtɪd/	hier: umgesiedelt	The residents were relocated to temporary accommodation while the work was being done.

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warranty	29	n	/ˈwɒrənti/	Garantie	The car is still under warranty.
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charisma	30	n	/kəˈrɪzmə/	Charisma, Ausstrahlung	He lacks charisma; in fact, I often don't notice he's in the room.
dedication	30	n	/ˌdedɪˈkeɪʃən/	hier: Engagement	To reach a high level of skill requires talent, dedication, and a lot of hard work.
drive	30	n	/draɪv/	Energie, Motivation	I think she has just the drive we need for the job.
looks	30	n pl	/luks/	hier: Aussehen	Beckham's looks have helped him to become a leading world brand.
nepotism	30	n	/ˈnepətɪzəm/	Vetternwirtschaft	Some senior executives have been accused by shareholders of mismanagement and nepotism.
ruthlessness	30	n	/ˈruːθləsnəs/	rücksichtslos	His utter ruthlessness made him many enemies.
discipline	30	n	/ˈdɪsəplɪn/	Disziplin	The book gives parents advice on discipline.
chauffeur	30	n	/ˈʃəʊfə/	Fahrer	Her chauffeur drove the limousine to the entrance of the hotel.
cosmetic surgery	30	n	/kɒzˌmetɪk ˈsɜːdʒəri/	Schönheitschirurgie	She's had cosmetic surgery and looks ten years younger.
top-of-the-range	30	adj	/ˌtɒp əv ðə ˈreɪndʒ/	hier: Spitzen-, Premiumklasse	He's saving up for a top-of-the-range electric guitar.
pedigree	30	n	/ˈpedɪɡriː/	hier: reinrassig	Only pedigree dogs can appear at Crufts.
domestic help	30	n	/dəˌmestɪk ˈhelp/	Haushaltshilfe	With a full-time job, she was in desperate need of domestic help.
workforce	30	n	/ˈwɜːkfɔːs/	Arbeitskräfte	Women now represent almost 50% of the workforce.
subsidiaries	30	n pl	/səbˈsɪdiəriːz/	Tochtergesellschaften	The loss to the main company was made good by contributions from its subsidiaries.
headquarters	30	n sing or pl	/ˈhedˌkwɔːtəz, ˌhedˈkwɔːtəz/	Hauptsitz, Hauptverwaltung	The headquarters of the United Nations is in New York.
innovation	30	n	/ˌɪnəˈveɪʃən/	Neuerung, Innovation	It is a fairly recent innovation for rent to be paid in advance.
shares	30	n pl	/ʃeəz/	Aktien, Anteile	Everyone who works for the company has been allotted 100 shares.
logo	30	n	/ˈləʊɡəʊ/	hier: Siegel, Firmenlogo	Each cow was branded with the ranch's logo.
issues	30	v	/ˈɪʃuːz, ˈɪsjuːz/	hier: ausgegeben	When the Building Society converted to a bank it issued shares to all its customers.
prestigious	30	adj	/preˈstɪdʒəs/	renommiert	The author's latest book has won a prestigious literary award.
orientated	30	adj	/ˈɔːrɪəntetɪd, ˈbrɪˌ/	orientiert, ausgerichtet	A lot of the training is orientated around communications skills.
quartz watch	31	n	/ˌkwɔːts ˈwɒtʃ/	Quarzuhr	She bought him a quartz watch for his birthday.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
floor space	31	n	/ˈfloː ,speɪs/	hier: Grundfläche, Nutzfläche	When we move to our new headquarters the floor space will be vastly increased.
in the short term	31	prep phr	/ɪn ðə ˈʃɔ:t tɜ:m/	hier: in nächster Zeit	In the short term, we had to cut costs.
time modules	31	n pl	/ˈtaɪm ,mɒdju:lz/	Zeit-Modul, Zeitelement	Over time, products which contained a time module became less valuable.
founder	31	n	/ˈfaʊndə/	Gründer	The company's founder and chairman, Charles Munch, has resigned.
sponsorship	31	n	/ˈspɒnsəʃɪp/	Sponsoring, Patenschaft	The expedition is looking for sponsorship from one of the major banks.
diversification	31	n	/daɪ ,vɜ:sɪfɪˈkeɪʃən/	Diversifizierung, Vielfalt	One of the factors in the company's success was its willingness to embrace diversification.
football pitch	31	n	/ˈfʊtbɔ:l træk/	Fußballplatz	He doesn't speak to the press, but lets his ability do the talking on the football pitch.
athletics track	31	n	/æθˈletɪks træk/	Leichtathletikbahn	Sebastian Coe, now a politician, was once a star of the athletics track.
limited partnership	31	n	/ˌlɪmɪtɪd ˈpɑ:tneɪʃp/	Kommanditgesellschaft, KG	When their business began to take off, Puma became a limited partnership.
corporation	31	n	/ˌkɔ:pəˈreɪʃən/	hier: Unternehmen	He works for a large American corporation.
went public	31	v phr	/ˌwent ˈpʌblɪk/	hier: an die Börse gehen	The company went public in the 1990s and its shares were snapped up by investors.
was appointed	31	v	/wəz əˈpɔɪntɪd/	würde ernannt	He was appointed Sales Director at the age of 21.
CEO	31	n	/ˌsi: i: ˈəʊ/	Vorstandsvorsitzende	The company was left rudderless by the resignation of its CEO.
wholly owned subsidiary	31	n	/ˌhəʊli əʊnd səbˈsɪdiəri/	hundertprozentige Tochtergesellschaft	Puma established Puma North America as a wholly owned subsidiary.
footwear	31	n	/ˈfʊtweə/	Schuhwerk	Designer footwear is extremely expensive, and Jimmy Choo shoes are collectables.
are snapped up	31	phr v	/ə ˌsnæpt ˈʌp/	hier: werden aufgekauft	Designer clothes are sometimes sold on eBay and are snapped up immediately.
fashion-conscious	31	adj	/ˈfæʃən ˌkɒnʃəs/	modebewusst	Fashion-conscious people don't always wear the latest designs but create their own 'look'.
are outsourced	31	v	/ər ˈaʊtsɔ:st/	hier: wird ausgelagert	The manufacture of the products is outsourced to companies in Asia.
roll-out	31	n	/ˈrəʊl aʊt/	hier: auf den Markt bringen	Sun had to cancel the intended roll-out of the 514 model.
concept stores	31	n	/ˈkɒnsept ˌstɔ:z/	hier: Konzeptmärkte	The company planned a global roll-out of their concept stores to expand their market.
co-founder	32	n	/ˌkəʊ ˈfaʊndə/	Mitgründer	Jack and his sister were co-founders of the company.
astonishing	32	adj	/əˈstɒnɪʃɪŋ/	erstaunlich	Their enthusiasm was astonishing.

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computer animation firm	32	n	/kəmˌpjuːtər ænɪˈmeɪʃən fɜːm/	hier: Firma für Computeranimation	Pixar is a computer animation firm.
visionary	32	n	/ˈvɪʒənəri/	Visionär	Some say that Steve Wozniak was the visionary behind Apple and Jobs was just the business brain.
was adopted	32	v	/wəz əˈdɒptɪd/	wurde adoptiert	When he discovered he was adopted, he wanted to find out about his birth mother.
dropped out	32	phr v	/ˌdrɒpt ˈaʊt/	hier: Studium abbrechen	Ellie dropped out of the course on journalism because she found the lectures boring.
became a regular	32	v phr	/bɪˌkeɪm əˈregjələ/	hier: Stammgast	He like the atmosphere in the pub, and very soon became a regular.
visions	32	n pl	/ˈvɪʒənz/	Visionen	Some science-fiction writers have visions of a future where humans colonise other planets.
mission	32	n	/ˈmɪʃən/	Einsatz, Mission	He was sent on over 200 missions before being killed in action.
went to market	32	v phr	/ˌwent tə ˈmɑːkɪt/	Markteinführung	She was convinced her domestic robot was a winner, and went to market with Rob I in 2008.
prototype	32	n	/ˈprəʊtətaɪp/	Prototyp	They took their working prototype of the new car to the Motor Show.
landmark	32	n	/ˈlændmɑːk/	Wahrzeichen	One of Belfast's most famous landmarks, the Grosvenor Hall, has been demolished.
drop	32	v	/drɒp/	hier: fallen lassen	He dropped his briefcase on a chair.
the pilot	32	n	/ðə ˈpaɪlət/	hier: TV-Pilotsendung	The pilot for the new TV series was a flop.
was (later) hailed as	32	v	/wəz ˈheɪld əz, æz/	hier: gefeiert, begrüßt	The internet has been hailed as both a blessing and a curse.
hit movie	32	n	/ˌhɪt ˈmuːvi/	Kinohit	That night, we went to see the latest hit movie at the cinema.
release	32	n	/rɪˈliːs/	hier: befreien	Before release, the sea lions are fitted with electronic tracking devices.
triumph	32	n	/ˈtraɪəmf/	Triumph, Sieg	Winning the championship is a great personal triumph.
predict	32	v	/prɪˈdɪkt/	prognostizieren	Sales were five per cent lower than Travis had predicted.
ailing	32	adj	/ˈeɪlɪŋ/	hier: angeschlagen, marode	This may be the best cure for China's ailing industries.
venture	32	n	/ˈventʃə/	hier: Projekt	The group are starting up a new venture in the fashion industry.
turn out	32	phr v	/ˌtɜːn ˈaʊt/	hier: werden, ausgehen	It was a difficult time, but eventually things turned out all right.
emergence	32	n	/ɪˈmɜːdʒəns/	entstehen, aufkommen	Journalists are predicting the emergence of China as a world manufacturing leader.

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high-speed Internet	32	n	/ˌhaɪ spi:d 'ɪntənət/	Hochgeschwindigkeitsinternet	Companies hailed high-speed internet as a boon to business.
is being brought to its knees	32	v phr	/ɪz bi:ɪŋ ,brɔ:t tu its 'ni:z/	hier: in die Knie gezwungen	Some high street stores are being brought to their knees by the emergence of e-catalogues.
pirates	32	n pl	/'paɪərəts/	Piraten	Tales of pirates and their dastardly deeds are told to us from childhood.
downloading	32	v	/daʊn 'ləʊdɪŋ/	herunterladen	He was downloading his email when the power failed.
harness	32	v	/'hɑ:nəs/	hier: nutzbar machen	We can harness the power of the wind to generate electricity.
turn (it) into	32	phr v	/ˌtɜ:n 'ɪntə, 'ɪntu/	sich in etwas verwandeln	The Innovations catalogue is full of inventions that their creators would love to turn into profit.
underselling	32	v	/ˌʌndə'selɪŋ/	hier: unterbieten	The company is good at underselling all its competitors.
will go down in history	32	v phr	/wɪl ɡəʊ ,daʊn ɪn 'hɪstəri/	in die Geschichte eingehen	James Dyson will go down in history as the man who invented the bagless vacuum cleaner.
turning point	32	n	/'tɜ:nɪŋ pɔɪnt/	Wendepunkt	Meeting her was the turning point in my life.
has walked out of	32	phr v	/həz ,wɔ:kt 'aʊt əv, əv/	er ist gegangen	The Chairman has walked out of the meeting.
irritated	32	adj	/'ɪrətetɪd/	genervt	John was becoming irritated by all her questions.
intrusions	32	n pl	/ɪn'tru:ʒənz/	hier: Intrusionen	Film stars often don't like intrusions into their private lives.
heroic figure	32	n	/hɪ ,rəʊɪk 'fɪɡə/	Heldengestalt	Nelson Mandela is a heroic figure.
fatal flaw	32	n	/ˌfeɪtl 'flɔ:/	fataler Fehler	There was a fatal flaw in the design of the space rocket.
assessment	32	n	/ə'sesmənt/	hier: Einschätzung	What's Michael's assessment of the situation?
exudes	32	v	/ɪg'zju:dz/	hier: ausstrahlt	She exudes self-confidence.
arrogance	32	n	/'ærəɡəns/	Arroganz, Überheblichkeit	I couldn't believe the arrogance of the man!
blastfurnace	32	adj	/'blɑ:st fɜ:nəs/	hier: extrem Hitze	The firefighter staggered back from the blastfurnace heat of the fire.
supreme	32	adj	/su'pri:m, sju:ʃ/	hier: höchste	It was an act of supreme courage.
genius	32	n	/'dʒi:nɪəs/	Genie	The film reveals Fellini's genius.
brilliance	32	n	/'brɪljəns/	hier: Genialität	He is also respected for his brilliance as an artist.
turn (Apple) round	32	phr v	/ˌtɜ:n 'raʊnd/	hier: Sanierungskonzept	The new CEO was brought in to turn round the company from loss to profit.
current	33	adj	/'kʌrənt/	aktuell	Her current boyfriend sends her roses every week.
temporary	33	adj	/'tempərəri/	vorübergehend	Bringing in agency workers was a temporary measure.
merchandise	33	n	/'mɜ:tʃəndaɪz, ɪdaɪz/	Ware	A range of official Disney merchandise was on sale.

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flagship store	33	n	/ˌflæʃɪp ˈstɔː/	Vorzeigeladen	Prada opened their flagship store in New York in 2001.
store chain	33	n	/ˈstɔː ˌtʃeɪn/	Warenhauskette	Mothercare is a specialist store chain selling products for mother and child.
misinterpret	34	v	/ˌmɪsɪn ˈtɜːprɪt/	missinterpretierten	Some parts of the report could be misinterpreted.
out-vote	34	v	/ˌaʊt ˈvəʊt/	überstimmen	In the final count, he was out-voted by just one vote.
ultra-sophisticated	34	adj	/ˌʌltrə sə ˈfɪstɪkeɪtɪd/	extrem kultiviert/ raffinierten	She was ultra-sophisticated and exuded confidence.
deactivate	34	v	/diː ˈæktɪveɪt/	deaktivieren	You need to type in a code number to deactivate the alarm.
former	34	adj	/ˈfɔːmə/	ehemaliger Mann	Her former husband is now a millionaire.
estimate	34	v	/ˈestɪmeɪt/	einschätzen	The tree is estimated to be at least 700 years old.
supply	34	v	/sə ˈplaɪ/	hier: zur Verfügung gestellt	Paint for the project was supplied by the city.
calculate	34	v	/ˈkælkjəleɪt/	kalkulieren	These instruments calculate distances precisely.
bid	34	v	/bæd/	hier: bieten	She bid £100 for a Victorian chair.
efficient	34	adj	/ɪ ˈfɪʃənt/	effizient	Suzi proved to be a very efficient secretary.
cautious	34	adj	/ˈkɔːʃəs/	vorsichtig	He's a very cautious driver and I can't imagine him causing an accident!
regulate	34	v	/ˈregjələɪt/	hier: regeln	The Personal Investment Authority regulates the selling of ISAs to the public.
meet (their) targets	34	v phr	/ˌmiːt ˈtɑːɡɪts/	Ziele erreichen	If they didn't meet their targets, there would be no end-of-year bonus.
bankruptcy	34	n	/ˈbæŋkrʌptsi/	Bankrott, Insolvenz	In 1999 it was revealed that he was close to bankruptcy.
rivals	34	n pl	/ˈraɪvəlz/	Rivalen	At this stage, Smith appeared to be ahead of his rivals.
take over	34	phr v	/ˌteɪk ˈəʊvə/	hier: übernehmen	His only reason for investing in the company was to take it over.
state-of-the-art	34	adj	/ˌsteɪt əv ðɪ ˈɑːt/	hier: hochmodern	The police are employing state-of-the-art technologies to track down criminals.
machinery	34	n	/mə ˈʃɪːnəri/	Maschinerie	The use of heavy machinery has damaged the site.
signalling	35	v	/ˈsɪɡnəlɪŋ/	Signalisierung	That idiot changed lanes without signalling.
summarising	35	v	/ˈsʌməraɪzɪŋ/	zusammenfassend	He was asked to make a statement summarising the situation as he saw it.
quantity	35	n	/ˈkwɒntəti/	Menge	The police also found a quantity of ammunition in the flat.
in stock	35	prep phr	/ɪn ˈstɒk/	vorrätig	They had no iPods in stock and there was a four-week waiting list.
delivery	35	n	/dɪ ˈlɪvəri/	Lieferung	Most Indian restaurants offer free delivery.
list price	35	n	/ˌlɪst ˈpraɪs/	Listenpreis	Because I was a regular customer I always got a discount on the list price.
providing	35	conjunction	/prə ˈvaɪdɪŋ/	hier: vorausgesetzt, dass	You can borrow the car, providing I can have it back by six o'clock.
requirements	35	n pl	/rɪ ˈkwaɪəmənts/	Anforderungen	The local authority considered that the school did not meet their health and safety requirements.

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standard model	35	n	/ˌstændəd ˈmɒdl/	Standardmodell	After the test drive, I ordered the standard model, which only cost £5999.
modification	35	n	/ˌmɒdəfɪˈkeɪʃən/	Änderung	We've made one or two modifications to the original design.
storage compartments	35	n pl	/ˈstɔːrɪdʒ kəmˌpɑːtmənts/	Staufächer	When he got on the plane, he stuffed his bags in the overhead storage compartments.
fussy	35	adj	/ˈfʌsi/	pingelig	Leonora was fussy about her looks.
reduce	35	v	/rɪˈdjuːs/	reduzieren	The governor announced a new plan to reduce crime.
range of	35	n	/ˈreɪndʒ əv/	Auswahl	The jeweller displayed a range of watches for him to choose from.
negotiate	35	v	/nɪˈɡəʊʃieɪt/	verhandeln	The government refuses to negotiate with terrorists.
Premier Division	36	n	/ˌpremiə dɪˈvɪʒən/	hier: erste Liga	Most clubs in the Premier Division have footballers from foreign countries.
quarter finals	36	n	/ˌkwɔːtə ˈfaɪnəlz/	Viertelfinal	Liverpool got through to the quarter finals of the European Cup.
ground	36	n	/graʊnd/	hier: Gelände	There must have been nearly 80,000 people in the ground.
is idolised	36	v	/ɪz ˈaɪdəlaɪzd/	vergöttert	Many rock stars are idolised by their fans.
commercial	36	adj	/kəˈmɜːʃəl/	kommerziell	Our top priorities must be profit and commercial growth.
profitable	36	adj	/ˈprɒfɪtəbəl/	rentabel, profitabel	The advertising campaign proved very profitable.
youth	36	n	/juːθ/	Jugend	In his youth, George Best was talent-spotted by a scout for Manchester United.
training scheme	36	n	/ˈtreɪnɪŋ skiːm/	Ausbildungsprogramm	It was a rigorous training scheme meant to sort out the men from the boys.
focussing	36	v	/ˈfəʊkəsɪŋ/	sich auf etw. konzentrieren	She was focussing on passing her next exam.
appeals	37	v	/əˈpiːlz/	hier: anspricht, begeistern	It's not a job that appeals to me as a career, quite honestly.
friendly match	37	n	/ˌfrendli ˈmætʃ/	Freundschaftsspiel	Celtic played a friendly match with their arch-rivals Rangers.
representatives	37	n pl	/ˌreprɪˈzentətɪvz/	hier: Firmenvertreter	Company representatives are pushing to open foreign markets to their products.
agenda	37	n	/əˈdʒendə/	hier: Tagesordnung	Measures to combat terrorism will be high on the agenda.
venue	37	n	/ˈvenjuː/	Veranstaltungsort	The first thing to do is book a venue for the meeting.
value	37	n	/ˈvæljuː/	Wert	The alterations doubled the value of the house.
fringe benefits	37	n pl	/ˈfrɪndʒ ˌbenəfɪts/	Nebenleistungen	She took the job because the pay was good and there were also lots of fringe benefits.
priorities	37	n pl	/praɪˈɒrətɪz/	Prioritäten	Our top priorities must be profit and commercial growth.
tactics	37	n pl	/ˈtæktɪks/	Taktik	Most children are skilled in diversionary tactics.
press release	37	n	/ˈpres rɪˌliːs/	Pressemitteilung	The press release gave the briefest of details regarding the accident involving Princess Diana.
outlining	37	v	/ˈaʊtlaɪnɪŋ/	darlegend, skizzieren	The CEO began outlining his plans for the future of the company.

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indicate	37	v	/ˈɪndɪkeɪt/	zeigen, angeben	Research indicates that over 81% of teachers are dissatisfied with their salary.
mutual	37	adj	/ˈmju:tʃuəl/	gegenseitig	Mutual respect is necessary for any partnership to work.
Unit 5					
job satisfaction	38	n	/ˌdʒɒb sətɪsˈfækʃən/	Jobzufriedenheit	Being left to make their own decisions engenders a feeling of job satisfaction.
bonus	38	n	/ˈbəʊnəs/	Bonus, Prämie	Long-term savers qualify for a cash bonus.
commission	38	n	/kəˈmɪʃən/	Kommission, Provision	He didn't charge a commission on trades, as other brokers do.
praise	38	v	/preɪz/	loben	Jane was praised by her teacher.
threat of redundancy	38	n	/ˌθret əv rɪˈdʌndənsi/	drohende Entlassung	The rumour about the threat of redundancy was adversely affecting the workforce.
colleagues	38	n pl	/ˈkɒli:gz/	Kollegen	Dina encountered a fair amount of envy among her colleagues.
promotion opportunities	38	n pl	/prəˈmɔʃən əpəˈtju:nətɪz/	Aufstiegsmöglichkeiten	Promotion opportunities in this company are few and far between.
perks	38	n pl	/pɜ:ks/	Nebenleistungen	Only senior managers were given theatre tickets and other perks.
male	38	adj	/meɪl/	männlich	He had a deep male voice and sang in the Edinburgh Festival Chorus.
female	38	adj	/ˈfi:meɪl/	weiblich	Emmeline Pankhurst was one of the first female militant activists.
autonomy	38	n	/ɔ:ˈtɒnəmi/	Autonomie	The campaigners wanted greater autonomy for Corsica.
burnout	38	n	/ˈbɜ:naut/	hier: Burnout-Erkrankungen	Many of the teachers are suffering from burnout.
appraisal	38	n	/əˈpreɪzəl/	Einschätzung, Beurteilung	It needed a calmer appraisal of her situation.
golden handshake	38	n	/ˌgəʊldən ˈhændʃeɪk/	hier: Abfindung	200 university lecturers were made redundant, with golden handshakes averaging £80,000.
remuneration	38	n	/rɪˌmju:nəˈreɪʃən/	Vergütung	The industry was well-known for its high rates of remuneration.
severance package	38	n	/ˈsevərəns ˌpækɪdʒ/	Abfindungspaket	She left the company with an extremely generous severance package.
breakdown	38	n	/ˈbreɪkdaʊn/	hier: Auseinanderbrechen	He moved away after the breakdown of his marriage.
factors	39	n pl	/ˈfæktəz/	Faktoren	It was a combination of several factors that caused his breakdown.
time-consuming	39	adj	/ˈtaɪm kənˌsju:mɪŋ/	Zeitaufwendig	The staff said they found the meetings extremely time-consuming and of very little help.
demotivating	39	adj	/di:ˈmɔʊtɪveɪtɪŋ/	demotivierend	Tasks that do not challenge you can be very demotivating.
overwork	39	n	/ˌəʊvəˈwɜ:k/	hier: Arbeitsüberlastung	Jake had a heart attack brought on by overwork.

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spotted	39	v	/'spɒtɪd/	hier: gesehen	The store detective kept his eye on the man he had spotted loitering near the jewellery counter.
retaining	39	v	/rɪ'teɪnɪŋ/	(Mitarbeiter) behalten	Retaining employees can be difficult if you don't pay them enough.
staff turnover	39	n	/,stɑ:f 'tɜ:n, əʊvə/	Mitarbeiterfluktuation	I didn't apply for the job because of the low pay and high staff turnover.
satisfy	39	v	/'sætɪsfɑɪ/	zufrieden stellen	Nothing I did would ever satisfy my father.
flexible	39	adj	/'fleksɪbəl/	flexibel	We can be flexible about your starting date.
fixed	39	adj	/fɪkst/	fest	Consumers spend a fixed amount on books regardless of price changes.
working conditions	39	n pl	/'wɜ:kɪŋ kən,dɪʃənz/	Arbeitskonditionen	The working conditions were excellent and staff turnover was low.
league	39	n	/li:g/	Liga	He makes his football league debut tomorrow.
frustrate	39	v	/frʌ'streɪt/	frustrieren	The fact that he's working with amateurs really frustrates him.
inspires	39	v	/ɪn'spaɪəz/	hier: Vertrauen schaffen, inspirieren	His driving hardly inspires confidence.
fulfilment	39	n	/fʊl'fɪlmənt/	hier: Erfüllung, Selbstverwirklichung	Are you looking for greater fulfilment and satisfaction in your work?
persuade	40	v	/pə'sweɪd/	überreden	I finally managed to persuade her to go out for a drink with me.
car share scheme	40	n	/'kɑ:ʃeə ,ski:m/	hier: Mitfahrgelegenheiten	The company are promoting a car share scheme but it won't affect the sales force.
up-market	40	adj	/,ʌp 'mɑ:kɪt/	hier: gehoben, exklusiv	When he was promoted, they decided to sell the house and move to an up-market detached house.
trick	41	n	/trɪk/	hier: Trick	Pretending he doesn't remember is an old trick of his.
human-resources	41	adj	/,hju:mən rɪ'zɔ:sɪz, ↓ 'sɔ:sɪz/	Personal, HR	Molly was the human-resources manager at a local engineering company.
consulting firm	41	n	/kən'sʌltɪŋ fɜ:m/	Beratungsfirma	They brought in a consulting firm to advise on how they could cut costs.
are (employees) being pampered	41	v	/ə ,bi:ɪŋ 'pæmpəd/	werden verwöhnt	Children today are being pampered by their parents and consequently know the cost of everything and the value of nothing.
shunned	41	v	/ʃʌnd/	gemieden	Although she was a film star, she was a shy woman and shunned publicity.
intervention	41	n	/,ɪntə'venʃən/	Intervention, Eingreifen	His financial intervention saved the firm from liquidation.
labor markets	41	n	/'leɪbə ,mɑ:kɪts/	Arbeitsmärkte	Because of low unemployment, labor markets have had to increase pay and benefits to keep workers.
aggressive	41	adj	/ə'ɡresɪv/	aggressiv	Jim's voice became aggressive, and he was almost shouting.
devising	41	v	/dɪ'vaɪzɪŋ/	hier: konzipieren, entwickeln	Outside consultants were devising the new computer system.

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data miner	41	n	/ˈdeɪtə ˌmaɪnə, ˈdɑːtə/	hier: Data-Miner	A data miner firm markets software to help companies and government agencies mine raw data for trends.
goes a step further	41	v phr	/ˌgəʊz ə step ˈfɜːðə/	geht einen Schritt weiter hier: Gastgeber(in) sein, veranstaltet	I wouldn't like to go a step further down this route.
has hosted	41	v	/həz ˈhəʊstɪd/		The Queen has hosted thousands of dinners throughout her life.
do they make sense for (the company)?	41	phr	/ˌduː ðeɪ meɪk ˈsens fə/	hier: wird es (für die Firma) sinnvoll?	The ideas sound good, but do they make sense for us or are we just throwing money away?
custom-fit	41	adj	/ˌkʌstəm ˈfɪt/	hier: maßgeschneidert	He ordered a custom-fit Rolls Royce.
trends	41	n pl	/ˈtrendz/	Trends	The company collects information about consumer trends.
desperation	41	n	/ˌdespəˈreɪʃən/	Verzweiflung	There was a look of desperation in her eyes.
crunches	41	n pl	/ˈkrʌntʃɪz/	hier: Krisen	Although workers now have increased pay and perks, companies still suffer from labor crunches.
unique	41	adj	/juːˈniːk/	einzigartig	He had stumbled upon a unique opportunity to study these rare creatures in their natural habitat.
are (totally) aligned with	41	v	/ər əˈlaɪnd wɪð, wɪθ/	hier: völlig abgestimmt	Twenty MPs are totally aligned with the opposition and will vote against the motion.
call center	41	n	/ˈkɔːl ˌsentə/	Kundenkontaktcenter	Customer satisfaction plummeted when they moved their call center abroad.
manufacturing facility	41	n	/ˌmænjə ˈfæktjəri fəˌsɪləti/	Produktionsstätte	The manufacturing facility has been expanding and will provide another 200 jobs.
honesty	41	n	/ˈɒnəsti/	Ehrlichkeit	He was a politician of rare honesty and courage.
respect	41	n	/rɪˈspekt/	Respekt	I have the greatest respect for Jane's work.
pairing	41	v	/ˈpeəriŋ/	etwas Paarung	The new engine shows that the company is effectively pairing two highly complementary technologies.
designate	41	v	/ˈdeɪzɪneɪt/	benennen, ernennen	The lake was recently designated a conservation area.
non-profit	41	adj	/ˌnɒn ˈprɒfɪt/	gemeinnützig, Nonprofit- Organisation	The non-profit low-income housing organisation had a long waiting list of people needing housing.
shareholders	41	n pl	/ˈʃeəˌhəʊldəz/	Aktionäre	A company cannot be sold without the approval of the shareholders.
employee-centric	41	adj	/ɪmˌplɔɪˌtʃiː ˈsentrɪk, ˌemplɔɪˌtʃiː/	hier: Mitarbeiterbezogen, - orientiert	The company was employee-centric, and people rarely left.

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(that)'s looking out for	41	phr v	/ˌlʊkɪŋ ˈaʊt fə, fɔː/	auf etwas achten, auf der Suche	He was always looking out for opportunities to better himself.
cope with	41	phr v	/ˈkəʊp wɪð, wɪθ/	hier: zurechtkommen, bewältigen	I don't know how she copes with six children!
tool	41	n	/tuːl/	Werkzeug	I don't have the right tools to start fiddling around with the engine.
revamping	41	v	/ˌriːˈvæmpɪŋ/	modernisieren	Many older companies are revamping their image.
leave policies	41	n	/ˈliːv ˌpɒləsɪz/	hier: Urlaubsregelungen	The company decided that its leave policies needed revamping.
take time off	41	v phr	/ˌteɪk taɪm ˈɒf/	sich freinehmen	She had to take time off work when the baby was ill.
sick day	41	n	/ˈsɪk deɪ/	Krankheitstag	His manager wanted to know why he'd had 30 sick days in six months.
vacation	41	n	/ˈvæˈkeɪʃən/	Urlaub, Ferien	They're on vacation for the next two weeks.
financial	40	adj	/fəˈnænfəl, faɪˌ/	finanziell	She was overdrawn at the bank and had to make some financial adjustments to her lifestyle.
social	40	adj	/ˈsəʊʃəl/	sozial	When she started her new job, she was always at work until late and her social life was non-existent.
has resigned	40	v	/həz rɪˈzaɪnd/	ist zurückgetreten	The production manager has resigned due to ill health.
unemployment	40	n	/ˌʌnɪmˈplɔɪmənt/	Arbeitslosigkeit	The level of unemployment is rising.
joint	40	adj	/dʒɔɪnt/	hier: gemeinsam	The two ministers have issued a joint statement.
strategic	40	adj	/strəˈtiːdʒɪk/	strategisch	UN forces made a strategic withdrawal.
transformed	40	v	/trænsˈfɔːmd/	umgewandelt	Darwin transformed a backward-looking organisation into a respected art school.
profit-minded	40	adj	/ˌprɒfɪt ˈmaɪndɪd/	gewinnorientiert	He's a profit-minded individual so the firm should prosper under his guidance.
entrepreneurship	40	n	/ˌɒntreɪprəˈnɜːʃɪp/	Unternehmertum	Entrepreneurship is encouraged by the government.
pollute	40	v	/pəˈluːt/	verschmutzen	The beach was polluted by raw sewage.
ethical	40	adj	/ˈeθɪkəl/	ethisch	The use of animals in scientific tests raises difficult ethical questions.
logic	40	n	/ˈlɒdʒɪk/	Logik	The logic behind this statement is faulty.
emotions	40	n pl	/ɪˈməʊʃənz/	Emotionen, Gefühle	It's easy to let the emotions attached to one situation spill over into others.
has been withdrawn	42	v	/həz ˌbiːn wɪðˈdrɔːn/	hier: aus dem Handel genommen	All the faulty models have been withdrawn from stock and returned to the manufacturer.
processes	42	n pl	/ˈprəʊsesɪz/	Prozesse, Verfahren	It is obligatory for companies to provide details of their industrial processes.
procedures	42	n pl	/prəˈsiːdʒəz/	Verfahren, Vorgehen	The practice of a lawyer requires acquaintance with court procedures.
are packaged	42	v	/ə ˈpækɪdʒd/	sind verpackt	All our foodstuffs are packaged in pristine conditions.

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wrapped	42	v	/ræpt/	hier: gewickelt	His hands were wrapped in gauze bandages.
minutes	42	n	/'mɪnɪts/	Protokoll	They agreed the minutes of the last meeting without comment.
correspondence	42	n	/,kɒrə'spɒndəns/	Schriftverkehr	A secretary came in twice a week to deal with his correspondence.
budget	42	n	/'bʌdʒɪt/	Budget, Haushalt	Each year business managers draw up a budget and suggest a series of financial targets.
board meeting	42	n	/'bɔ:d ,mi:tɪŋ/	Aufsichtsratssitzung	The board meeting was held in the conference room.
supervisors	42	n pl	/'su:pəvaɪzəz/	hier: Vorgesetzte	He was hauled onto the carpet by his supervisors to explain his excessive spending.
telecommuters	42	n pl	/'telɪkə,mju:təz/	Telearbeiter	Telecommuters are often unhappy with the work/life balance.
define	42	v	/dɪ'faɪn/	definieren, bestimmen	The powers of a judge are defined by law.
balance	42	n	/'bæləns/	hier: Gleichgewicht	I lost my balance and fell on my face.
campaigners	42	n pl	/kæm'peɪnəz/	hier: Aktivisten	Now that the anti-smoking campaigners have had success, others are hoping for a similar outcome.
paternity leave	42	n	/pə'tɜ:nəti li:v/	Vaterschaftsurlaub	The company offered two weeks of paid paternity leave.
half-term	42	n	/,hɑ:f 'tɜ:m/	hier: Sommer- Herbstferien	We went to France for a week at half-term.
industrialised	42	adj	/ɪn'dʌstriəlaɪzd/	industrialisiert	It was a heavily industrialised area, and not many people wanted to live there.
desire	42	n	/dɪ'zʌɪə/	hier: Wunsch	I had a sudden desire to ring my mother.
was rated	42	v	/wəz 'reɪtɪd/	hier: wurde bewertet, eingestuft	The film was rated suitable for children.
pay equality	42	n	/'peɪ ɪ,kwɒləti/	Lohngleichheit	The unions have fought long and hard for pay equality between men and women.
discrimination	42	n	/dɪ'skrɪmə'neɪʃən/	Diskriminierung	Age discrimination law applies to every employer and worker in Great Britain.
will be hampered	42	v	/wɪl bi 'hæmpəd/	hier: wurde behindert	My attempt to decorate the room was hampered when I fell off the ladder and broke my wrist.
stick to	42	phr v	/'stɪk tə,tu/	hier: einhalten	Have you been sticking to your diet?
rigid	42	adj	/'rɪdʒɪd/	hier: streng	I believe that rigid and authoritarian methods of education work best.
conduct	42	v	/kən'dʌkt/	hier: (Umfrage) durchführen	We are conducting a survey of consumer attitudes towards organic food.
concerning	42	prep	/kən'sɜ:nɪŋ/	betreffend, wegen	The police received lots of calls from young children concerning lost pets.
psychologists	42	n pl	/saɪ'kɒlədʒɪsts/	Psychologen	Psychologists maintain that people prefer activities which are seen as play rather than work.
perceive	42	v	/pə'si:v/	bemerken, wahrnehmen	She soon perceived that the job was tedious and boring.

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enter into	42	v	/ˌentə 'ɪntə, 'ɪntʊ/	hier: eintreten, eingehen	Some local authorities have entered into partnership with private companies.
voluntarily	42	adv	/'vɒləntərəli, ,vɒlən'terəli/	freiwillig	She wasn't fired – she left voluntarily.
experiment	42	n	/ɪk'sperəmənt/	Experiment	The scientists declared the experiment a success.
volunteers	42	n pl	/'vɒlən'tɪəz/	Freiwillige	The village hall is maintained by an army of volunteers.
thus	42	adv	/ðʌs/	so, somit	Most of the evidence was destroyed in the fire. Thus it would be almost impossible to prove him guilty.
springs from	42	v	/'sprɪŋz frəm, frɒm/	hier: von etwas herkommen	Children's eagerness to play springs from their zest for life.
readiness	42	n	/'redɪnəs/	Bereitschaft	They stacked the firewood in readiness for the evening campfire.
reduce	42	v	/'rɪ dju:s/	reduzieren	The governor announced a new plan to reduce crime.
external	42	adj	/ɪk'stɜ:nl/	hier: Außen, äußere	The external appearance of the building gave no clue to the treasures to be found within.
canvass	43	v	/'kænvəs/	hier: werben, akquirieren	Candidates from all three parties were out canvassing in Darlington today.
sample	43	n	/'sɑ:mpəl/	Beispiel, Muster	I'd like to see some samples of your work.
flexitime	43	n	/'fleksɪtaɪm/	Gleitzeit	The introduction of flexitime proved very popular in the office.
carry out	43	phr v	/'kæri 'aʊt/	hier: ausführen	I was ask to carry out tasks that I felt were above my pay scale.
incentive	43	n	/'ɪn'sentɪv/	Anreiz	As an added incentive, there's a bottle of champagne for the best team.
share option	43	n	/'ʃeər ɒpʃən/	Aktioption	The company opened a share option scheme to any interested worker.
recall	43	v	/'rɪ'kɔ:l/	hier: sich erinnern	You don't happen to recall his name, do you?
spill	43	v	/'spɪl/	hier: verschütten	Katie almost spilled her milk.
How clumsy of me	43	phr	/'hau 'klʌmzi əv mi/	wie tollpatschig von mir	How clumsy of me! I do apologise, and please let me buy you another drink.
nightmare	43	n	/'naɪtmə/	Albtraum	Years after the accident I still have nightmares about it.
exhausted	43	adj	/'ɪg'zɔ:stɪd/	erschöpft	You look absolutely exhausted.
sympathy	43	n	/'sɪmpəθi/	Mitgefühl, Verständnis	I have a lot of sympathy for her; she had to bring up the children on her own.
applied for	43	phr v	/'ə'plaid fə, fɔ:/	hat sich beworben	Steve applied for the job but hasn't heard anything yet.
client	43	n	/'klaɪənt/	Kunde	It is one of the stockbroking firm's biggest corporate clients.
host	43	n	/'həʊst/	Gastgeber	Our host greeted us at the door.

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I really must be off...	43	phr	/aɪ ˌrɪəli mʌst bi ˈɒf/	hier: ich muss wirklich weg	I really must be off... it's my wife's birthday and we're going out for a meal.
rule book	44	n	/ˈru:l bʊk/	hier: Regelwerk, Vorschriftenbuch	Everything had to be done strictly to the rule book.
slim	44	adj	/slɪm/	hier: gering	The slim increase in revenues reflected the slowing economy.
casual	44	adj	/ˈkæʒuəl/	hier: gelegentlich	Traditionally, labour in the construction industry has been employed on a casual basis.
fierce	44	adj	/fɪəs/	hier: heftig	There was fierce fighting in the city.
competition	44	n	/ˌkɒmpəˈtɪʃən/	Wettbewerb	Competition for the job was intense.
morale	44	n	/məˈrɑ:l/	Moral, Stimmung	A win is always good for morale.
is threatening	44	v	/ɪz ˈθretnɪŋ/	drohend	My next-door neighbour is threatening to call the police when I next throw a 'rowdy' party!
legal action	44	n	/ˈli:gəl ˌækʃən/	gerichtliche Schritte	I will only resort to legal action as a last resort.
proceed	44	v	/prəˈsi:d/	hier: fortzufahren	The government was determined to proceed with the election.
re-assignment	44	n	/ˌri: əˈsaɪnmənt/	Versetzung, Verlegung	She was unhappy with her re-assignment from head office to one of the branch offices.
complaints	44	n	/kəmˈpleɪnts/	Beschwerden	More politicians have now joined in the chorus of complaints.
candidates	45	n	/ˈkændɪdətɪz/	Kandidaten	Both candidates are spending millions on television advertising.
selection process	45	n	/səˈleɪʃən ˌprəʊses/	Auswahlverfahren	He sailed through the selection process and got the job..
went sour	45	v phr	/ˌwent ˈsauə/	hier: sauer werden	It was only when we had to share an office that things went sour.
rows	45	n pl	/raʊz/	hier: Streitigkeiten	He and his wife were always having rows on the office phone.
annual	45	adj	/ˈænjuəl/	jährlich	The school trip has become an annual event.
s been (very badly) treated	45	v	/həz bi:n ˈtri:tɪd/	hier: (sehr schlecht) behandelt worden	She claimed she's been very badly treated since the beginning of the marriage.
industrial tribunal	45	n	/ɪnˌdʌstriəl ˈtrɪbju:nl/	Arbeitsgericht	Hannah took her case to the industrial tribunal.
part-time	45	adj	/ˌpɑ:t ˈtaɪm/	Teilzeit, Halbtags	The forestry projects will generate part-time and seasonal employment.
favouritism	45	n	/ˈfeɪvərɪtɪzəm/	Günstlingswirtschaft	Their favouritism towards their first son was making the other children jealous.
accusation	45	n	/ˌækjəˈzeɪʃən/	Anklagen, Beschuldigung	A number of serious accusations have been made against her.
sanctions	45	n pl	/ˈsæŋkʃənz/	Sanktionen	Britain did not want to risk a breach with the US over sanctions.
guidelines	45	n pl	/ˈɡaɪdlaɪnz/	Richtlinien	The following guidelines do not aim to be totally comprehensive.

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property	46	n	/ˈprɒpəti/	Eigentum	The hotel is not responsible for any loss or damage to guests' personal property.
stocks and shares	46	n pl	/ˌstɒks ən ˈʃeəz/	Aktien	Uncle Jack's always dabbled in stocks and shares.
savings account	46	n	/ˈseɪvɪŋz ə ˈkaʊnt/	Sparkonto	Her mother opened a savings account for her when she was born.
on line	46	adv	/ˌɒn ˈlaɪn/	online, im Netz	Shopping on line is becoming more popular with the public.
mail order	46	n	/ˌmeɪl ˈɔːdə/	Versandhandel	It is available by mail order from Green Life Products.
private sales	46	n pl	/ˌpraɪvət ˈseɪlz/	hier: Privatverkauf	I prefer private sales to buying from a company.
auction	46	n	/ˈɔːkʃən/	Auktion	The house was sold at auction.
calculate	46	v	/ˈkælkjəleɪt/	kalkulieren	These instruments calculate distances precisely.
foresee	46	v	/fɔːˈsiː/	vorhersehen	I've put your name on the list and I don't foresee any problems.
eliminate	46	v	/ɪˈlɪməneɪt/	hier: entfernen	A credit card eliminates the need for cash or cheques.
minimise	46	v	/ˈmɪnɪmaɪz/	Minimieren	Chip and PIN cards minimise the chance of fraud.
encounter	46	n	/ɪnˈkaʊntə/	Begegnung	She didn't remember our encounter last summer.
prioritise	46	v	/praɪˈɔːrɪtaɪz/	priorisieren	We work to tight deadlines and prioritise our work by date.
spread	46	v	/spred/	verbreiten	Fire quickly spread through the building.
assess	46	v	/əˈses/	abschätzen, beurteilen	This information is needed to assess efficiency and effectiveness.
actuaries	47	n pl	/ˈæktʃjʊəriːz/	Versicherungsmathematiker	Actuaries calculate risk in order to advise insurance companies.
faint	47	adj	/feɪnt/	hier: schwach, leise	She gave a faint smile.
negligible	47	adj	/ˈneglɪdʒəbəl/	vernachlässigbar	The damage done to his property was negligible.
slight	47	adj	/slaɪt/	hier: klein, gering	We had a slight problem with the computer.
remote	47	adj	/rɪˈməʊt/	hier: fern, abgelegen	Whilst on holiday, they visited a remote border town in Mexico.
substantial	47	adj	/səbˈstæʃjəl/	beträchtlich, wesentlich	We have the support of a substantial number of parents.
minuscule	47	adj	/ˈmɪnɪskjuːl/	hier: geringfügig, minimal	The risk was minuscule and the rewards great, so we decided to go ahead with the experiment
significant	47	adj	/sɪgˈnɪfɪkənt/	wichtig, bedeutend	His most significant political achievement was the abolition of the death penalty.
tremendous	47	adj	/trɪˈmendəs/	gewaltig, enorm	Suddenly, there was a tremendous bang, and the whole station shook.
have handled	47	v	/hæv ˈhændld/	hier: bewältigt, umgegangen	The Bomb Squad have handled many risky situations.
customer demand	48	n	/ˌkʌstəmə dɪˈmɑːnd/	Kundennachfrage	We ran out of stock due to customer demand.

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loss	48	n	/lɒs/	Verlust	The court awarded Ms Dixon £7000 for damages and loss of earnings.
productivity	48	n	/ˌprɒdʌk'tɪvətɪ/	Produktivität	Declines in factory jobs and hours worked mean that only more productivity per worker could have raised output in May.
due to	48	prep	/'dju: tə, tu/	wegen	The court of inquiry ruled that the crash was due to pilot error.
absence	48	n	/'æbsəns/	Abwesenheit	Ms Leighton will be in charge during my absence.
demographics	48	n sing	/ˌdemə'græfɪks/	Demographie	When we look at the demographics of book buyers and project forward the changes in these groups, there is room for growth.
respondents	48	n pl	/'rɪ'spɒndənts/	Befragte	Only 62 percent of respondents said they were satisfied.
industrial property insurer	49	n	/ɪnˌdʌstriəl 'prɒpəti ɪnˌʃʊərə/	gewerbliche Sachversicherer	Industrial property insurers provide risk cover for factory premises.
turbulent	49	adj	/'tɜ:bjələnt/	turbulent, unruhig	The turbulent seas made the ferry crossing twice as long.
are seeking	49	v	/ə'si:kɪŋ/	suchend	The company are seeking an engineer with experience in the Middle East.
globalisation	49	n	/'gləʊbəlaɪ'zeɪʃən/	Globalisierung	The Chairman was convinced that growth through globalisation was the way forward.
consolidation	49	n	/'kɒn,sɒlɪ'deɪʃən/	Konsolidierung	Further consolidation in the sector is clearly necessary – there are 32 firms competing in one town alone.
cross-border supply	49	n	/'krɒs bɔ:də sə'plaɪ/	grenzüberschreitende Lieferung	It was important to secure cross-border supply before signing the contract.
exposure	49	n	/'ɪk'spəʊʒə/	(längere) Exposition	Prolonged exposure to the sun can cause skin cancer.
regulatory	49	adj	/'regjələtəri/	hier: Aufsichtsbehörde, regulatorisch	New drugs have been approved by the regulatory authority.
floods	49	n pl	/flʌdz/	Fluten, Überschwemmungen	The army are helping to clear up after the floods.
power failures	49	n pl	/'paʊə 'feɪljəz/	Stromausfälle	The strike caused power failures on a large scale.
impact	49	n	/'ɪmpækt/	Auswirkung, Effekt	We need to assess the impact on climate change.
recovery plan	49	n	/'rɪ'kʌvəri plæn/	Sanierungs- und Rettungsplan	Every company should have a recovery plan should disaster strike.
prevention	49	n	/'prɪ'venʃən/	Prävention, Vorbeugung	Educating new drivers is important for the prevention of accidents.
sufficiently	49	adv	/'sə'fɪjəntli/	genügend, ausreichend	Students must reach a sufficiently high standard to pass.
revenue sources	49	n pl	/'revənju: ,sɔ:sɪz/	Einnahmequellen	Revenue sources have been drying up.
cashflow	49	n	/'kæʃfləʊ/	Cashflow	Our cashflow problems are causing real concern at boardroom level.
hazards	49	n pl	/'hæzədz/	Gefahren, Risiken	Pete was familiar with the economic hazards of running a small farm.

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business continuity planning	49	n	/ˌbɪznəs kɒntəˈnjuːəti ˌplænɪŋ/	Geschäftskontinuitätsplanung	Top management were told that business continuity planning was now essential.
accounted for	49	v	/əˈkaʊntɪd fə, fɔː/	hier: alle vollzählig, betragen	All the children were present and accounted for.
emergency	49	n	/ɪˈmɜːdʒənsi/	Notfall	Lifeguards are trained to deal with emergencies.
crisis-prone	49	adj	/ˈkraɪsɪs ˌprəʊn/	krisenanfällig	Some businesses are more crisis-prone than others.
resolve	49	v	/rɪˈzɒlv/	hier: lösen, beilegen	Most pension disputes will be resolved within a year.
integrated	49	adj	/ˈɪntɪɡreɪtɪd/	hier: integriert	Labour promised an integrated transport system to cover the whole country.
insurance broker	49	n	/ɪnˈʃʊərəns ˌbrəʊkə/	Versicherungsmakler	The insurance broker couldn't find a company willing to take the risk.
adverse	49	adj	/ˈædvɜːs/	negativ, ungünstig	They fear it could have an adverse effect on global financial markets.
staff absenteeism	49	n	/ˌstɑːf æbsənˈtiːzəm/	hier: Fehlzeiten des Personals	Staff absenteeism causes reduced productivity.
are scratching their heads	49	phr	/ə ˌskrætʃɪŋ ðeə ˈhedz/	hier: sich den Kopf kratzen, ratlos	The children are scratching their heads because they don't know the answers.
identify	49	v	/aɪˈdentɪfaɪ/	identifizieren	He was too far away to be able to identify faces.
address	49	v	/əˈdres/	hier: (Problem) ansprechen	We need to address the problems swiftly or the company will go under.
eventually	49	adv	/ɪˈventʃuəli/	schließlich	He eventually escaped and made his way back to England.
struggling	49	v	/ˈstrʌɡlɪŋ/	kämpfen, sich mühend	We were struggling to keep our balance as the boat rolled.
stakeholders	49	n pl	/ˈsteɪk ˌhəʊldəz/	Interessenvertreter	Citizens should be stakeholders in the society they live in.
bottom lines	49	n	/ˌbɒtəm ˈlaɪnz/	hier: Endgewinn	Businesses that attempt to manage risk will boost their bottom lines.
approach	48	n	/əˈprəʊtʃ/	hier: Vorgehensweise	Synthetic phonics is a new approach to teaching reading.
decisive	48	adj	/dɪˈsaɪsɪv/	entscheidend	Women can play a decisive role in the debate over cloning.
implement	48	v	/ˈɪmpləment/	hier: umsetzen, ausführen	We have decided to implement the committee's recommendations in full.
exceptionally	50	adv	/ɪkˈsepʃənəli/	außergewöhnlich (gut)	She defended her position exceptionally well.
moderately	50	adv	/ˈmɒdərətli/	mittelmäßig	It was a moderately successful film and just broke even.
somewhat	50	adv	/ˈsʌmwɒt/	ein wenig	The price is somewhat higher than I expected.
fairly	50	adv	/ˈfeəli/	ziemlich	The house has a fairly large garden.
sales projections	50	n pl	/ˈseɪlz prəˌdʒekʃənz/	Umsatzerwartungen	Sales projections for the following year were not good.
severely	50	adv	/səˈviəli/	schwer, stark	The town hall was severely damaged in the war.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
misjudged	50	v	/ˌmɪsˈdʒʌdʒd/	falsch eingeschätzt	Ian felt a pang of conscience at having misjudged her.
superbly	50	adv	/ˌsjuːˈpɜːbli, suːl/	hervorragend	She played superbly, and the audience cheered loudly.
journals	51	n pl	/ˈdʒɜːnəlz/	Journal, Zeitschriften	She worked for a company that published medical journals.
combine	51	v	/kəmˈbaɪn/	verbinden, kombinieren	Augustine was later to combine elements of this philosophy with the teachings of Christianity.
mobile phone company	51	n	/ˌməʊbaɪl ˈfəʊn ˌkʌmpəni/	Mobilfunkkonzern	The mobile phone company also offered to provide broadband access.
overseas	51	adv	/ˌəʊvəˈsiːz/	überseeisch, ausländisch	Chris is going to work overseas.
unstable	51	adj	/ʌnˈsteɪbəl/	instabil	The political situation is still very unstable.
will be exposed	51	v	/wɪl bi ɪkˈspəʊzd/	hier: wird aufgedeckt werden	We hope that any flaws in the design will be exposed during the testing phase.
hold on ...	51	phr v	/ˌhəʊld ˈɒn/	hier: warten	I asked her to hold on whilst I answered the door.
slogan	52	n	/ˈsləʊgən/	Werbebotschaft, Leitspruch	We need an advertising slogan for the new campaign.
handmade	52	adj	/ˌhændˈmeɪd/	handgefertigt	He bought himself a pair of expensive handmade shoes.
wages	52	n pl	/ˈweɪdʒɪz/	Löhne	In absolute terms wages have risen, but not in comparison with the cost of living.
loyal	52	adj	/ˈləʊəl/	loyal, treu	The army has remained loyal to the government.
	52	n	/ˈɪmɪdʒ/	Image, Bild	The hotel and casino industry is working hard on improving its image.
craftsmanship	52	n	/ˈkrɑːftsmənʃɪp/	Handwerkskunst	The carving is a superb piece of craftsmanship.
profitability	53	n	/ˌprɒfɪtəˈbɪləti/	Wirtschaftlichkeit, Rentabilität	This year there has been a decline in company profitability.
go out of business	53	v phr	/gəʊ ˌaʊt əv ˈbɪznəs/	hier: pleitegehen	They had to lower their prices to match the competition's, or go out of business.
profit margin	53	n	/ˈprɒfɪt ˌmɑːdʒɪn/	Gewinnspanne	They cut their profit margin from 70 to 65 per cent.
leak	53	v	/liːk/	Leck	The roof is leaking in several places.
hazardous	53	adj	/ˈhæzədəs/	gefährlich, riskant	The chemicals in paint can be hazardous to health.
subcontract	53	v	/ˌsʌbkənˈtrækt/	hier: untervergeben	We will be subcontracting most of the electrical work.
components	53	n pl	/kəmˈpəʊnənts/	Bestandteile, Komponenten	He invested in companies that make electronic components for computer products.
engine manufacturer	53	n	/ˈendʒɪn mænʃəˌfæktʃərə/	Triebwerkshersteller	The engine manufacturers didn't have the correct spare parts.
engineers	53	n pl	/ˌendʒɪˈnɪəz/	Ingenieure	The plans were drawn up in consultation with engineers.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
dual fuel	53	n	/ˌdju:əl ˈfju:əl/	hier: Zweistoffmotor	They had designed a dual-fuel small car which was environmentally friendly.
stake	53	n	/steɪk/	Anteil	He has a stake in some liquid assets that could be used for income or held on to as a safety net.
evaluate	53	v	/ɪˈvæljuet/	abschätzen, bewerten	You should be able to evaluate your own work.
e-commerce	54	n	/ˌi: ˈkɒmɜ:s/	elektronischer Geschäftsverkehr	The main business was e-commerce applications such as online ticketing and reservations.
Unit 7					
goods	54	n pl	/gʊdz/	Ware	North Korea has no hard currency reserves to buy goods.
services	54	n pl	/ˈsɜ:vɪsɪz/	Dienstleistungen	Start with an audit of existing services within the community.
security	54	n	/sɪˈkjʊərəti/	Sicherheit	The trial was held under tight security.
advances	54	n pl	/ədˈvɑ:nsɪz/	Fortschritte	The internet was one of the great technological advances of the 20th century.
browse	55	v	/braʊz/	schmökern, browsen	Jon was browsing through the photographs.
directories	55	n pl	/dɪˈrektərɪz, daɪɹ/	hier: Telefonbücher, Verzeichnisse	He has three telephone directories in his house.
hits	55	n pl	/hɪts/	hier: Treffer, Hits	The site got 20,000 hits in the first three hours after advertising the tickets.
keyword	55	n	/ˈki:wɜ:d/	hier: Stichwort, Schlagwort	You can find the site by entering the keyword 'Quark'.
locate	55	v	/ləʊˈkeɪt/	hier: finden	We couldn't locate the source of the radio signal.
search engines	55	n pl	/ˈsɜ:tʃ ˌendʒɪnz/	Suchmaschinen	One of the most popular search engines is Google.
site	55	n	/saɪt/	hier: Internetseite	On any site, the user will only stay for as long as the site responds quickly.
surfers	55	n pl	/ˈsɜ:fəz/	hier: Internetsurfer	Surfers will often visit 20 sites looking for a better price.
traffic	55	n	/ˈtræfɪk/	hier: Webverkehr	Good metadata is one of the key factors that increases traffic to your site.
website	55	n	/ˈwebsaɪt/	Webseite	For more information, visit our website.
register	55	v	/ˈredʒɪstə/	registrieren, eintragen	The tanker is registered in Rotterdam.
listings	55	n pl	/ˈlɪstɪŋz/	Verzeichnisse, Aufzählungen	Our company ensures that your website appears at the top of the major search engine listings.
targeted	55	adj	/ˈtɑ:ɡɪtɪd/	hier: anvisieren	The usual enemies, cigarettes and alcohol, are targeted for tax rises.
guarantee	55	v	/ˌɡærənˈti:/	hier: garantieren, sichern	I guarantee you'll love this film.
top rankings	55	n pl	/ˌtɒp ˈræŋkɪŋz/	Spitzenplätze	We guarantee to achieve top rankings for your company on the most popular search engines.
portals	55	n pl	/ˈpɔ:təlz/	hier: (Internet) Portale	Portals bring together content from diverse distributed resources.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
bricks and mortar	56	adj	/ˌbrɪks ən 'mɔ:tə/	hier: Gebäude	The hospital would cost about £37 million in bricks and mortar and another £10 million for equipment.
sequel	56	n	/'si:kwəl/	Fortsetzung	His publisher is very optimistic about the sequel to the novel.
is littered with	56	v	/ɪz 'lɪtəd wɪð, wɪθ/	hier: mit Müll übersät	After the rock concert the park was littered with rubbish.
wrecks	56	n pl	/reks/	Wracks	The wrecks of sunken ships can be found on the ocean floor.
start-ups	56	n pl	/'stɑ:t ʌps/	Unternehmensgründungen	Martha Lane Fox is co-founder of lastminute.com, one of the internet start-ups which survived the dot.com bubble.
pioneers	56	n pl	/'paɪə 'niəz/	Pioniere	The early pioneers in America travelled to the west coast in covered wagons.
e-tail	56	n	/'i: teɪl/	hier: Internet- und Onlinehandel	One well-known European store now sells worldwide on the internet using e-tail.
forum	56	n	/'fɔ:rəm/	Forum	The journal aims to provide a forum for discussion and debate.
auction house	56	n	/'ɔ:kjən haʊs/	Auktionshaus	The auction house was filled to capacity when the Renoir came up for sale.
investment capacity	56	n	/ɪn 'vestmənt kə pæseɪti/	Investitionskapazität	The equity fund reached its maximum investment capacity of £600 million at its final closing today.
brand names	56	n pl	/'brænd neɪmz/	Markennamen	When buying food, some people prefer buying trusted brand names.
bear on	56	phr v	/'beər ɒn/	auf etw beruhen, auf etw Bezug haben	Did he bring undue influence to bear on their decision?
multichannel	56	adj	/'mʌlti 'tʃænel/	mehrkanalig	The website was designed as a 'multichannel' approach to link their various outlets.
mail-order catalogue	56	n	/'meɪl ɔ:də 'kætəlog/	Versandkatalog	I returned the dress to the mail-order catalogue company as it was too small.
purchases	56	n pl	/'pɜ:tʃəsɪz/	Einkäufe	Please collect your purchases from the customer collection point.
prime	56	adj	/praɪm/	Haupt	Smoking is the prime cause of lung disease.
fusion	56	n	/'fju:ʒən/	Verschmelzung, Fusion	Her work is a fusion of several different styles.
so-called	56	adj	/'səʊ kɔ:ld/	so genannt	The so-called experts couldn't tell us what was wrong.
offline	56	adj	/'ɒf laɪn/	offline, rechnerunabhängig	I downloaded the film for later offline viewing.
mall	56	n	/mɔ:l/	Einkaufszentrum	Let's meet at the mall and go to see a movie.
gourmet foods	56	n pl	/'gʊəmeɪ 'fu:dz/	Gourmetessen, Köstlichkeiten	The website sold only gourmet foods.
evolving	56	v	/ɪ'vɒlvɪŋ/	entwickelnd	The internet is evolving into the biggest selling force the world has ever seen.
retail platform	56	n	/'ri:teɪl 'plætʃɔ:m/	hier: Handelsplattform	Press reports indicate that one of the search engines is planning to launch an e-book retail platform.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
commerce	56	n	/'kɒmə:s/	Handel	Modern computing facilities are very much in demand by industry and commerce.
blending	56	n	/'blendɪŋ/	Mischung	There's been a blending together of traditional and online sales methods.
delivery charges	56	n pl	/dɪ'livəri ,tʃɑ:dʒɪz/	Lieferkosten	We thought the delivery charges were quite reasonable, and placed an order there and then.
have (not yet) embraced	56	v	/hæv ɪm'breɪst/	hier: ergreifen, umfassen	Retailers who have not yet embraced the online world are losing out to their competitors.
distribution centres	56	n pl	/'dɪstrɪ'bjʊ:ʃən ,sentəz/	Vertriebszentralen	The company has distribution centres in every state of the US.
monopoly (on)	56	n	/mə'nɒpəli/	Monopol	They are demanding an end to the Communist Party's monopoly on power.
home-grown	56	adj	/.həʊm 'grəʊn/	hier: selbst angebaut	We only eat home-grown vegetables.
end-of-season	56	adj	/.end əv 'si:zən/	Saisonende	There were many bargains to be found in the end-of-season sale.
exclusive	56	adj	/ɪk'sklu:sɪv/	hier: ausschließlich	Our figure skating club has exclusive use of the rink on Mondays.
designer labels	56	n pl	/dɪ,zɑɪnə 'leɪbəlz/	Designer-Marken	My son only buys clothes with designer labels.
e-concept store	56	n	/'i: kɒnsɛpt ,stɔ:/	hier: E-Konzeptladen	Global e-concept stores present a unique mix of products that consumers can't find anywhere else.
enables	56	v	/ɪ'neɪbəlz/	ermöglichen	This scheme enables you to budget the cost through fixed monthly payments.
zoom in on	56	phr v	/.zu:m 'ɪn ɒn/	heranzoomen	The photographer used his telephoto lens to zoom in on the action.
investment banker	56	n	/ɪn'vestmənt 'bæŋkə/	Investmentbanker	Investment bankers in the City can earn huge bonuses.
have joined	57	v	/hæv 'dʒɔɪnd/	haben sich zusammengeschlossen	The opposition parties have joined forces in order to defeat the government's motion.
additional	57	adj	/ə'dɪʃənəl/	zusätzlich	Additional information can be obtained from the centre.
antiques	57	n pl	/.æn'ti:ks/	Antiquitäten	The palace is full of priceless antiques.
legendary	57	adj	/'ledʒəndəri/	legendär	Lonnie Johnson, the legendary blues guitarist, played at the Hammersmith Palais.
command	57	v	/kə'mɑ:nd/	befehlen	Captain Picard commanded the crew to report to the main deck.
premium	57	adj	/'pri:miəm/	Top-und Edel-Marken	Premium brands of beer will grow faster, in line with the trend toward people demanding better quality.
wholesalers	57	n pl	/'həʊl,seɪləz/	Großhändler	We only deal with wholesalers - we don't sell any of our goods retail.
convenience	57	n	/kən'vi:niəns/	Bequemlichkeit	Ready meals sell well because of their convenience.
postal services	57	n pl	/'pəʊstl ,sɜ:vɪsɪz/	Postdienstleistungen	People are very unhappy with the new postal services.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
crash	58	v	/kræʃ/	hier: Absturz	The jet crashed after take-off.
password	58	v	/'pɑ:swɜ:d/	Kennwort	Enter your password, then click on the 'proceed' icon.
file	58	n	/'faɪl/	hier: Datei	Download the file and put it in the folder marked 'Application'.
helpline	58	n	/'helplaɪn/	hier: Beratungsstelle, Notrufnummer	Our helpline takes 3.5 million calls a year.
would've gone bust	58	v phr	/'wʊdɒv gɒn 'bʌst/	wäre Pleite gegangen	The company would've gone bust without an injection of cash from the bank.
come up with	58	phr v	/kʌm 'ʌp wɪð, wɪθ/	hier: sich etwas ausdenken	Is that the best excuse you can come up with?
finance	58	n	/'faɪnæns, fi'næns/	Finanzwesen	Leasing and other forms of business finance are the core of our company.
overheads	58	n pl	/'əʊvəhedz/	hier: Gemeinkosten	Their offices are in London so the overheads are very high.
virus	58	n	/'vaɪərəs/	Virus	The computer virus had already destroyed data at several US companies.
is taken over	58	phr v	/'ɪz 'teɪkən 'əʊvə/	hier: wird übernommen	If the company is taken over, none of our jobs will be safe.
specialist	58	n	/'speʃəlɪst/	Spezialist, Fachmann	Many technical specialists are employed in commerce and the service sector.
allocate	58	v	/'æləkeɪt/	zuteilen, anweisen	The charity was given the task of allocating monies to local communities in the devastated area.
feedback	58	n	/'fi:dbæk/	Feedback, Rückmeldung	How can I provide feedback without making someone angry?
try to cut corners	58	phr	/'traɪ tə kʌt 'kɔ:nɜ:z/	hier: versuchen Kosten einzusparen	The builder had obviously been trying to cut corners, and the house was in danger of collapse.
posts	59	v	/'pəʊsts/	postet, sendet	He always posts his Christmas cards well before the last posting date.
make bids	59	v phr	/'meɪk 'bɪdz/	hier: bieten, Gebote machen	At the auction, wealthy art collectors were making bids for the Turner.
transfers	59	v	/'træns'fɜ:z/	hier: umzieht, überführt	The exhibition transfers to York City Art Gallery on 23 January.
fee	59	n	/'fi:/	Gebühr	You might want to use an insurance adviser who charges a fee but earns no commission.
holding account	59	n	/'həʊldɪŋ ə,kəʊnt/	hier: Beteiligungskonto	The client transferred the fee to a holding account.
signs off	59	phr v	/'saɪnz 'ɒf/	hier: sich verabschieden	He always signs off with 'See you when the weather breaks.'
highlight	59	v	/'haɪlaɪt/	hier: hervorheben	Your resumé should highlight your skills and achievements.
stress the importance	59	v phr	/'stres ði ɪm'pɔ:təns/	Wichtigkeit betonen	I must stress the importance of this particular task.
turning now to ...	59	v phr	/'t:ɪŋ naʊ tə/	hier: Jetzt möchte ich..... zuwenden	He smiled and said, 'Turning now to matters of a lighter nature, let's go for a drink!'

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chart	59	n	/tʃɑ:t/	hier: Grafik	European companies account for the remaining 89% of sales – see chart on next page.
Let me draw your attention to	59	phr	/let mi ˌdrɔ: jər əˈtenʃən tə/	Ich möchte Sie darauf aufmerksam machen	Let me draw your attention to the fact that you have no alibi for the time of the murder.
high-street	60	adj	/'haɪ stri:t/	hier: Einzelhändler	Marks and Spencer is a high-street retailer whose name is recognised beyond these shores.
megastores	60	n pl	/'megəstɔ:z/	hier: Großraumgeschäften	Manchester United has an official on-line megastore selling football equipment, replica kits, and leisurewear.
expenditure	60	n	/ɪk'spendɪtʃə/	Kosten, Aufwand	An advertiser rarely knows what its return on investment in advertising expenditure is.
innovation	60	n	/,ɪnə'veɪʃən/	Erfindung, Innovation	It is a fairly recent innovation for rent to be paid in advance.
are not exploiting	60	v	/ə ˌnɒt ɪk'splɔɪtɪŋ/	hier: ausschöpfend, nutzend	The police are not exploiting all the avenues open to them.
via	60	prep	/'vaɪə, 'vi:ə/	hier: über	We flew to Athens via Paris.
consumers	60	n pl	/kən'sju:məz/	Verbraucher	The new design was supposed to have consumers beating a path to their door.
talking books	61	n pl	/,tɔ:kɪŋ 'bʊks/	hier: Hörbücher	Talking books are a boon to the blind.
software	61	n	/'sɒtweə/	Software	She loaded the new software and the computer crashed.
Unit 8					
vs	68	abbrev		hier gegen	The People vs. Romero is a famous legal case.
reflection	68	n	/rɪ'flekʃən/	Spiegelbild	Can you see your reflection in the glass?
creative	68	adj	/kri'eɪtɪv/	kreativ	This job is so boring. I wish I could do something more creative.
overlook	68	v	/,əʊvə'lʊk/	übersehen	It is easy to overlook a small detail like that.
avoid	68	v	/ə'vɔɪd/	vermeiden	Road safety is taught to young children to avoid road accidents.
confrontation	68	n	/,kɒnfrən'teɪʃən/	Konfrontation	She had stayed in her room to avoid another confrontation.
tread on people's toes	68	v phr	/,tred ɒn pi:pəlz 'təʊz/	hier: auf die Füße treten	She was willing to help out but didn't suggest it herself for fear of treading on people's toes.
improvisers	68	n pl	/'ɪmprəvaɪzəz/	hier: Improvisatoren	Some people are improvisers who just make up their strategy as they go along.
punctual	68	adj	/'pʌŋktʃuəl/	pünktlich	She's always very punctual for appointments.
deadline	68	n	/'dedlaɪn/	Stichtag, Deadline	The deadline for applications is May 27th.
mismanage	69	v	/,mɪs'mænɪdʒ/	schlecht verwalten	The nation's finances had been badly mismanaged.
post-merger	69	n	/,pəʊst 'mɜ:dʒə/	hier: nach dem Zusammenschluss	We were enthusiastic before the merger, but post-merger the atmosphere changed when people were made redundant

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
bilateral	69	adj	/baɪˈlætərəl/	bilateral, zweiseitig	There were press reports of bilateral negotiations between Israel and Syria.
hypercritical	69	adj	/ˌhaɪpəˈkrɪtɪkəl/	hyperkritisch	Linda was hypercritical of John's efforts.
in favour of	69	prep phr	/ɪn ˈfeɪvər əv, ɒv/	hier: dafür sein	They all were in favour of a team meeting once a month, not more often.
behaved	69	v	/bɪˈheɪvd/	hier: benommen	He behaved like a dictator, and I use the term advisedly.
raising	69	v	/ˈreɪzɪŋ/	(Geld) beschaffen	I haven't a hope of raising enough money to put a deposit down on a house!
unproductive	69	adj	/ˌʌnpɹəˈdʌktɪv/	unproduktiv	It was an unproductive meeting and left everyone feeling dejected.
got cold feet	69	v phr	/gɒt ˌkəʊld ˈfi:t/	kalte Füße bekommen, nervös werden	The buyer got cold feet at the last moment and pulled out of the sale.
communicative	69	adj	/kəˈmju:nɪkətɪv/	gesprächig, redselig	Tom wasn't very communicative – he kept himself to himself.
in terms of	70	prep phr	/ɪn ˈtɜ:mz əv, ɒv/	hier: hinsichtlich	She thought of everything in terms of money.
attitudes	70	n pl	/ˈætɪtju:dz/	Einstellung, Attitude	I found their attitudes to their employees insulting!
attributes	71	n pl	/ˈætrɪbjʊ:ts/	Eigenschaften	What attributes should a good manager possess?
push you up the ladder	71	v phr	/ˌpʊʃ ju ʌp ðə ˈlædə/	hier: Karriereleiter hochsteigen	There are various ways to push you up the ladder of promotion.
factor	71	n	/ˈfæktə/	Faktor	The rise in crime is mainly due to social and economic factors.
gets the credit for	71	v phr	/ˌgets ðə ˈkredɪt fə, fɔ:/	hier: Anerkennung	Why does he always get the credit for increasing sales when there are four of us selling?
compromise	71	v	/ˈkɒmprəmaɪz/	Kompromisse schließen	She admitted that she was unable to compromise.
betterment	71	n	/ˈbetəmənt/	Verbesserung	The Act was introduced to engender social change for the betterment of society as a whole.
conflict	71	n	/ˈkɒnflɪkt/	Konflikt, Auseinandersetzung	The General Strike was the most important industrial conflict of British inter-war history.
element	71	n	/ˈeləmənt/	Bestandteil, Element	Honesty is a vital element of her success.
appreciation	71	n	/əˌpri:ʃiˈeɪʃən/	hier: Wertschätzung	It helps children to develop an appreciation of poetry and literature.
relatively	71	adv	/ˈrelətɪvli/	relativ, verhältnismäßig	The system is relatively easy to use.
supervising	71	v	/ˈsu:pəvaɪzɪŋ/	beaufsichtigend, überwachend	They have the unenviable task of supervising the most dangerous prison in the country.
accomplishment	71	n	/əˈkʌmplɪʃmənt/	hier: Errungenschaft	Cutting the budget was an impressive accomplishment.
facilitator	71	n	/fəˈsɪlɪteɪtə/	hier: Vermittler	We see our role as facilitators who can get the negotiations going.
dynamic	71	adj	/daɪˈnæmɪk/	dynamisch	The company only wanted to employ dynamic and ambitious people.
patterns	71	n pl	/ˈpætənz/	hier: (Klima) Mustern	There is ample evidence that climate patterns are changing.

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desirable	71	adj	/dɪˈzærəbəl/	wünschenswert	The ability to speak a foreign language is highly desirable.
goals	71	n pl	/gəʊlz/	Ziele	We had to establish at the outset which goals we wished to achieve.
approach	71	n	/əˈprəʊtʃ/	Ansatz	Synthetic phonics is a new approach to teaching reading.
initially	71	adv	/ɪˈnɪʃli/	zunächst	Stan initially wanted to go to medical school.
cross-cultural	71	adj	/ˌkrɒsˈkʌltʃərəl/	interkulturell	How various groups within our society have related to each other is key to cross-cultural communication.
assail	71	v	/əˈseɪl/	hier: befallen, geplagt	Carla was suddenly assailed by doubts.
plays upon	71	phr v	/ˈpleɪz əpən/	hier: spielt mit	She always plays upon his good nature to get her own way.
similarities	71	n pl	/ˌsɪməˈlærətɪz/	Ähnlichkeiten	While there are similarities in the two cultures, there are also great contrasts.
moulding	71	v	/ˈməʊldɪŋ/	hier: modellieren	He was moulding the jug out of clay.
tension	70	n	/ˈtenʃən/	Spannung	The tension was becoming unbearable, and I wanted to scream.
team leader	70	n	/ˌtiːmˈliːdə/	Teamleiter	The team leader handed out the assignments for the day.
co-operate	70	v	/kəʊˈɒpəreɪt/	zusammenarbeiten, kooperieren	Each couple had to co-operate to finish the task.
failure	72	n	/ˈfeɪljə/	Versagen	Winston is not someone who accepts failure easily.
showroom	72	n	/ˈʃəʊrʊm, ˌrʊːm/	Ausstellungsraum	When customers walk into the showroom, they are greeted by the sales manager.
conference	72	n	/ˈkɒnfərəns/	Konferenz, Tagung	Representatives from over 100 countries attended the International Peace Conference in Geneva.
charismatic	72	adj	/ˌkærɪzˈmætɪk/	charismatisch	Martin Luther King was a very charismatic speaker.
sales rep	72	n	/ˈseɪlz rep/	Handelsvertreter	The sales rep made an appointment to see the head buyer.
dry-cleaned	72	v	/ˌdraɪˈkliːnd/	hier: chemisch gereinigt	He had his suits dry-cleaned every two weeks.
expenses	72	n	/ɪkˈspensɪz/	hier: Spesen	His boss asked him to explain why his business expenses had doubled.
excessive	72	adj	/ɪkˈsesɪv/	übermäßig, exzessiv	His excessive drinking caused the break-up of their marriage.
defends	72	v	/dɪˈfendz/	verteidigen	He was always prepared to defend his actions.
point of view	73	n phr	/ˌpɔɪnt əv ˈvjuː/	Gesichtspunkt	From an economic point of view, the new development will benefit the town greatly.
frank	73	adj	/fræŋk/	offen, ehrlich	He was completely frank with her about what happened.
persist	73	v	/pəˈsɪst/	beharren, hartnäckig	He persisted in his refusal to admit responsibility.
data projectors	74	n pl	/ˈdeɪtə prəˌdʒektəz/	hier: Datenprojektor, Beamer	People who give presentations sometimes have trouble getting their laptops to work with the data projectors

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slim	74	adj	/slɪm/	hier: gering, klein	The slim increase in revenues reflected the slowing economy.
plasma screens	74	n pl	/ˌplæzmə 'skri:nz/	Plasma-Bildschirme	The sale of plasma screens is on the increase.
replacement	74	n	/rɪ 'pleɪsmənt/	Ersatz	Our old car is badly in need of replacement.
appointment	74	n	/ə 'pɔɪntmənt/	Termin	She has an appointment with a client at 10.30.
miss their targets	74	v phr	/ˌmɪs ðeə 'tɑ:ɡɪts/	hier: Ihre Ziele verfehlen	If the sales team miss their targets there will be no bonus.
blame	74	v	/bleɪm/	beschuldigen, tadeln	Don't blame me – it's not my fault.
passing on	74	phr v	/ˌpɑ:ɪŋ 'ɒn/	hier: Weitergabe	John has been fired because he was passing on information to our competitors.
criticises	74	v	/'krɪtɪsaɪzɪz/	kritisiert	She'll never get the best out of her staff if she criticises them constantly.
whiz kid	74	n	/'wɪz kɪd/	Senkrechtstarter, Tüftler	Nigel is a 'whiz kid' and expected to go far in the company.
no-nonsense	74	adj	/ˌnəʊ 'nɒnsəns/	nüchtern, sachlich	Ellie has a no-nonsense attitude to business.
task-oriented	74	adj	/ˌtɑ:sk 'ɔ:riəntɪd/	aufgabenorientiert	He is task-oriented, and his main objective is meeting sales targets.
is underperforming	74	v	/ɪz ˌʌndəpə'fɔ:mɪŋ/	hier: zu wenig leisten	Greg was underperforming and letting the whole side down.
envious	75	adj	/'enviəs/	neidisch	Colleagues were envious of her success.
extrovert	75	adj	/'ekstrəvɜ:t/	extrovertiert, kontaktfreudig	Sheila is a friendly, extrovert young Australian.
arrogant	75	adj	/'ærəɡənt/	überheblich	He was unbearably arrogant.
boastful	75	adj	/'bəʊstfəl/	prahlerisch	Without wanting to sound too boastful, I think we have the best television programmes in the world.
dominating	75	adj	/'dɒmɪneɪtɪŋ/	dominierend	She had such a dominating personality, everyone else seemed to pale into insignificance.
reliable	75	adj	/rɪ 'laɪəbəl/	zuverlässig	Anna is a good, reliable worker.
put (her) down	75	phr v	ˌpʊt 'daʊn/	hier: jmdn. demütigen	He's always putting me down when I come up with new suggestions.
moody	75	adj	/'mu:di/	launisch	Keith had seemed moody all morning.
outspoken	75	adj	/aʊt'spəʊkən/	freimütig, offen	He was an outspoken critic of the education reforms.
argues	75	v	/'ɑ:gju:z/	hier: argumentiert, plädiert	The statement argues for a change of attitude by the management.
sociable	75	adj	/'səʊʃəbəl/	gesellig	They seemed a pleasant, sociable couple.
insult	75	v	/ɪn'sʌlt/	beleidigen	Nobody insults my family and gets away with it!
charming	75	adj	/'tʃɑ:mɪŋ/	charmant, bezaubernd	We eat out frequently at a charming little Italian restaurant in town.
inconsistent	75	adj	ˌɪnkən'sɪstənt/	hier: unvereinbar, inkonsequent	The accounts of the witnesses are inconsistent.

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in the mood	75	prep phr	/ɪn ðə 'mu:d/	in der richtigen Stimmung	She was not in the mood to listen to any more of his excuses.
always makes his final call close to home (not good for the company)	75	phr	/ˌɔ:lweɪz meɪks hɪz ˌfaɪnəl kɔ:l ˌkləʊs tə 'həʊm/		So that he can spend as much time as possible with his family, he always makes his final call close to home.
conduct	75	n	/'kɒndʌkt/	hier: Verhalten	The Senator's conduct is being investigated by the Ethics Committee.
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loan shark	76	n	/'ləʊn ʃɑ:k/	Kredithai	She was desperate for money and had borrowed from a loan shark at astronomical rates.
credit card company	76	n	/'kredɪt kɑ:d ˌkʌmpəni/	kreditkartenunternehmen	The credit card company were offering 0% interest for the first six months.
source	76	n	/sɔ:s/	Quelle	They get their money from various sources.
the love of money is the root of all evil	76	proverb	/ðə ˌlʌv əv 'mʌni ɪz ðə ˌru:t əv ɔ:l 'i:vəl/	Die Liebe zum Geld ist die Wurzel allen Übels	They say that 'the love of money is the root of all evil.'
time is money	76	phr	/'taɪm ɪz 'mʌni/	Zeit ist Geld	He has a card above his desk which reads 'Time is money.'
money talks	76	phr	/'mʌni 'tɔ:ks/	Geld ist Macht, Geld regiert die Welt	Why wasn't the banker arrested? You can say what you like, but at the end of the day, money talks.
money can't buy you love	76	proverb	/'mʌni kɑ:nt ˌbaɪ ju ˌlʌv/	Geld kann dir keine Liebe kaufen	Perhaps 'money can't buy you love', but many rich old men have pretty young wives.
don't throw good money after bad	76	proverb	/'dəʊnt θrəʊ ˌɡʊd mʌni ɑ:ftə 'bæd/	werf kein gutes Geld Schlechtem hinterher	Don't throw good money after bad' is a wise saying, but so is 'hindsight is a wonderful thing'.
security	77	n	/'sɪ ˌkjʊərəti/	Sicherheit	The trial was held under tight security.
loan	77	n	/'ləʊn/	Darlehen, Kredit	The couple took out and repaid several loans to build up their business.
recommend	77	v	/'rekə ˈmend/	empfehlen	I recommend that you get some professional advice.
request	77	n	/'rɪ ˈkwest/	Anfrage, Bitte	They have made an urgent request for international aid.
is turned down	77	phr v	/'ɪz ˌtɜ:nd ˈdaʊn/	wurde abgelehnt	My application for a credit card was turned down because of my credit history.
it's money for old rope	77	proverb	/'ɪts ˌmʌni fər ˌəʊld ˈrəʊp/	hier: leicht verdientes Geld	You can sell practically anything on eBay. It's money for old rope.
way over budget	77	n phr	/'weɪ əʊvə ˈbʌdʒɪt/	hier: Haushaltsplan nicht einhalten	They went way over budget on the advertising campaign.
cutbacks	77	n pl	/'kʌtbæks/	Kürzungen, Einsparungen	The Safer City Project is the latest casualty of financial cutbacks.

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money doesn't grow on trees	77		/ˌmʌni dʌzənt ˌgrəʊ ɒn ˈtriːz/	Geld wächst nicht auf Bäumen	Children need to learn that money doesn't grow on trees.
industrialist	77	n	/ɪnˈdʌstriəlɪst/	Industrielle, Unternehmer	He was many things in his time – musician, pilot, cattle-rancher, industrialist, journalist.
where there's muck, there's money	77	proverb	/ˌweə ðeəz ˌmʌk ðeəz ˈmʌni/	Dreck und Geld liegen nahe beisammen	Where there's muck there's money. Don't be afraid to get your hands dirty, lad.
a licence to print money	77	proverb	/ə ˌlaɪsəns tə prɪnt ˈmʌni/	Lizenz zum Gelddrucken	Charging people to park outside their own homes is a licence to print money.
business angels	77	n pl	/ˈbɪznəs ˌeɪndʒəlz/	hier: Unternehmensengel	Business Angels are high net worth individuals who invest on their own, or as part of a syndicate, in high growth businesses.
a fool and his money are soon parted	77	proverb	/ə ˌfuːl ənd hɪz ˈmʌni ə ˌsuːn ˈpɑːtɪd/	ein Narr und sein Geld sind bald geschieden	I don't know much about business angels, but I do know that a fool and his money are soon parted.
headquarters	77	n	/ˈhed ˌkwɔːtəz, ˌhed ˈkwɔːtəz/	Hauptsitz	The headquarters of the United Nations is in New York.
money is no object	77	proverb	/ˌmʌni ɪz ˌnəʊ ˈɒbdʒɪkt/	Geld spielt keine Rolle	Where my daughter's wedding is concerned, money is no object, and I'll pay for the honeymoon too!
limited	77	adj	/ˈlɪmɪtɪd/	beschränkt	There are only a limited number of tickets available.
fortune	77	n	/ˈfɔːtʃən/	Vermögen	He made a fortune selling property in Spain.
inherited	77	v	/ɪnˈherɪtɪd/	geerbt	Amelia had inherited her mother's good bone structure.
sums	77	n pl	/sʌmz/	Beträge, Summen	His films made huge sums of money for the studio.
garbage collecting company	77	n	/ˈgɑːbɪdʒ kə ˌlektɪŋ ˌkʌmpəni/	hier: Müllabfuhr Firma	My son lives in the US and runs his own garbage collecting company.
retire	77	v	/rɪˈtaɪə/	in Rente gehen	Most people retire at 65.
acquisition	78	n	/ˌækwɪˈzɪʃən/	Erwerb, Übernahme	The group's acquisition of 85 stores in California was widely reported in the press.
property	78	n	/ˈprɒpəti/	hier: Eigentum	The hotel is not responsible for any loss or damage to guests' personal property.
overdraft	78	n	/ˈəʊvədɹɑːft/	Überziehungskredit	We can offer current accounts with overdraft facilities.
equity	78	n	/ˈekwəti/	Eigenkapital	The CEO has been moving toward the use of equity rather than debt.

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fee	78	n	/fi:/	Gebühr, Honorar	You might want to use an insurance adviser who charges a fee but earns no commission.
charge	78	n	/tʃɑ:dʒ/	hier: Gebühr, Kosten	Gas charges will rise in July.
interest	78	n	/ˈɪntrest/	hier: Zinsen	We get 12 per cent interest on our long-term savings account.
debts	78	n pl	/dets/	Schulden	The company had huge debts and was on the brink of collapse.
bankruptcy	78	n	/ˈbæŋkrʌptsi/	Bankrott	In 1999 it was revealed that he was close to bankruptcy.
warranty	78	n	/ˈwɒrənti/	Garantie	We offer a 12-month basic warranty on all car parts.
overpayment	78	n	/ˌəʊvəˈpeɪmənt/	Überzahlung	The bank said I was allowed to make overpayments on my mortgage.
has gone into administration	78	v phr	/həz ˌgɒn ɪntə ˌædmiːnəˈstreɪʃən/	in die Verwaltung gegangen	The company has gone into administration with debts of over £100 million.
indemnity	78	n	/ɪnˈdemnəti/	Entschädigung	Every full-time employee at our firm receives a policy that gives indemnity against third-party claims.
raising finance	79	v phr	/ˌreɪzɪŋ ˈfaɪnæns, fiˈnæns/	hier: Beschaffung der Finanzmittel	The company wanted to open branches in the US but had difficulty raising finance.
contemplating	79	v	/ˈkɒntəmpleɪtɪŋ/	betrachtend	He was contemplating handing in his notice and setting up his own company.
capital equipment	79	n	/ˌkæpɪtəl ɪˈkwɪpmənt/	Investitionsgüter	Capital equipment goes into the company balance sheet as assets.
inadequate	79	adj	/ɪnˈædɪkwət/	unangemessen	They had inadequate resources to repay their debt.
therefore	79	adv	/ˈðeəfɔ:/	deshalb	Their car was bigger and therefore more comfortable.
management buy-in	79	n	/ˌmænidʒmənt ˈbaɪ ɪn/	Übernahme durch externes Management, MBI	The management buy-in brought much-needed cash to the company
management buy-out	79	n	/ˌmænidʒmənt ˈbaɪ aʊt/	Übernahme durch eigenes Management, MBO	The owners were approached with an offer for a management buy-out.
funds	79	n pl	/fʌndz/	hier: Geldmittel	About six months into his gap year he took a part-time job, as his funds were running low.
clearing banks	79	n pl	/ˈklɪərɪŋ bæŋks/	Abwicklungsbank, Clearingbank	CSCB is the representative body of the four Scottish clearing banks.
invoice discounting	79	n phr	/ˌɪnvɔɪs ˈdɪskaʊntɪŋ/	hier: Rechnungsdiskontierung	He's the only one in the company who understand the advantages and disadvantages of factoring and invoice discounting.
hire purchase	79	n	/ˌhaɪə ˈpɜ:tʃəs/	Ratenkauf	A lot of new cars are bought on hire purchase.
leasing	79	n	/ˈli:zɪŋ/	hier: Leasing, Vermietung	He contracted with an employee leasing company for them to provide extra staff over the Christmas period.

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merchant banks	79	n pl	/ˌmɜːtʃənt ˈbæŋks/	Handelsbanken	Merchant banks offer a range of services to corporate clients.
venture capital	79	n	/ˈventʃə ˌkæpɪtl/	Risikokapital, Wagniskapital	They obtained venture capital in return for a 40% stake in the business.
strike a balance between	79	v phr	/ˌstraɪk ə ˈbæləns bɪˌtwiːn/	hier: Gleichgewicht schaffen zwischen	We need to strike a balance between reinvestment in new machinery and paying a decent dividend to the shareholders.
ensure	79	v	/ɪnˈʃʊə/	sichern	How can you ensure that our investment will be safe?
funding structure	79	n phr	/ˈfʌndɪŋ ˌstrʌktʃə/	Finanzierungsstruktur	The new funding structure means that the applicant for a grant must find 50% of the money himself.
repayments	79	n pl	/riːˈpeɪmənts/	Rückzahlung	There are penalties if loan repayments are late.
is (usually) secured	79	v	/ɪz sɪˈkjʊəd/	gesichert	Ensure that you don't take out a loan which is secured on your property.
defaults	79	v	/dɪˈfɔːlts/	hier: Zahlungsverzug	If the borrower defaults on their payments, the lender can repossess his property.
prospects	79	n	/ˈprɒspekts/	hier: Aussichten	He's very optimistic about the company's prospects.
decline	79	v	/dɪˈklaɪn/	fallen, zurückgehen	Spending on information technology has declined.
equity investors	79	n pl	/ˈekwəti ɪnˌvestəz/	Eigenkapitalgeber	Equity investors stand to lose all their money if the company fails.
whilst	79	conj	/waɪlst/	während, solange	We will aim to develop new overseas markets while consolidating our performance at home.
overall	79	adj	/ˌəʊvərˈɔːl/	gesamt, allgemein	The overall cost of the exhibition was £400,000.
diluting	79	v	/daɪˈluːtɪŋ/	verdünnend, verwässernd	Bringing out a new range of products will result in diluting the sales in established areas.
share capital	79	n	/ˈʃeə ˌkæpɪtl/	Grundkapital	This issue will bring the company's share capital to around 80 per cent.
optimal	79	adj	/ˈɒptɪməl/	optimal, ideal	An increased corn crop is expected, based on optimal growing conditions across much of the Corn Belt.
demonstrates	79	v	/ˈdemənstreɪts/	hier: zeigt, beweist	The study demonstrates the link between poverty and malnutrition.
preference shares	79	n pl	/ˈprefərəns ˌʃeəz/	Vorzugsaktien	Preference shares have a guaranteed return but do not carry voting rights.
mature investments	79	n pl	/məˈtʃʊər ɪnˈvestmənts/	herangereifte Investitionen	We get involved in more mature investments, where the company already has a track record of success.
corporate venturing	79	n	/ˌkɔːpəreɪt ˈventʃərɪŋ/	Corporate-Venturing	GE regards human energy technology as an investment – a corporate venturing exercise rather than a strategic acquisition.
equity finance	79	n	/ˌekwəti ˈfaɪnæns, fiˈnæns/	Eigenkapitalfinanzierung	Banks are only one possible source of equity finance.
grants	79	n pl	/grɑːnts/	Zuschüsse, Subventionen	Grants for small businesses are often available locally.

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local development agencies	79	n pl	/,ləʊkəl dɪ'veləpmənt ˌeɪdʒənsɪz/	lokale Entwicklungsagenturen	Local development agencies will sometimes give grants to new businesses.
generation	79	n	/,dʒenə'reɪʃən/	hier: Erzeugung	Our first priority must be the generation of more jobs in central Scotland.
training	79	n	/'treɪnɪŋ/	hier: Schulung	On the course we received training in every aspect of the job.
debtors	79	n pl	/'detəz/	Schuldner	Debtors amount to over 20 per cent of the company's balance sheet at present.
prime security	79	n	/'praɪm sɪ'kjʊərəti/	hier: (Haupt) Sicherheit	Your house itself is used as the prime security for your mortgage.
obtain	79	v	/əb'teɪn/	erhalten, bekommen	Further information can be obtained from head office.
approved debts	79	n pl	/ə,pru:vd 'dets/	genehmigte Schulden	We will lend finance on up to 70 per cent of approved debts.
deposit	79	n	/'dɪ'pɒzɪt/	hier: Kautions, Anzahlung	A deposit of 10% is required, followed by payments over 36 months.
medium term	79	adj	/'mi:diəm tɜ:m/	mittelfristig	The company's medium-term prospects look good.
long term	79	adj	/'lɒŋ tɜ:m/	langfristig	Long-term savings will often get you a better interest rate.
commercial mortgages	79	n pl	/kə,mɜ:ʃjəl 'mɔ:ɡɪdʒɪz/	hier: gewerbliche Hypothekendarlehen	Commercial mortgages are not as easy to arrange as domestic ones.
variable	79	adj	/'veəriəbəl/	variabel, wechselhaft	The value of both fixed- and variable-rate loans fell nearly half a per cent.
fixed	79	adj	/'fɪkst/	hier: fest	Consumers have to save a fixed amount each month in order to obtain this interest rate.
overdraw	79	v	/'əʊvə'drɔ:/	überziehen	A customer can only overdraw their current account by prior arrangement.
on demand	79	prep phr	/'ɒn dɪ'mɑ:nd/	auf Anforderung, auf Verlangen	Please pay the bearer of this cheque the amount of £1000 on demand.
fluctuations	79	n pl	/'flʌktʃu'eɪʃənz/	Schwankung	Fluctuations in the bank base rate will cause your mortgage payments to rise or fall.
linked to	79	v	/'lɪŋkt tə,tu/	gekoppelt, verknüpft	The interest we pay you is linked to the amount of savings in your account.
bank base rate	79	n	/'bæŋk 'beɪs reɪt/	hier: Bankzinssatz	The interest rate on your loan is 2 per cent above bank base rate.
alternatives	79	n pl	/'ɔ:l'tɜ:nətɪvz/	Alternativen, Möglichkeiten	He quickly assessed what alternatives were open to him.
terms	79	n pl	/'tɜ:mz/	hier: Bedingungen	Under the terms of the contract, you must pay £10,000 by September.
take a seat	79	v phr	/'teɪk eɪ'si:t/	hier: nehmen Sie einen Platz	Come in and take a seat. Would you like some coffee?
on the board	79	prep phr	/'ɒn ðə 'bɔ:d/	hier: im Vorstand	A 10 per cent shareholding in the company automatically gets you a seat on the board.
votes	79	n pl	/'vəʊts/	hier: Stimmen	The draft law was passed by 134 votes to 19, with 5 abstentions.
ascribed	79	v	/'æskraɪbd/	zugeschrieben	The remark was for years wrongly ascribed to my father.

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due diligence	79	n phr	/ˌdjuː ˈdɪldʒəns/	hier: Sorgfaltsprüfung	The company was accused of not exercising due diligence in making sure its products were safe.
sound	80	adj	/saʊnd/	hier: solid, stabil	The book is full of sound advice.
self-employment	80	n	/ˌself ɪm ˈplɔɪmənt/	Selbstständigkeit	Self-employment is not the most secure way to earn a living.
mind set	80	n	/ˈmaɪnd set/	hier: Denkweise, Haltung	You have to try to understand the mind set of people wanting to live abroad.
lie	80	v	/laɪ/	hier: liegen	People are curious about the land that lies beneath the sea.
lack of	80	n	/ˈlæk əv, ɒv/	Mangel an	There is a lack of enthusiasm for politics among many young people today.
opposed to	80	n	/əˈpəʊzd tə, tu/	hier: entgegenstehen, gegen etwas sein	I'm completely opposed to the idea of self-rule for Scotland.
beyond	80	prep	/biˈjɒnd/	hier: jenseits	They crossed the mountains and headed for the valleys beyond.
grasp	80	n	/grɑːsp/	hier: (fester) Griff	Luke took her arm in a firm grasp and led her through the gate.
renovating	80	v	/ˈrenəveɪtɪŋ/	renovierend	John and Helen spent two years renovating an old chateau in the east of France.
refurbishing	80	v	/ˌriː ˈfɜːbɪʃɪŋ/	Modernisierung, Sanierung	We're moving to accommodation down the road while they are refurbishing our existing offices.
starvation	80	n	/ˈstɑːveɪʃən/	Hungertod	Film of people dying of starvation has led to a huge increase in gifts to charities.
transferring	80	v	/trænsˈfɜːrɪŋ/	hier: transferieren	They're transferring him to a special unit at Great Ormond Street Hospital.
industrial economics	80	n sing	/ɪn ˌdʌstriəl ekəˈnɒmɪks, iːkəˌ/	Industrieökonomik, Betriebswirtschaftslehre	Oliver is studying industrial economics and history at university.
dot-coms	80	n pl	/ˌdɒt ˈkɒmz/	Internetfirma	What the failed dot-coms promised they could do ten years ago, Web 2.0 really can do now, and better!
concession	80	n	/kənˈseʃən/	hier: Erlaubnis, Konzession	BellSouth paid 2.65 billion Brazilian dollars for the concession to operate cellular phones in São Paulo.
be open about	80	v phr	/bi ˈəʊpən ə ˌbaʊt/	offen, ehrlich	She was quite open about her ambitions to head the company some day.
adapt	81	v	/əˈdæpt/	hier: sich anpassen, gewöhnen	The children are finding it hard to adapt to their new school.
modify	81	v	/ˈmɒdɪfaɪ/	modifizieren, ändern	The feedback will be used to modify the course for next year.
explore	81	v	/ɪkˈsplɔː/	hier: erkunden, erforschen	Management need to explore ways of improving office security.
precise	81	adj	/prɪˈsaɪs/	genau, präzise	Precise sales figures are difficult to arrive at.
revise	81	v	/rɪˈvaɪz/	abändern, revidieren	The college has revised its plans because of local objections.

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backers	81	n pl	/ˈbækəz/	Geldgeber, Unterstützer	We're still trying to find backers for the housing development scheme.
let's recap	81	v	/lets 'ri:kæp/	hier: rekapitulieren, kurz zusammenfassen	OK, let's stop there and recap. Harry, would you summarise, please?
creator	81	n	/kri' eɪtə/	Schöpfer	Walt Disney, the creator of Mickey Mouse, was mad about model trains.
fashion jewellery	81	n	/ˈfæʃən ˌdʒu:əlri/	Modeschmuck	She has a firm that supplies fashion jewellery to some of the smaller film studios.
expatriates	82	n pl	/ˌeks'pætriəts/	Auswanderer, Expat	British expatriates living in Spain can have their pensions paid to their bank accounts.
documentaries	82	n pl	/ˌdɒkjʊ'mentəriːz/	Dokumentarfilme	TV companies made documentaries full of doom-laden predictions about the future of the printed word.
awards	82	n pl	/ə'wɔ:dz/	hier: Preisverleihung, Auszeichnungen	British actors were conspicuous by their absence from the awards ceremony.
experienced	82	adj	/ɪk'spɪəriənst/	erfahren	The company has a small team of experienced sales people.
freelance	82	adj	/ˈfri:lɑ:ns/	selbstständig	She works as a freelance editor from her home.
feature film	82	n	/ˈfi:tʃə ˌfɪlm/	Spielfilm	George is starring in two new feature films out this summer.
post-war	82	adj	/ˌpəʊst 'wɔ:/	hier: Nachkriegszeit	Post-war Britain is the setting for the new Doctor Who episode.
provisionally	82	adv	/prə'vɪʒənəli/	vorläufig, provisorisch	The meeting has been provisionally arranged for the end of May.
finance package	82	n	/ˈfaɪnæns ˌpækɪdʒ, fi'næns/	Finanzierungspaket	The studio has put together a finance package to cover the film's production costs.
human interest	82	adj	/ˌhju:mən 'ɪntrəst/	menschliches Interesse	It's a human interest film about what happened in the Warsaw ghetto.
proposal	82	n	/prə'pəʊzəl/	Vorschlag	What are the government's proposals for regulation of the industry?
interpreter	82	n	/ɪn'tɜ:pɪtə/	Dolmetscher(in)	Speaking through an interpreter, Ahmed said, 'I'm very worried about my wife and children.'
intelligence officer	82	n	/ɪn'telɪdʒəns ˌɒfɪsə/	hier: Geheimdienst-Offizier	He worked as an intelligence officer with the Israeli army.
chaos	82	n	/ˈkeɪɒs/	Chaos	The country was plunged into economic chaos.
brief	82	adj	/bri:f/	hier: kurz	We stopped by Alice's house for a brief visit.
passionate	82	adj	/ˈpæʃənət/	leidenschaftlich	He had a brief but passionate love affair with an older woman.
unfolds	82	v	/ʌn'fəʊldz/	hier: (Handlung) entfaltet	As the plot unfolds, we discover that Jack isn't as innocent as he seems.
appeal	82	n	/ə'pi:l/	Appell	The police have issued a new appeal for information.
casting	83	n	/ˈkɑ:stɪŋ/	hier: Casting	The casting of the film was inspired.
editing	83	n	/ˈedɪtɪŋ/	hier: Bearbeitung	You can save the audio for editing later.

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publicity campaign	83	n	/pʌ'blɪsəti kæmˌpeɪn/	Öffentlichkeitskampagne	They mounted a huge publicity campaign for Connolly's latest book.
projection summary	83	n	/prə'dʒekʃən ˌsʌməri/	hier: Zusammenfassung der Prognose	Smithers will now present the projection summary for the overall scheme.
gross revenues	83	n pl	/ˌgrəʊs'revənju:z/	Bruttoeinnahmen	Gross revenues for the year are £18.4 million.
outstanding	83	adj	/aʊt'stændɪŋ/	hier: ausgegebene Aktien, Umlaufkapital	It will have 14.4 million shares outstanding after the offering.
draft budget	83	n	/ˌdrɑ:ft'bʌdʒɪt/	Haushaltsentwurf	What is your draft budget for the project, and how much is your emergency fund?
total	83	n	/'təʊtl/	hier: Gesamtbetrag	That's £7 and £3.50, so the total is £10.50.
completion bond	83	n	/kəm'pli:ʃən bɒnd/	Vollendungsgarantie, Fertigstellungsgarantie	The building society insisted on a completion bond in case the builder failed to finish the job.
runs out of	83	phr v	/ˌrʌnz'aʊtəv, ɒv/	hier: (Geld) ausgehen	I ran out of money in India and decided to come home and get a job.
Unit 10					
put on hold	84	v phr	/ˌpʊt ɒn'həʊld/	hier: in der Warteschleife sein	Don't put me on hold – I'm sick of listening to that awful music.
disinterested	84	adj	/dɪs'ɪntərəstɪd/	hier: unparteiisch	A lawyer should provide disinterested advice.
series	84	n	/'sɪəri:z/	hier: Reihe (von Ereignissen)	What was the series of events that led to the outbreak of war?
options	84	n pl	/'ɒpʃənz/	Optionen, Alternativen	A typical US supermarket gives you a bewildering array of options.
engaged	84	adj	/ɪn'geɪdʒd/	hier: besetzt	I can't get through – her line's engaged.
being cut off	84	phr v	/bi:ɪŋˌkʌt'ɒf/	aus der Leitung fliegen	There's something wrong with this phone – I'm always being cut off in the middle of a call.
face-to-face	84	adv	/ˌfeɪs tə'feɪs/	hier: persönlich	Andrew will be conducting a face-to-face interview with the Prime Minister.
personnel	84	n	/ˌpɜ:sə'nel/	Personal, Mitarbeiter	All personnel are to receive security badges.
product knowledge	84	n	/ˌprɒdʌkt'nɒlɪdʒ/	Produktkenntnis	George's product knowledge is excellent, since he's been with us for 20 years.
peak times	84	n pl	/ˌpi:k'taɪmz/	Stoßzeiten	Traffic blocks the city streets at several points at peak times of the day.
repairs	84	n pl	/rɪ'peəz/	Reparatur	The repairs are going to cost at least £15,000.
refunds	84	n pl	/'ri:fʌndz/	Rückerstattungen	In all my years selling this equipment I've only had to give out two refunds.
meeting customer expectations	84	v phr	/ˌmi:tiŋˌkʌstəmər ekspek'teɪʃənz/	Erfüllen von Kundenerwartungen	The new food range is not selling well because it isn't meeting customer expectations.

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departments	84	n pl	/dɪ'pɑ:tmənts/	Abteilungen	The research will be used by government departments and other public bodies.
features	85	n pl	/'fi:tʃəz/	hier: Funktionen, Eigenschaften	The main features of the new car are its good looks and its speed.
admit	85	v	/əd'mɪt/	hier: zugeben, bekennen	The multinational has now admitted liability for its negligence.
fault	85	n	/fɔ:lt/	Schuld, Fehler	I'm really sorry – it's all my fault.
end up	85	phr v	/,end 'ʌp/	enden, landen	It started as a discussion but ended up as a violent argument.
defensive	85	adj	/dɪ'fensɪv/	defensiv	It's not a criticism – you don't have to be so defensive.
compensation	85	n	/,kɒmpən'seɪʃən/	Entschädigung	Mr Lewis was awarded £75,000 compensation for injuries suffered in the accident.
rapport	86	n	/ræ'pɔ:./	Verhältnis, Rapport	Doctor Wells had an excellent rapport with his patients.
reassure	86	v	/,ri:ə'ʃʊə/	beruhigen	Teachers reassured anxious parents that none of the children had been injured.
key element	86	n	/,ki: 'eləmənt/	wichtiges Element	Attention to detail is a key element of our success.
customer care	86	n	/,kʌstəmə 'keə/	Kundenbetreuung	Our customer care standards are why many people come back to us year after year.
faulty	86	adj	/'fɔ:lti/	fehlerhaft	Customers may ask for a refund if the goods are faulty.
diplomatic	86	adj	/,dɪplə'mætɪk/	diplomatisch	Diplomatic efforts to end the fighting began on October 25.
pass the buck	86	v phr	/,pɑ:s ðə 'bʌk/	die Verantwortung abschieben	One department keeps passing the buck to another, and I can't get any satisfaction.
get to the bottom of the problem	86	phr	/,get tə ðə 'bɒtəm əv ðə ,prɒbləm/	dem Problem auf den Grund zu gehen	The mechanics don't seem able to get to the bottom of the problem with my car.
it was the last straw	86	phr	/'ɪt wəz ðə ,lɑ:st 'strɔ:./	war das Maß voll	When the car broke down on the motorway, it was the last straw, and I took it back.
go straight to the point	86	phr	/'gəʊ ,streɪt tə ðə 'pɔɪnt/	hier: gleich zum Punkt kommen	We'll skip the introductions and go straight to the point of the meeting.
slipped my mind	86	v phr	/,slɪpt maɪ 'maɪnd/	hier: dem Gedächtnis entfallen	Sorry I didn't ring you yesterday – it completely slipped my mind.
ripped off	86	phr v	/,rɪpt 'ɒf/	hier: abgezockt	When the computer failed to work, I felt as if the salesman had ripped me off.
talking at cross purposes	86	v phr	/,tɔ:kɪŋ ət ,krɒs 'pɜ:pəsɪz/	vorbeiredend	No, we're talking at cross purposes. I mean the John who works in Personnel.
brochure	86	n	/'brɔʃʊə, ɪʃʊə/	Broschüre, Prospekt	Send for a free brochure today, or call to arrange a test drive.

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saw no point in	86	v phr	/,sɔː nəʊ 'pɔɪnt ɪn/	hier: keinen Zweck/ Grund haben	I knew I wasn't going to convince him, so I saw no point in arguing.
utilities	86	n pl	/juː'tɪlətɪz/	hier: Nebenkosten, öffentliche Versorgung	Does your rent include utilities?' 'No, I have to pay for gas and electricity separately.'
printer-scanner-copier	87	n	/,prɪntə ,skæne 'kɒpiə/	hier: Multifunktionsgerät	Instead of lots of separate machines, our office has printer-scanner-copiers throughout.
scan	87	v	/skæn/	einscannen	This program lets people edit photos that have been scanned into a digital form.
false starts	87	n pl	/,fɔːls 'stɑːts/	Fehlstarts	After several false starts, the two sides have finally started serious talks today.
have surrendered	87	v	/hæv sə'rendəd/	überlassen, abgegeben	In exchange for a week's extra holiday, the employees have surrendered their rights to company health insurance.
post-privatisation	87	n	/,pəʊst praɪvətəɪ'zeɪʃən/	nach der Privatisierung	The typical post-privatisation train in the southeast is very overcrowded.
improvements	87	n pl	/ɪm'pruːvmənts/	Verbesserungen	We must provide demonstrable improvements in health services.
have gone back to	87	phr v	/hæv gɒn 'bæk tə, tu/	hier: zurückgekehrt	He started arriving on time for a while, but now he's gone back to his old ways.
turning up	87	phr v	/,tɜːnɪŋ 'ʌp/	erscheinend, auftauchend	She is always turning up late for meetings because her car has broken down.
have cut back on	87	phr v	/hæv ,kʌt 'bæk ɒn/	hier: haben etw gekürzt	Employers have cut back on benefits such as free healthcare and company cars.
deteriorating	87	v	/dɪ'tɪəriəreɪtɪŋ/	verschlechternd	America's deteriorating economy has lost votes for the outgoing President.
industry-specific	87	adj	/,ɪndəstri spə'sɪfɪk/	branchenspezifisch	This publisher produces a series of industry-specific guides to help in business planning.
insufficient	87	adj	/,ɪnsə'fɪʃənt/	unzureichend	Insufficient resources have been devoted to the health service.
dissatisfied	87	adj	/dɪ'sætɪsfɑɪd/	unzufrieden	Dissatisfied customers will tell others of their experiences.
cannot be bothered	87	v phr	/,kænət bi 'bɒðəd/	hier: keinen Bock/ Lust haben	Get out of bed, you'll be late for work!' 'I just cannot be bothered – I'm going back to sleep.'
cutting costs	87	v phr	/,kʌtɪŋ 'kɒsts/	Kosten senken	They concentrated on cutting costs, at the expense of losing some excellent staff.
hence	87	adv	/hens/	daher, deshalb	Transport is expensive. Hence factory location is an important consideration.
mania	87	n	/'meɪniə/	Manie, Wahn	His was a prime example of the Victorian mania for butterfly collecting
startling	87	adj	/ 'stɑːtlɪŋ/	überraschend, verblüffend	Paddy's words had a startling effect on the children.
exceed	87	v	/ɪk'siːd/	überschreiten	Working hours must not exceed 42 hours a week.

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consequences	87	n pl	/ˈkɒnsɪkwənsɪz/	(langfristige) Folgen	The long-term consequences of a nuclear leak are unimaginable.
rationale	87	n	/ˌræʃəˈnɑ:l/	Begründung	The chairman began by explaining the rationale behind the company's decision to expand its business in Asia.
validity	87	n	/vəˈlɪdəti/	hier: Rechtsgültigkeit	The shareholder group may question the legal validity of the merger in court.
converts	87	v	/kənˈvɜ:ts/	hier: umwandeln, konvertieren	I have a sofa that converts into a bed.
execution	87	n	/ˌeksɪˈkju:ʃən/	Ausführung, Umsetzung	There was an unexplained delay between the issuing of the order and its execution.
keep track of	87	phr v	/ˌki:p ˈtræk əv, əv/	hier: verfolgen, den Überblick behalten	The new computer system should make it easier to keep track of patients' records and X-rays.
put out to contract	87	v phr	/pʊt ˌaʊt tə ˈkɒntrækt/	hier: (Auftrag) ausschreiben	We've put the cleaning and catering out to contract to save having to employ our own staff.
delight	88	n	/dɪˈlaɪt/	hier: Freude, Begeisterung	The kids were screaming with delight at the clown's antics.
will stimulate	88	v	/wɪl ˈstɪmjəleɪt/	wird ankurbeln, fördern	The London Olympics in 2012 will stimulate investment in many under-funded sports.
customer service manual	88	n	/ˌkʌstəmə ˈsɜ:vɪs ˌmænjʊəl/	Kundendienst-Handbuch	Telling the client to 'get lost' isn't in the customer service manual, Atkinson!
I'm fed up with	88	phr v	/aɪm ˈfed ˈʌp wɪð, wɪθ/	ich habe es satt	I'm fed up with this car going wrong – I want you to give me a new one.
experiment	88	n	/ɪkˈsperəmənt/	Experiment	Experiments with alcohol-fuelled cars have not yielded a commercially-viable model.
nod	89	v	/nɒd/	nicken	I asked her if she was ready to go, and she nodded.
body language	89	n	/ˈbɒdi ˌlæŋgwɪdʒ/	Körpersprache	It was obvious from Luke's body language that he was nervous.
attentive	89	adj	/əˈtentɪv/	aufmerksam	You've been a very attentive audience – thank you.
telecommunications company	90	n	/ˌtelɪkəmju:nɪˈkeɪʃən z ˌkʌmpəni/	Telekommunikationsunternehmen	The group owns one of Australia's largest telecommunications companies.
correspondence	90	n	/ˌkɒrəˈspɒndəns/	Korrespondenz	Any correspondence concerning the inquiry should be sent to Mr Alan Wood.
have prioritised	90	v	/həv praɪˈɔrɪtaɪzd/	haben priorisiert	We have prioritised calls from the sick and elderly, as they are worst affected by the power cuts.
get through to	91	phr v	/get ˈθru: tə, tu/	hier: durchkommen	I've been having terrible trouble getting through to your customer services number.
query	91	v	/ˈkwɪəri/	hier: in Frage stellen	A VAT officer queried the VAT returns of the business.

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regional	91	adj	/ˈriːdʒənəl/	regional, lokal	One of the largest regional building societies in the UK has announced it is to go public.
topped up	91	phr v	/ˌtɒpt ˈʌp/	aufgeladen, aufgestockt	I bought a card at the newsagent's and topped up the balance on my mobile phone.
occasions	91	n pl	/əˈkeɪʒənz/	Gelegenheiten	She had committed adultery on several occasions.
wasn't credited to	91	v	/ˌwɒzənt ˈkredɪtɪd tə, tu/	hier: war nicht gutgeschrieben	I paid it in last week, but the money wasn't credited to my account until today.
subscriber	91	n	/səbˈskraɪbə/	hier: Abonnent, Teilnehmer	Country Music Television currently has 15 million paying subscribers.
cheap-rate calls	91	n pl	/ˌtʃiːp reɪt ˈkɔːlz/	günstige Anrufe	We offer cheap-rate calls to the USA at any time of day.
outrageous	91	adj	/aʊtˈreɪdʒəs/	unverschämt	They charge outrageous prices for designer clothing that looks quite ordinary.
I've been experiencing	91	v	/aɪv biːn ɪkˈspɪəriənsɪŋ/	hier: ich habe .. erlebt	Doctor, I've been experiencing shortness of breath and chest pains.
health risk	91	n	/ˈhelθ rɪsk/	Gesundheitsrisiko	Breathing in other people's cigarette smoke is a greater health risk than was first realised.
prolonged	91	adj	/prəˈlɒŋd/	verlängert, prolongiert	Prolonged exposure to the sun can cause skin cancer.
microwave radiation	91	n	/ˌmaɪkrəweɪv reɪdɪˈeɪʃən/	Mikrowellenstrahlung	Microwave radiation interacts with the molecules in food, causing it to heat up.
look forward to	91	phr v	/lʊk ˈfɔːwəd tə, tu/	sich auf etwas freuen	I'm really looking forward to our holiday next month.
Unit 11					
crises	92	n pl	/ˈkraɪsiːz/	Krisensituationen	The book contains a powerful cocktail of romance, family crises and big business.
occur	92	v	/əˈkɜː/	hier: sich ereignen, passieren	A third of accidental deaths occur in the home.
role play	92	v	/ˈrəʊl pleɪ/	Rollenspiel	Staff from the emergency services met to role play a terrorist alert situation.
directors	92	n pl	/dɪˈrektəz, daɪˌ/	Direktoren, Geschäftsführer	Once again, company directors have awarded themselves a massive pay increase.
disclose	92	v	/dɪsˈkləʊz/	veröffentlicht, offengelegt	Some companies have already voluntarily disclosed similar information.
analyse	92	v	/ˈænəlaɪz/	analysieren	She still needs to analyse the data before coming to any conclusions.
circulate	92	v	/ˈsɜːkjələɪt/	verteilen, in Umlauf setzen	A summary of the report was circulated to all board members.
crisis management programme	92	n	/ˌkraɪsɪs ˈmænɪdʒmənt ˌprəʊgræm/	Krisenmanagement-Programm	Government has come up with a crisis management programme to deal with major emergencies.

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under stress	92	prep phr	/ˌʌndə 'stres/	unter Stress	She's been under great stress for weeks, and finally today she just walked out and went home.
work out	92	phr v	/ˌwɜ:k 'aʊt/	hier: erarbeiten, ausarbeiten	UN negotiators have worked out a set of compromise proposals.
action plan	92	n	/'ækfən plæn/	Aktionsplan	Instead of just panicking, we need to come up with an action plan.
effectively	94	adv	/ɪ'fektɪvli/	effektiv, wirksam	Children have to learn to communicate effectively.
service failure	94	n	/'sɜ:vɪs ˌfeɪljə/	hier: Dienstfehler	Service failures plagued Virgin's early days as a West Coast rail operator.
statistic	94	n	/stə'tɪstɪk/	Statistik	Statistics show that 35% of new businesses fail in their first year.
was cancelled	94	v	/wəz 'kænsəld/	wurde abgesagt	The launch was cancelled when the models failed to turn up for the fashion show.
persistent	94	adj	/pə'sɪstənt/	beharrlich, anhaltend	There have been persistent rumours that a US investor is trying to buy the club.
engine	94	n	/'endʒɪn/	Motor	The engine won't start – I think the battery is flat.
disembarked	94	v	/'dɪsɪm'bɑ:kt/	hier: von Bord gehen	It was dark when we finally disembarked at Calais.
formidable	94	adj	/'fɔ:mɪdəbəl, fə'mɪdɪd/	hier: enorm, mächtig	The building is grey, formidable, not at all picturesque.
public relations	94	n sing	/'pʌblɪk rɪ'leɪʃənz/	Öffentlichkeitsarbeit, PR	They ran their own successful public relations business in London.
desertion	94	n	/dɪ'zɜ:ʃən/	hier: verlassen	Software companies risk desertion by users if they don't keep producing new versions of their programs.
lawsuits	94	n pl	/'lɔ:su:ts, ɹsju:ts/	Prozess, Klagen	Drug companies open themselves to lawsuits if they don't test their products thoroughly.
high-profile	94	adj	/'haɪ 'prəʊfaɪl/	hier: prominent, hochkarätig	Several high-profile public figures attended the opening of the play.
plumbers	94	n pl	/'plʌməz/	Klempner, Installateur	Plumbers are often reluctant to come out unless they are convinced it's an emergency.
leaking	94	adj	/'li:kɪŋ/	undicht, auslaufend	The leaking fuel rods will be encapsulated in lead.
drains	94	n pl	/dreɪnz/	hier: Abflüsse	The drains have become blocked and need to be cleared by a plumber.
is bound to	94	v phr	/ɪz 'baʊnd tə, tu/	hier: führt unweigerlich zu	Being rude to customers is bound to make them take their business elsewhere.
take their stories to the press	94	phr	/'teɪk ðeə ˌstɔ:rɪz tə ðə 'pres/	ihre Geschichten an die Presse bringen	Disgruntled employees may take their stories to the press if they feel badly treated.
defect	94	v	/dɪ'fekt/	hier: wechseln, überlaufen	They tried to retain customers who might defect to a credit card with a lower interest rate.
principles	94	n pl	/'prɪnsəpəlz/	Prinzipien	They were accused of abandoning their socialist principles.
assist	94	v	/ə'sɪst/	helfen, unterstützen	You will be employed to assist in the development of new equipment.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
recovery	94	n	/rɪˈkʌvəri/	Erholung	Share prices staged a slight recovery yesterday.
asleep at the wheel	94	n phr	/əˌsli:p ət ðə ˈwi:l/	hinter dem Steuer eingeschlafen	This company got into trouble because the chief executive fell asleep at the wheel.
regardless	94	adv	/rɪˈgɑːdləs/	hier: unabhängig von	The law requires equal treatment for all, regardless of race, religion, or sex.
at fault	94	prep phr	/ət ˈfɔːlt/	im Unrecht sein	We could spend all day deciding who was at fault – but let's just solve the problem instead.
limits	94	n pl	/ˈlɪmɪts/	Beschränkungen	The public would like strict spending limits on political campaigns.
injuries	94	n pl	/ˈɪndʒərɪz/	Verletzungen	She suffered appalling injuries in the car crash.
scoring	94		/ˈskɔːrɪŋ/	hier: (Tor) schießen,	He began the season in a blaze of glory, scoring seven goals in as many games.
moral victories	94		/ˌmɒrəl ˈvɪktərɪz/	moralischer Sieg	It's no good winning moral victories in business if you can't also make a profit.
is (more than) outweighed	94		/ɪz aʊtˈweɪd/	wird mehr als aufgewogen	His shyness is more than outweighed by his ability to come up with the results.
urgent	94		/ˈɜːdʒənt/	dringend	He was in urgent need of medical attention.
transparency	94		/trænˈspærənsi/	Transparenz	We must have complete transparency in our dealings with them, so that nobody can accuse us of being dishonest.
vital	94		/ˈvaɪtəl/	hier: notwendig, wesentlich	The work she does is absolutely vital to the health of the economy.
were (often) on hand	94		/wə ɒn ˈhænd/	hier: waren oft verfügbar	Staff were on hand to offer information and advice.
must be (carefully) matched to	94		/mʌst bi ˈmætʃt tə, tʊ/	muss (sorgfältig) abgestimmt werden	Each potential customer must be carefully matched to the right type of holiday.
trivialises	94		/ˈtrɪvɪəlaɪzɪz/	trivialisiert	This sort of reporting just trivialises what is in fact a very serious issue.
give offence	94		/ˌɡɪv əˈfens/	hier: Ärgernis erregen, beleidigen	My remarks were never intended to give offence, and I apologise sincerely.
genuine	94		/ˈdʒenjuɪn/	echt, aufrichtig	The reforms are motivated by a genuine concern for the disabled.
light fixture	94		/ˈlaɪt ˌfɪkstʃə/	Beleuchtungskörper	Turn off the power before you touch that light fixture, or you'll electrocute yourself!
dripping tap	94		/ˌdrɪpɪŋ ˈtæp/	hier: tropfender Wasserhahn	The sound of that dripping tap is driving me mad!
package holiday	94		/ˈpækɪdʒ ˌhɒlədi/	Pauschalurlaub	Let's see if we can get a cheap package holiday to somewhere warm next week.
was curtailed	94		/wəz kɜːˈteɪld/	wurde gekürzt/ beschnitten	His holiday was curtailed by the breaking situation in Uganda.
booking	94		/ˈbʊkɪŋ/	hier: Buchung, Reservierung	There's a problem over a double booking and you're being offered a different room.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
aborted	94		/ə' bɔ:tɪd/	hier: abgebrochen, gescheitert	Yesterday's aborted rescue mission will be attempted again today.
concede	95		/kən'si:d/	zustehen, einräumen	'That's the only possible solution.' 'Yes, I suppose so,' Charles conceded.
contingency	95		/kən'tɪndʒənsi/	Eventualität, Möglichkeit	Note: some contents policies do not cover this contingency.
flow	95		/fləʊ/	Strom, Fluss	The firm struggled to survive amid the flow of bad publicity.
liability	95		/,laɪə'bɪləti/	hier: gesetzliche Haftung	Tenants have legal liability for any damage they cause.
breaking crisis	95		/,breɪkɪŋ 'kraɪsɪs/	hier: sich entwickelnder Krise	In the breaking crisis at Onren, several company executives have been arrested.
the media	95		/ðə 'mi:diə/	die Medien, Presse	The media showed little interest in the company until it made this latest breakthrough.
up to date	95		/,ʌp tə 'deɪt/	auf dem neuesten stand, aktuell	This computer isn't very up to date – I need to buy a faster one with a USB2 socket.
being taken to court	95		/bi:ɪŋ ,teɪkən tə 'kɔ:t/	hier: verklagt worden, vor Gericht kommen	We're being taken to court because they say we haven't paid our taxes.
downturn	96		/ 'daʊntɜ:n/	Abschwung, Rückgang	The publishing sector has proved largely immune to economic downturn.
commentators	96		/ 'kɒmentətəz/	Kommentatoren	Political commentators are suggesting that the Prime Minister will resign over the affair.
leisure tourism	96		/ 'leɪzə ,tʊəɪzəm/	hier: Freizeittourismus	The country's biggest foreign exchange earner is leisure tourism.
bribes	97		/braɪbz/	Bestechungsgelder, Schmiergelder	It was alleged that the policeman had accepted bribes.
deny	97		/dɪ'naɪ/	abstreiten, ableugnen	I've never denied that there is a housing problem.
bribery	97		/ 'braɪbəri/	Bestechung	We tried everything – persuasion, bribery, threats.
didn't investigate	97		/,dɪdnt ɪn'vestɪgeɪt/	hier: haben nicht ermittelt/ untersucht	We think the police didn't investigate very thoroughly.
allegations	97		/,æli'geɪʃənz/	Behauptungen, Vorwürfe	In actual fact, there is little evidence to support the allegations.
comment	97		/ 'kɒment/	kommentieren, äußern	People were always commenting on my sister's looks.
off the top of my head	97		/,ɒf ðə ,tɒp əv maɪ 'hed/	hier: spontan einfallen	Off the top of my head, I've no idea how many widgets we made last year.
reputation	97		/,repjə'teɪʃən/	Ruf	Judge Kelso has a reputation for being strict but fair.
pirated	98		/ 'paɪrətɪd/	raubkopiert	The shopkeeper was prosecuted for selling pirated videotapes.
was accused	98		/wəz ə'kju:zd/	wurde vorgeworfen/ beschuldigt	After the leak was discovered, a civil servant was accused of contravening the Official Secrets Act.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
illegal	98		/ɪˈliːɡəl/	rechtswidrig, illegal	It's illegal to copy copyrighted movie cassettes.
was alleged	98		/wəz əˈledʒd/	hier: wurde behauptet, vermeintlich	It was alleged that Smith had attempted to hack into the Pentagon's computers.
selling like hot cakes	98		/ˌselɪŋ laɪk ˈhɒt keɪks/	hier: reißenden Absatz finden	To say that iPods have been selling like hot cakes is an understatement.
integrity	98		/ɪnˈtegrəti/	Integrität	He believes that such a move could be detrimental to the financial integrity of the firm.
stationery	99		/ˈsteɪʃənəri/	Schreibwaren	E J Arnold was a well-known maker of stationery and school supplies.
greeting cards	99		/ˈgriːtɪŋ kɑːdz/	Grüß karten	David designs the covers and writes the verses for greeting cards.
prides (itself) on	99		/ˈpraɪdz ɒn/	hier: ist Stolz darauf	This company prides itself on its record of fair partnership with third-world countries.
pre-tax	99		/ˌpriː ˈtæks/	vor Steuer, Brutto	Pre-tax profits fell 26.6% to £3.1 million.
piracy	99		/ˈpaɪərəsi/	hier: Softwarepiraterie	The makers of computer programs have taken all sorts of measures to combat software piracy.
impose	99		/ɪmˈpəʊz/	hier: verhängen, auferlegen	The court can impose a fine or a prison sentence.
fines	99		/faɪnz/	Geldstrafe, Bußgeld	The traffic police will accept fines in cash immediately.
malpractice	99		/mælˈpræktɪs/	hier: Kunstfehler, Fehlverhalten	Her doctor was found guilty of malpractice and struck off the register.
background	99		/ˈbækgraʊnd/	hier: Background, Werdegang	Steve has a background in computer engineering.
Unit 12					
interfere	100		/ˌɪntəˈfɪə/	sich einmischen	My daughter-in-law said that I was interfering, but I was only trying to help.
coach	100		/kəʊtʃ/	hier: Trainer	Being a manager here is just like being the coach of a football team.
mediator	100		/ˈmiːdiətə/	Vermittler, Mediator	ACAS will act as a mediator between the employers and the employees.
instigator	100		/ˈɪnstɪɡeɪtə/	Anstifter	Who was the instigator of this enquiry?
dictator	100		/dɪkˈtɛtə/	Diktator	The downfall of the hated dictator was brought about by support from the United Nations.
facilitator	100		/fəˈsɪlɪteɪtə/	Vermittler, Moderator	We see our role as facilitators who can get the negotiations going.
mentor	100		/ˈmentɔː/	Mentor, Betreuer	He now runs his own company and is a mentor to other young entrepreneurs.
inspiring	101		/ɪnˈspaɪərɪŋ/	inspirierend	He says he finds Wagner's music inspiring – I find that frankly worrying.
rational	101		/ˈræʃənəl/	vernünftig, rational	Parents need to be fully informed so they can make a rational decision.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
autocratic	101		/ˌɔːtəˈkrætɪk/	autokratisch	Ken has an autocratic leadership style which allows no argument with his decisions.
centralising	101		/ˈsentrəlaɪzɪŋ/	zentralisierend	Yours will be a centralising role, bringing the different points of view together.
directive	101		/dɪˈrektɪv, daɪ↓/	hier: leitend, gerichtet	The team leader will have a less directive role.
empowering	101		/ɪmˈpaʊəɪŋ/	ermächtigend	Managers talk of an 'empowering' environment for staff, but they have no intention of leaving decisions up to anyone else.
hands on	101		/ˌhændz ˈɒn/	hier: praktisch, praxisbezogen	I'm not trying to interfere – I just prefer the hands-on approach to management.
task-orientated	101		/ˌtɑːsk ˈɔːriənteɪtɪd/	aufgabenorientiert	He's very task-orientated, and has trouble taking the long view of things.
collaborative	101		/kəˈlæbərətɪv/	kollaborativ	Universities and companies are currently undertaking a range of collaborative research projects in the field of biotechnology.
delegating	101		/ˈdeləgeɪtɪŋ/	delegierend	I'm not very good at delegating – I like to do everything myself.
democratic	101		/ˌdeməˈkrætɪk/	demokratisch	The USA wants to install a democratic government in Iraq.
laissez-faire	101		/ˌleseɪ ˈfeə/	hier: Laissez-faire, locker	You need to strike a balance between laissez-faire and an old-style dictatorial approach.
schedules	102		/ˈʃedjuːlz, ˈske↓/	hier: Fahrplänen	Ferry schedules and precise timings are subject to weather conditions on the day of departure.
literature	103		/ˈlɪtərətʃə/	hier: Unterlage	The speed quoted in the sales literature is frankly optimistic.
numerous	103		/ˈnjuːmərəs/	zahlreich	Numerous attempts have been made to hide the truth.
assertive	103		/əˈsɜːtɪv/	durchsetzen	They run assertiveness training classes for female employees.
participatory	103		/pɑːˌtɪsəˈpeɪtəri/	teilnehmend, partizipatorisch	We have developed a participatory atmosphere where all staff feel they can contribute.
define	103		/dɪˈfaɪn/	definieren	The ability to define clients' needs is an important attribute of a sales manager.
concise	103		/kənˈsaɪs/	kurz, knapp	Your summary should be as clear and concise as possible.
critical	103		/ˈkrɪtɪkəl/	kritisch	Many economists feel that the reduction of unemployment is critical to economic recovery.
time bounded	103		/ˈtaɪm ˌbaʊndɪd/	hier: zeitgebunden	Give your staff tasks that are time bounded and they will concentrate on meeting their deadlines.
brief	103		/briːf/	hier: informieren, briefen	The president has been fully briefed on the current situation in Haiti.
have accomplished	103		/hæv əˈkʌmplɪʃt/	hier: vollbracht, erreicht haben	When I think about how much you've accomplished in your life, I'm very proud of you.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
assumptions	103	n pl	/ə'sʌmpfənz/	Vermutungen, Annahmen	People make a lot of assumptions about me.
stays on track	103	v phr	/,steɪz ɒn 'træk/	hier: auf Kurs bleiben	If the economy stays on track, inflation will be down to an all-time low later this year.
utilising	103	v	/'ju:tɪlaɪzɪŋ/	nutzend, verwenden	Sue wants a more challenging job where she can begin utilising her skills more.
inventory	103	n	/'ɪnvəntri/	hier: Lagerbestand	Companies have cut inventories sharply since the downturn began.
adjustments	103	n pl	/ə'dʒʌstmənts/	Anpassungen	Once we make the adjustments for inflation, the fall in interest rates is quite small.
equation	103	n	/'i:kweɪʒən/	hier: Gleichung	In the equation $2x + 1 = 7$, what is x ?
authority	103	n	/ɔ:'θɒrəti/	Autorität	Jack has always had trouble with people in positions of authority.
obstacles	103	n pl	/'ɒbstəkəlz/	Hindernisse	There were insuperable obstacles, and the plan was abandoned.
evolve	103	v	/'ɪvəlv/	sich entwickeln	Fish evolved from prehistoric sea creatures.
be traced back to	103	phr v	/bi ,treɪst 'bæk tə, tu/	zurückgeführt werden	The leak was traced back to a faulty valve in the water treatment plant.
output	103	n	/'aʊtpʊt/	hier: Leistung, Produktion	The plant has an annual output of around three million metric tons of steel.
deliverable	103	n	/'dɪ'lɪvərəbəl/	lieferbar	What constitutes a deliverable in the pharmaceutical industry?
implementation	103	n	/'ɪmpləmen'teɪʃən/	hier: Umsetzung, Durchführung	The implementation of the peace plan will be tricky, given that some factions still want war.
reverse delegation	103	n	/'rɪ,vɜ:s delə'geɪʃən/	hier: Rückdelegation, delegieren	Reverse delegation is where employees try to give back decisions that they should be making.
update	103	n	/'ʌpdeɪt/	Aktualisierung, Update	Has there been a news update on the President's medical condition?
priority	103	n	/'praɪ'ɒrəti/	Priorität	Cost-cutting measures continue to be the first priority at the company.
competent	104	adj	/'kɒmpətənt/	fähig, kompetent	A competent mechanic should be able to fix the problem.
bounce ideas off	104	v phr	/'baʊns aɪ'dɪəz ɒf/	hier: Ideen austauschen	Do you have a minute to talk? I'd like to bounce some ideas off you, get your reaction.
ineffective	104	adj	/'ɪnə'fektɪv/	unwirksam, ineffektiv	These chemicals were almost totally ineffective in killing the weeds.
verbal	104	adj	/'vɜ:bəl/	verbal, mündlich	The bank manager gave verbal assurances on the security of the investments.
a vote of confidence	104	n phr	/ə ,vəʊt əv 'kɒnfɪdəns/	Vertrauensbeweis	Securing the backing of the banks was a huge vote of confidence in his plans for the business.
was (actually) eroding	104	v	/wəz ɪ'rəʊdɪŋ/	hier: erodierend, untergrabend	Military conflict in the country is eroding foreign governments' confidence in their ability to do business.
confidence	104	n	/'kɒnfɪdəns/	hier: Vertrauen	Our first priority is to maintain the customer's confidence in our product.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
small talk	105	n	/ˈsmɔ:l tɔ:k/	Smalltalk, Geplauder	We stood around making small talk, not discussing anything of any importance.
suitable	105	adj	/ˈsu:təbəl, ˈsju:ɹ/	passend, geeignet	We are hoping to find a suitable school for our children.
turbulence	105	n	/ˈtɜ:bjələns/	Turbulenz	A period of political turbulence followed the civil war.
put (people) at ease	105	v phr	/ˌpʊt ət ˈi:z/	(jemanden) beruhigen	She is very good at putting people at their ease and getting them to talk.
entertaining socially	105	v phr	/ˌentəteɪnɪŋ ˈsəʊʃjəli/	gesellschaftliche Unterhaltung	He goes to China for trade talks, but part of his job is entertaining contacts socially.
formal	105	adj	/ˈfɔ:məl/	formell, förmlich	The companies said they expect to sign a formal agreement before the year's end.
stock market	105	n	/ˈstɒk ˌmɑ:kɪt/	Aktienmarkt, Börse	The stock market fell today, but recovered in later trading.
IT	105	n	/ˌaɪ ˈti:/	EDV, Informationstechnik	'Information technology' is usually abbreviated to 'IT'.
multinational	106	adj	/ˌmʌltiˈnæʃənəl/	multinational	Big multinational companies can earn huge profits.
health and beauty products	106	n	/ˌhelθ ənd ˈbjʊ:ti ˌprɒdʌkts/	hier: Gesundheit und Schönheitsprodukte	Avon sell health and beauty products through a network of local salespeople.
assembled	106	v	/əˈsembəld/	hier: versammelt	Everyone assembled in the hall at the appointed time.
subsidiaries	106	n pl	/səbˈsɪdiəri:z/	Tochtergesellschaften	The loss to the company was made good by contributions from its subsidiaries.
constant	106	adj	/ˈkɒnstənt/	ständig, konstant	There was a constant stream of visitors to the house.
pressure	106	n	/ˈpreʃə/	Druck	They are putting pressure on people to vote yes.
instructions	107	n pl	/ɪnˈstrʌkʃənz/	Anweisungen, Anleitungen	Please see the accompanying booklet for instructions on how to assemble the bookcase.
excuses	107	n pl	/ɪkˈskju:sɪz/	Ausreden, Entschuldigungen	I've heard some strange excuses, but this one really amazed me!
essential	107	adj	/ɪˈsenʃəl/	erforderlich, wesentlich	A good diet is essential for everyone.
leadership	107	n	/ˈli:dʒɪp/	Führung, Leitung	The company did well under the leadership of its founder, Haruo Suzuki.
I've made up my mind	107	v phr	/aɪv ˈmeɪd ʌp maɪ ˈmaɪnd/	hier: ich habe mir vorgenommen	Don't try to dissuade me – I've made up my mind, and I'm leaving.
atmosphere	107	n	/ˈætməsfɪə/	Atmosphäre	The hotel has a lovely relaxed atmosphere.
warehouse	107	n	/ˈweəhaʊs/	Lagerhalle	The old cloth warehouse was undergoing conversion into apartments.
get on with	107	phr v	/get ˈɒn wɪð, wɪθ/	hier: fortfahren, vorankommen	We need to stop talking round the problem and just get on with the job.
bossy	107	adj	/ˈbɒsi/	rechthaberisch, herrisch	Her loud, bossy sister never let her take any of the credit for the firm's success.

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superior	107	n	/su:'piəriə/	hier: Vorgesetzter	He had a good working relationship with his immediate superior.
let (the company) down	107	phr v	/,let 'daʊn/	hier: enttäuschen, betrügen	You've let the company down by your involvement with these criminals.
Unit 13					
merger	108	n	/'mɜ:dʒə/	Fusion, Zusammenschluss	The two airlines ended merger talks after failing to agree on how much of the combined company each side would own.
alliance	108	n	/ə'laɪəns/	Bündnis, Allianz	Britain's military alliance with her NATO partners will be put to the test.
will be headed	109	v	/wɪl bi 'hedɪd/	wird geleitet	The merged company will be headed by Sir Antony Thompson.
preparatory	109	adj	/prɪ'pærətəri/	vorbereitend	Preparatory talks have been organised to clear the way for a peace settlement.
vertical	109	adj	/'vɜ:tɪkəl/	vertikal, senkrecht	Our team has abandoned the vertical structure because it didn't let people interact.
grand	111	adj	/grænd/	hier: prachtvoll, stattlich	They rented a grand country house for entertaining their business associates.
logistical	111	adj	/lə'dʒɪstɪkəl/	logistisch	What are the logistical problems of implementing the proposals?
challenges	111	n pl	/'tʃæləndʒɪz/	Herausforderungen	The company is ready to meet the challenges of the next few years.
humility	111	n	/hju:'mɪləti/	Demut, Bescheidenheit	Humility was never one of Jonathan's strong points – he's always been an arrogant person.
it doesn't follow that...	111	v phr	/ɪt ,dʌzənt 'fɒləʊ ðæt/	folgt daraus nicht, dass...	Just because this product is cheaper, it doesn't follow that it isn't as good.
leaking out	111	phr v	/,li:kɪŋ 'aʊt/	hier: an die Öffentlichkeit dringen	No matter what they do, the government can't seem to stop political secrets leaking out.
so-called	111	adj	/'səʊ kɔ:ld/	so genannt	The so-called experts couldn't tell us what was wrong.
is of the essence	111	v phr	/ɪz ,ɒv ði 'esəns/	hier: essentiell	Speed is of the essence – there is no time to lose.
tendency	111	n	/'tendənsi/	Tendenz, Neigung	Greg's tendency to be critical made him unpopular with his co-workers.
crucial	111	adj	/'kru:ʃəl/	entscheidend, kritisch	This aid money is crucial to the government's economic policies.
mergers and acquisitions	111	n	/,mɜ:dʒəz ənd ,ækwi:'zɪʃənz/	Fusionen und Akquirierung	Gecko is head of one of the country's largest mergers and acquisitions companies.
seminars	111	n pl	/'semɪnɑ:z/	Seminare, Vorträge	The course includes formal lectures and more informal seminars.
in advance	111	prep phr	/ɪn əd'vɑ:ns/	im Voraus	Completion will be in July, and we would prefer to be paid half in advance and half on delivery.
human resources	111	n	/,hju:mən ri'zɔ:sɪz, ↓ 'sɔ:sɪz/	Personell, HR	We believe we have the human resources, the management resources and the capital for this project.
was unveiled	111	v	/wəz ʌn'veɪld/	wurde enthüllt	The new car will be unveiled at next month's Motor Show.

Headword	Page	Part of Speech	Pronunciation	German	Example Sentence
redundancies	111	n pl	/rɪˈdʌndənsɪz/	Entlassungen	Today's announcement of 300 redundancies does not augur well for the local economy.
context	111	n	/ˈkɒntekst/	Zusammenhang, Kontext	In the political context of the election, his infidelity to his wife was a major blow.
measures	111	n pl	/ˈmeʒəz/	Maßnahmen	If they don't pay soon, we'll have to take measures to recover the debt.
dictatorial	111	adj	/ˌdɪktəˈtɔːriəl/	diktatorisch, herrisch	Dictatorial regimes work on the basis of fear, not trust and respect.
top-down	111	adj	/ˌtɒp ˈdaʊn/	hier: von oben nach unten	Centralised systems of education are organised on a system of top-down management.
micro-managing	111	v	/ˌmaɪkrəʊ ˈmæniʒɪŋ/	Feinsteuerung, Micromanagement	Stop micro-managing your staff, and trust them to get on with their jobs.
transition	111	n	/trænˈzɪʃən/	Übergang	The transition from full-time work to full retirement is often not a smooth one.
modify	111	v	/ˈmɒdɪfaɪ/	abändern, modifizieren	The feedback will be used to modify the course for next year.
ground rules	111	n pl	/ˈgraʊnd ru:lz/	Grundregeln	Our book lays down the ground rules for building a successful business.
nitty-gritty	111	n	/ˌnɪti ˈgrɪti/	hier: zur Sache kommen, Wesentliche	Let's get down to the nitty-gritty and work out the costs.
buy-in	111	n	/ˈbaɪ ɪn/	hier: Akzeptanz, Unterstützung	If you can demonstrate that you are trustworthy, you will get faster buy-in from prospective partners.
symbolism	111	n	/ˈsɪmbəlɪzəm/	Symbolik	The symbolism of putting aside money for research into AIDS drugs was not lost on the employees.
visible	111	adj	/ˈvɪzəbəl/	sichtbar	The outline of the mountains was clearly visible.
shop floor	111	n	/ˌʃɒp ˈflɔː/	hier: Werkstatt, Produktionsstätte	The chairwoman started her working life on the shop floor.
well-being	111	n	/ˌwel ˈbiːɪŋ/	hier: Wohlbefinden	We are responsible for the care and well-being of all our patients.
integration	111	n	/ˌɪntɪˈgreɪʃən/	Integration	The important achievement of the European Union is economic integration, but political integration is doubtful.
conglomerate	111	n	/kənˈglɒməreɪt/	Konglomerat, Mischkonzern	HKY is a cable TV and film subsidiary of the world's largest media conglomerate.
bioscience	111	n	/ˈbaɪəʊˌsaɪəns/	Biowissenschaft	The bioscience industry is showing great interest in some South American plants.
would not be steam-rollered	111	v	/wʊd ˌnɒt bi sti:m ˈrəʊləd/	hier: überrollte, gezwungen	His refusal to decide immediately showed that he wouldn't be steam-rollered into a deal.

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revival	111	n	/rɪˈvaɪvəl/	hier: (wirtschaftliche) Belebung	The US and the UK have expectations of economic revival.
seeking out	111	phr v	/ˌsiːkɪŋ ˈaʊt/	ausfindig machen	She's very good at seeking out gaps in the market.
to the altar	111	prep phr	/tə ði ˈɔːltə/	hier: Geschäfte machen	The company's vast wealth is one of its most powerful assets in leading new partners to the altar.
hangover	111	n	/'hæŋəʊvə/	Kater	I had a terrible hangover the next day.
has worn off	111	phr v	/həz ˌwɔːn ˈɒf/	hier: verschwinden, entzaubert	His initial admiration of his boss has worn off, and he doesn't get on well with her now.
dress code	110	n	/'dres kəʊd/	Kleiderordnung, Dresscode	The company liberalised its dress code to allow women to wear trousers to the office.
pharmaceutical	112	adj	/'fɑːməˈsjuːtɪkəl/	pharmazeutisch	Research carried out by pharmaceutical companies costs millions of dollars.
confirms	112	v	/'kɒnˈfɜːmz/	bestätigt	This decision just confirms my worst fears.
on (the) brink of	112	prep phr	/ɒn ðə ˈbrɪŋk əv, ɒv/	hier: kurz davor	Scientists are on the brink of a breakthrough in the treatment of the disease.
law firm	112	n	/'lɔː fɜːm/	Anwaltskanzlei	Kathy works for one of the city's best-known law firms.
rejects	112	v	/rɪˈdʒekts/	ablehnt	If the group rejects the offer we've made for their shares, we will mount a hostile takeover bid.
dispose of	112	v	/dɪˈspəʊz əv, ɒv/	entsorgen	The hospital has an incinerator designed to dispose of clinical waste.
units	112	n pl	/'juːnɪts/	Einheiten	Army units launched attacks on bases near Jounieh port.
calls (rivals plans) into question	112	v phr	/'kɔːlɪz ɪntə ˈkwɛstʃən/	etw. in Frage stellen	The government's recent actions call into question their commitment to tax reductions.
mulls	112	v	/'mʌlz/	etw. in Erwägung ziehen, nachdenken	While your boss mulls over our proposals, would you like to see round the factory?
link	112	n	/'lɪŋk/	Verbindung	Mongolia has plans to extend its road, air and rail links with China and Russia.
blockbuster	112	n	/'blɒk bʌstə/	Kassenschlager	Tom is starring in the latest Hollywood blockbuster.
hostile bid	112	n	/'hɒstəl ˈbɪd/	feindliche Übernahme	KKR have made a hostile bid for the country's largest supermarket chain.
block	112	v	/'blɒk/	blockieren, sperren	The French government blocked the import of New Zealand agricultural products into the Common Market.
blow	112	n	/'bləʊ/	hier: (schwerer) Schlag	Joe resigned, which was a severe blow because we needed him desperately.
split	112	v	/'splɪt/	hier: spalten, aufteilen	It was feared that the issue would split the church.
row	112	n	/'raʊ/	hier: Streit	There was a huge international row over the treatment of the foreign prisoners.

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backing	112	n	/ˈbækɪŋ/	(finanzielle) Unterstützung	She flew to New York to try to raise some financial backing for the project.
obstruct	112	v	/əbˈstrʌkt/	behindern	A small aircraft was obstructing the runway.
pitfalls	113	n pl	/ˈpɪtʃɔːlz/	Fallstricke	He gave me advice on how to avoid the pitfalls of the legal process.
rigorous	113	adj	/ˈrɪɡərəs/	genau, rigoros	They conducted a rigorous analysis of the country's defence needs.
constraints	113	n pl	/kənˈstreɪnts/	Einschränkungen	The constraints of my job mean that I have little time for a social life.
hamstrung	113	adj	/ˈhæmˌstrʌŋ/	gelähmt, eingeschränkt	The President feels he is hamstrung by Congress.
sycophants	113	n pl	/ˈsɪkəfænts/	Schmeichler	Amin was a dictator surrounded by sycophants.
vying for jobs	113	v phr	/ˌvaɪɪŋ fə ˈdʒɒbz/	wetteifern um Jobs	Students from all the country's best universities are vying for jobs with us.
collaborate	113	v	/kəˈlæbəreɪt/	zusammenarbeiten	The two nations are collaborating on several satellite projects.
thorough	113	adj	/ˈθʌrə/	gründlich, sorgfältig	The doctor gave him a thorough check-up.
beware of	113	v	/bɪˈweər əv, ɒv/	hier: etw. beachten, Vorsicht	You need to beware of eating too much high-fat food and increasing your cholesterol levels.
core meaning	113	n	/ˌkɔː ˈmiːnɪŋ/	Kernbedeutung	The core meaning of the chairman's message was that the employees are the most important part of the company.
commercial suicide	113	n phr	/kəˌmɜːʃjəl ˈsuːɪsaɪd, ˈsjuːɪd/	kommerzieller Suizid	Selling our products at less than they cost to make would be commercial suicide.
primary	113	adj	/ˈpraɪməri/	Haupt, primär	Our primary concern is to provide the refugees with food and healthcare.
cuisine	114	n	/kwiˈziːn/	Küche, Kochkunst	Which type of cuisine do you like best, French or Italian?
higher-income	114	adj	/ˌhaɪər ˈɪŋkʌm, ˈɪnɪ/	höheres Einkommen	Higher-income families will be among those least affected by the Budget.
enhance	114	v	/ɪnˈhɑːns/	verbessern	The performance of some Windows programs should be enhanced by the Unix hardware.
image	114	n	/ˈɪmɪdʒ/	Bild, Image	The hotel and casino industry is working hard on improving its image.
take up	114	phr v	/ˌteɪk ˈʌp/	hier: in Anspruch nehmen	Work takes up too much of your time – you need to relax more.
delicatessens	114	n pl	/ˌdelɪkəˈtesənz/	Delikatessen, Feinkost	Frank opened a chain of delicatessens across the northeast of England.
grinding to a halt	115	v phr	/ˌgraɪndɪŋ tu ə ˈhɔːlt/	zum Stillstand kommen	We're running out of ideas, and I can feel my brain grinding to a halt!
reflect	115	v	/rɪˈflekt/	spiegeln	The company's share price reflects just how difficult trading conditions have been.
running out of steam	115	v phr	/ˌrʌŋɪŋ aʊt əv ˈstiːm/	hier: die Puste ausgehen	It was nearly midnight, and I was beginning to feel very tired and running out of steam.
in spite of	115	prep	/ɪn ˈspaɪt əv, ɒv/	trotz	In spite of my advice, he still went ahead and bought that expensive car!

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leisure time	116	n	/ˈleɪzə taɪm/	Freizeit	We like to spend our leisure time gardening and going to flower shows.
full time jobs	116	n pl	/ˌfʊl taɪm ˈdʒɒbz/	Ganztagsbeschäftigung	We both have full time jobs, but we also both work freelance in our spare time.
trade unions	116	n pl	/ˌtreɪd ˈjuːnjənz/	Gewerkschaften	Trade unions have lost much of the power they had in the 1960s.
retirement age	116	n	/rɪˈtaɪmənt eɪdʒ/	Rentenalter	The retirement age for women has been raised to 65.
governments	116	n pl	/ˈgʌvəmənts, ˈgʌvənments/	Regierungen	Both governments voted to sign the treaty.
fresh water	116	n	/ˌfref ˈwɔːtə/	Süßwasser	In some countries the people have to walk miles just to get supplies of fresh water.
valuable	116	adj	/ˈvæljuəbəl, ˌjəbəl/	wertvoll	The falling dollar makes US company profits less valuable.
oil	116	n	/ɔɪl/	Öl	Check the oil level in your car every week.
efficiency	117	n	/ɪˈfɪjənsi/	Wirtschaftlichkeit, Effizienz	A successful business constantly strives for greater efficiency.
a thing of the past	117	n phr	/ə ˈθɪŋ əv ðə ˈpɑːst/	der Vergangenheit angehören	Social letter-writing seems to be a thing of the past now that everyone communicates by email.
ahead of its time	117	prep phr	/ə ˌhed əv ɪts ˈtaɪm/	seiner Zeit voraus	That idea was ahead of its time – it's only now that we are beginning to make use of it.
old-fashioned	117	adj	/ˌəʊld ˈfæʃənd/	altmodisch	She wears really old-fashioned clothes!
the way forward	117	n phr	/ðə ˌweɪ ˈfɔːwəd/	hier: Weg nach vorne	I really think that this proposal is the way forward for the company's products.
out of date	117	adj	/ˌaʊt əv ˈdeɪt/	abgelaufen??	If you let yourself get out of date, it's difficult to catch up again.
up to the minute	117	adj	/ˌʌp tə ðə ˈmɪnɪt/		I go on courses regularly so that I can keep up to the minute with what's happening.
at the cutting edge	117		/ət ðə ˌkʌtɪŋ ˈedʒ/		Our software keeps us at the cutting edge of the technological revolution.
behind the times	117	prep phr	/bɪ ˌhaɪnd ðə ˈtaɪmz/	hier: altmodisch	He's so behind the times, he thinks a typewriter is the height of technological wizardry!
bleak	117	adj	/bliːk/	düster, trüb	The company still hopes to find a buyer, but the future looks bleak.
bright	117	adj	/braɪt/	hier: glänzend	If you work hard, I can see a bright future for you in this corporation.
dire	117	adj	/daɪə/	schrecklich	There have been warnings of dire consequences if the deal falls through.
doubtful	117	adj	/ˈdaʊtfl/	zweifelhaft	Prospects for a lasting peace remain doubtful.
dreadful	117	adj	/ˈdredfl/	furchtbar	We've had some dreadful weather lately.
magnificent	117	adj	/mæɡˈnɪfɪsənt/	großartig	The choir gave a magnificent performance of Berlioz's 'Te Deum'.

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marvellous	117	adj	/ˈmɑːvələs/	fabelhaft, wunderbar	'How was your holiday?' 'Marvellous!'
prosperous	117	adj	/ˈprɒspərəs/	erfolgreich	Her father is a prosperous landowner in Shropshire.
rosy	117	adj	/ˈrəʊzi/	hier: rosig	This company can see a rosy future for itself now that these orders have been secured.
population	118	n	/ˌpɒpjəˈleɪʃən/	Bevölkerung	India has a population of more than 1 billion.
inflation	118	n	/ɪnˈfleɪʃən/	Inflation	A slowing economy would help to contain inflation.
market regulation	118	n	/ˌmɑːkɪt regjəˈleɪʃən/	Marktregulierung	The government's attempts at market regulation have failed, and the industry is on the point of collapse.
attempts	118	n pl	/əˈtemptz/	Versuche	All attempts to control inflation have failed.
embark on	119	v	/ɪmˈbɑːk ɒn/	hier: anfangen, beginnen	It's a chance to embark on a whole new career in a different country.
adaptability	119	n	/əˈdæptəˈbɪləti/	anpassungsfähig	These days you have to show adaptability and not cling to the old ways of doing things.
large-scale	119	adj	/ˌlɑːdʒ ˈskeɪl/	hier: groß angelegt	The government hopes to attract large-scale foreign investment.
shortage	119	n	/ˈʃɔːtɪdʒ/	Knappheit, Mangel	The industry is suffering from an acute labour shortage.
poised	119	v	/pɔɪzd/	hier: bereit	Our party is poised to assume control of Parliament!
fundamentally	119	adv	/ˌfʌndəˈmentəli/	grundlegend	The conclusions of the report are fundamentally wrong.
have not comprehended	119	v	/hæv ˌnɒt kəmprɪˈhendɪd/	hier: haben nicht begriffen	They have obviously not yet comprehended the seriousness of their position.
broadband	119	n	/ˈbrɔːdbænd/	Breitband	Do you have a broadband connection or are you still using dial-up?
offshoring	119	n	/ˌɒfˈʃɔːrɪŋ/	Auslandsverlagerung	They're always looking for new methods of tax avoidance such as offshoring.
enticements	119	n pl	/ɪnˈtaɪsmənts/	Verlockung	They were offered substantial enticements to join the new company.
resist	119	v	/rɪˈzɪst/	widerstehen	It resisted a bid by the Denver company to acquire a 46% stake.
in-house	119	adj	/ˌɪn ˈhaʊs/	eigen, intern	We have an in-house training unit.
think-tank	119	n	/ˈθɪŋk ˌtæŋk/	Ideenfabrik, Expertenkommission	A government-sponsored think-tank will consider the problem and produce a report.
vehicle	119	n	/ˈviːɪkəl/	Fahrzeug	The subsidiary is expected to become the primary growth vehicle for the company.
development costs	119	n pl	/dɪˈveləpmənt kɒsts/	Entwicklungskosten	The development costs of the product mean that its final price will be very high.
niche markets	119	n pl	/ˌniːʃ ˈmɑːkɪts/	Nischenmärkte	It seems there is money to be made from products designed for niche markets.
solve	119	v	/sɒlv/	lösen	Charlie thinks money will solve all his problems.

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uneconomic	119	adj	/ˌʌni:kəˈnɒmɪk, ˌʌnekəɹ̩/	unwirtschaftlich	The Tories said that uneconomic coal mines would have to be closed.
chase debts	119	v phr	/ˌtʃeɪs ˈdeɪts/	hier: Schuld eintreiben	The accounts department have people who chase debts so that our cash flow remains healthy.
accountants	119	n pl	/əˈkaʊntənts/	Buchhaltern	A London-based firm of accountants have offered Jeremy a job.
remotely	119	adv	/rɪˈməʊtli/	hier: entfernt, gering	They weren't remotely interested in listening to my ideas.
opposing	119	adj	/əˈpəʊzɪŋ/	hier: gegnerisch	The opposing armies were preparing for war.
demographic	119	adj	/ˌdeməˈɡræfɪk/	demographisch	Life insurance companies analyse demographic change to predict future risks.
ageing societies	119	n pl	/ˌeɪdʒɪŋ səˈsaɪətɪz/	alternde Gesellschaften	The 'grey pound' is becoming a valuable commodity in today's ageing societies.
by comparison	119	prep phr	/baɪ kəmˈpærɪsən/	im Vergleich	By comparison to John, David has a great deal of experience.
projections	119	n pl	/prəˈdʒekʃənz/	Prognosen	Analysts have made projections of declining natural gas production.
export	119	v	/ɪkˈspɔ:t/	exportieren	The company exports tuna to the US.
import	119	v	/ɪmˈpɔ:t/	importieren	In 2001, Britain exported more cars than it imported.
dominant	119	adj	/ˈdɒmɪnənt/	dominierend, herrschend	It's many years since Ford were dominant in the US car market.
gifted	118	adj	/ˈɡɪftɪd/	begabt	She was an extremely gifted storyteller and speaker.
rapidly	118	adv	/ˈræpɪdli/	schnell, rasch	The disease was spreading more rapidly than expected.
will dominate	118	v	/wɪl ˈdɒmɪneɪt/	wird dominieren	The news of his death will dominate tomorrow's newspaper headlines.
deadline	120	n	/ˈdedlaɪn/	Frist, Stichtag	The deadline for applications is May 27th.
there's no chance of	120	phr	/ðeəz ˌnəʊ ˈtʃɑ:ns əv, əv/	es besteht keine Chance	There's no chance of finishing this job before the 2 o'clock deadline.
there's bound to	120	phr	/ðeəz ˈbaʊnd tə/	es gibt bestimmt	There's bound to be a reaction to the government's proposals when the votes are counted.
interest rates	120	n pl	/ˈɪntərəst reɪts/	Zinssatz	Interest rates have been comparatively low for the past ten years.
I doubt whether	120	v phr	/aɪ ˈdaʊt ˌweðə/	ich verzeifle ob	I doubt whether he'll accept our offer, but you can always try.
stock market crash	120	n	/ˈstɒk mɑ:kɪt ˌkræʃ/	Aktien Absturz	She lost a lot of money in the stock market crash of 1987.
call off	120	phr v	/ˌkɔ:l ˈɒf/	abbrechen, absagen	Is there any chance that the union will call off the strike before Thursday?
salary cut	120	n	/ˈsæləri kʌt/	hier: Gehaltskurzen	Management say that if we don't all take a salary cut, the company will have to close.
it's out of the question	120	v phr	/ɪts ˌaʊt əv ðə ˈkwɛstʃən/	kommt nicht in Frage	No, I'm sorry, it's out of the question – I won't do it.

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majority	120	n	/mə'dʒɔrəti/	Mehrheit	The majority of students find it quite hard to live on the amount of money they get.
it's highly likely that	120	phr	/ɪts ˌhaɪli ˈlaɪkli ðæt/	es ist hoch wahrscheinlich	It's highly likely that the SNP will do well in next month's elections.
there's a good chance that	120	phr	/ðeəz ə ˌɡʊd ˈtʃɑːns ðæt/	es gibt eine gute Möglichkeit das	There's a good chance that I'll be in London next week – can we meet then?
infrastructure	120	n	/ˈɪnfɹəˌstrʌktʃə/	Infrastruktur	Some countries lack a suitable economic infrastructure.
undermine	120	v	/ˌʌndəˈmaɪn/	hier: untergraben, gefährden	Labour is following economic policies that threaten to undermine the health care system.
in my lifetime	120	prep phr	/ɪn ˌmaɪ ˈlaɪftaɪm/	in meinem Leben	That's not a problem I'll have to worry about in my lifetime.
decade	120	n	/ˈdekeɪd/	Jahrzehnt	There have been significant computer developments during the last decade.
century	120	n	/ˈsentʃəri/	Jahrhundert	The church was built in the 13th century.
enquiry	121	n	/ɪnˈkwɪəri/	Nachfrage	I'd like to make an enquiry about buying one of your apartments.
could you put me through to	121	phr	/kəd ju ˌpʊt mi ˈθruː tə/	Konnten Sie mich durchstellen	Hallo. Could you put me through to the news desk, please?
extension	121	n	/ɪkˈstɛnʃən/	Durchwahl	Would you put me through to extension 316, please?
can you transfer me to (his extension)	121	phr	/kən ju trænʃnə ˈfɜː mi tə/	hier: verbinden lassen (seine Durchwahl)	Hallo, can you transfer me to Jane in Personnel, please?
reference number	121	n	/ˈrefərəns ˌnʌmbə/	Aktenzeichen, Referenznummer	What's the reference number at the top right-hand corner of your form?
kitchen equipment manufacturer	121	n	/ˌkɪtʃɪn ɪ ˈkwɪpmənt mənjəˌfæktʃərə/	Küchengerätehersteller	Jimmy works as a salesman for a kitchen equipment manufacturer.
microwave ovens	121	n pl	/ˌmaɪkrəweɪv ˈʌvənz/	Mikrowellenöfen	Microwave ovens are a lot smaller and cheaper than they used to be.
overdue	121	adj	/ˌəʊvəˈdjuː/	überfällig	Your rent payment is two weeks overdue.
department store chain	122	n	/dɪˈpɑːtmənt stɔː ˌtʃeɪn/	Kaufhauskette	Green has mounted a bid for one of the best-known department store chains.
reputation	122	n	/ˌrepjəˈteɪʃən/	Ruf	Judge Kelso has a reputation for being strict but fair.
high-quality	122	adj	/ˌhaɪ ˈkwɒləti/	hoch Qualität	It's a high-quality publication, printed on gloss paper and with lots of spectacular photographs.

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outstanding	122	adj	/aʊtˈstændɪŋ/	hier: hervorragend	It's an outstanding example of a 13th-century castle.
sales staff	122	n	/'seɪlz stɑːf/	Verkäufer	The sales staff in this store are often less than helpful.
lifts	122	n pl	/lɪfts/	Aufzüge	The lifts in these blocks of flats never seem to be working.
uniformed	122	adj	/'juːnɪfɔːmd/	uniformiert	Uniformed police officers surrounded the building where the hostage was being held.
attendants	122	n pl	/ə'tendənts/	(Flug) Begleiter	The flight attendants will be bringing round coffee in ten minutes.
sharply	122	adv	/'ʃɑːpli/	steil, stark	Prices have risen sharply over the last few months.
in debt	122	prep phr	/ɪn 'det/	hier: verschuldet sein	Offering mortgage borrowers six times their salary is just encouraging them to get deeper in debt.
maintain	122	v	/meɪn'teɪn/	hier: bleiben (in Kontakt)	Careers Officers maintain contact with young people when they have left school.
railway stations	122	n pl	/'reɪlweɪ ,steɪʃənz/	Bahnhöfe	WH Smith's profits are up at its outlets in major railway stations.
convenience stores	123	n pl	/kən'viːniəns ,stɔːz/	Bedarfsartikelgeschäft, Mini-Markt	There's a convenience store about two blocks down from here that's open all night.
respond	123	v	/rɪ'spɒnd/	reagierend, antwortend	Responding to the news, Mr Watt appealed for calm.
operate round the clock	123	v phr	/'ɒpəreɪt raʊnd ðə 'klɒk/	rund um die Uhr arbeiten	We operate round the clock, bringing you the products you really want at prices you can afford.
discount stores	123	n pl	/'dɪskaʊnt ,stɔːz/	Discounter, Billigläden	John looks like he always buys his clothes in discount stores.
no-brand products	123	n pl	/'nəʊ brænd 'prɒdʌkts/	Billigmarken	There has been a 12 per cent increase in our sales of no-brand products.
deregulation	123	n	/'diːregjʊ'leɪʃən/	Deregulierung, Liberalisierung	The deregulation of the bus services has led many companies to start up services.
overseas	123	adv	/'əʊvə'siːz/	Übersee, ins Ausland	Chris is going to work overseas as a teacher of English.
will be incorporated	123	v	/'wɪl bi ɪn'kɔːpəreɪtɪd/	wird aufgenommen werden	Your findings will be incorporated into my report on the matter.