

Glossary

Unit 1 Companies

- asset** *n* [C] something belonging to an individual or business that has value or the power to earn money
[Vermögen]: *The company has recently sold some of its assets to an Australian investor* Collocations
tangible assets, intangible assets, fixed assets, liquid assets
- company** *n* [C] a legally registered business [Gesellschaft] There are many different types of companies:
holding company (holds the share capital of one or more other companies) [Holding-Gesellschaft] **joint stock company** (registered company or limited company) [Kapitalgesellschaft] **public limited** or **listed company** (company whose shares are traded on the stock exchange) [Aktiengesellschaft] **subsidiary** [Tochtergesellschaft] (company owned by a **parent company** [Muttergesellschaft]) Synonyms **corporation** *n* [C] *AmE* [juristische Person] **concern** *n* [C] [Körperschaft] **business** *n* [C] [Unternehmen]
- competition** *n* [U] rivalry between businesses that are operating in the same market [Konkurrenz]: *The competition is getting tougher every year* – **compete** *v* [I] [konkurrieren] – **competitor** *n* [C] [Konkurrenten] – **competitive** *adj* [wettbewerbsfähig] – **competitiveness** *n* [U] [Wettbewerbsfähigkeit] Collocations
competitive advantage
- entrepreneur** *n* [C] someone who starts a company, arranges business deals and takes risks
[Unternehmer]: *Entrepreneurs have always played a key role in the economy* – **entrepreneurial** *adj* [unternehmerisch] – **entrepreneurship** *n* [U] [Unternehmertum]
- freelance** *n* [C] someone who works for different companies and is not employed by one Freelancers usually receive fixed payments and not a salary, [freier Mitarbeiter]: *We're going to use a freelance designer for the company website* – **freelancer** *n* [C] [Freiberufler] – **freelance** *adj* [freiberuflich]
- hierarchy** *n* [C] system of authority within an organization [Hierarchie]: *Many Swedish firms have very flat hierarchies* – **hierarchical** *adj* [hierarchisch] Collocations *flat hierarchy, steep hierarchy, traditional hierarchy*
- merger** *n* [C] the creation of a new company by joining two separate companies [Fusion]: *The merger will have to be approved by the authorities* – **merge** *v* [I, T] [fusionieren]
- share** *n* [C] a unit of the capital of a company [Anteil] Shares in listed companies can be bought and sold on the stock market: *Investors are having to pay a higher price for the company's shares* – **shareholder** *n* [C] [Anteilseigner] **stockholder** *n* [C] US [Aktionär] – **shareholding** *n* [C] [Aktienbestand] Synonym **stock** *n* [C] *AmE* [Aktien] Collocations *share capital, share certificate, share dealing, share issue, share price*
- trade union** *n* [C] an organisation that exists to protect the rights of employees in a company
[Gewerkschaft]: *The trade union is in pay negotiations with the employer* Synonym **labor union** *n* [C] *AmE* [Gewerkschaft]

Unit 2 Leadership

appraise *v* [T] to assess the value of something [bewert(en)] Staff are regularly appraised to see if they have met the objectives that they are given: *The department manager will appraise each employee individually* – **appraisal** *n* [C] [Bewertung] – **appraisee** *n* [C] [Bewerteter] – **appraiser** *n* [C] [Bewerter] Collocations *annual appraisal, performance appraisal*

authority 1 *n* [U] the power to impose decisions [Befugnisse]: *The managers in our company have a great deal of authority* – **authorise** *v* [T] [bevollmächtigen] – **authorisation** *n* [U] [Autorisierung] – **authoritative** *adj* [maßgeblich] – **authoritarian** *adj* [autoritär] Collocations *lines of authority* **2** *n* [C] a public institution which is in charge of enforcing regulations or administering a government service [Behörde]: *The public health authority.*

autonomy *n* [U] the freedom to make your own decisions without having to request authorization [Autonomie]: *I've always believed that it's best to give staff as much autonomy as possible* – *autonomous*, *adj* [autonom]

coach 1 *n* [C] person who is responsible for training a team or an individual [Trainer]: *He's a very successful football coach* **2** *v* [T] to train people to help them to acquire particular skills [Coach]: *I'm responsible for coaching two new people in the department.*

delegate *v* [T] to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions [delegieren]: *Managers need to delegate more routine tasks to junior members of staff* – **delegation** *n* [U] [Delegation]

motivate *v* [T] make someone willing to work harder [motivieren]: *He's very good at motivating his sales team* – **motivation** *n* [U] [Motivation] – **motivational** *adj* [motivierend] – **motivated** *adj* [motiviert] **Synonym** *encourage* *v* [T] [ermuntern] Collocations *highly-motivated, motivational skills, motivation techniques*

objective *n* [C] a goal that has been fixed for people to achieve [Ziel]: *I have a meeting with my line manager to fix my objectives every six months* **Synonyms** *goal* *n* [C] [Ziel] *aim* *n* [C] [Ziel] *target* *n* [C] [Ziel] Collocations *set / fix / establish / achieve / meet objectives*

staff 1 *n* [plural] the employees of an organization [Belegschaft]: *The new manager will be joining the staff in November* **2** *v* [I] to provide workers for an organization [mit Personal ausstatten]: *Each of our centres is staffed by expert personnel* **Synonyms** *personnel* *n* [U] [Personal] *employees* *n* [C] [Mitarbeiter] *workers* *n* [C] [Arbeiter] Collocations *staff morale, staff turnover*

subordinate *n* [C] a person who works under a more senior member of staff [(unterstellter) Mitarbeiter]: *I have six subordinates that report to me* – **subordinate** *v* [T] [unterstellt sein]

supervise *v* [T] to control the work of other people in order to make sure that it is properly done [Aufsicht führen]: *We need to supervise the trainees very closely* – **supervision** *n* [U] [Aufsicht] – **supervisory** *adj* [beaufsichtigend] **Synonym** *manage* *v* [T] [leiten]

task *n* [C] a piece of work that has to be done [Aufgabe] *Tasks are generally assigned to employees at the start of the week* **Synonym** *duty* *n* [C] [Pflicht] Collocations *assign / delegate a task, task-based, task-driven, task force*

Unit 3 Strategy

- analysis** *n* [C] the work of studying data and information [Analyse]: *Detailed analysis of our results shows that productivity has increased only marginally* – analyse *v* [T] [analysieren] – analyst *n* [C] [Analytiker]
Collocations *financial analysis*
- campaign** *n* [C] a planned operation which aims to achieve a particular result [Kampagne]: *A new campaign by activists has forced the company to reconsider some of its policies* – campaign [+ for/against] *v* [I] [Kampagne führen für/gegen] – campaigner *n* [C] [Kampagneführer] Collocations *advertising campaign, marketing campaign, political campaign*
- growth** *n* [U] an increase in the size or quantity of something [Wachstum]: *Research suggests that there will be significant growth in the market for women's products* – grow *v* [I] [zunehmen] Collocations *growth rate*
- industry** *n* [C] the production of goods using capital and labour [Industrie]: *The automobile industry is facing increased competition* – industrial *adj* [industriell] – industrialise *v* [T] [industrialisieren] – industrialisation *n* [C] [Industrialisierung] Collocations *manufacturing industry, service industry, industrial relations*
- market share** *n* [U] the proportion of the total market that is supplied by a particular company [Marktanteil]: *Our objective is to increase our European market share by five per cent this year* – market-sharing *n* [U] [Marktaufteilung] Collocations *increase / lose / take / win market share*
- opportunity** *n* [C] a situation with future potential [Chance]: *Japan represents a great opportunity for our new brand* Collocations *lose / seize / take an opportunity*
- resources** *n* [C] this includes the capital, personnel and knowledge that an organisation has at its disposal [Ressourcen]: *A key element of the new strategy is the more effective use of our resources* Collocations *human resources, financial resources*
- sales** **1** *n* [plural] the value of the goods and services sold during a period [Umsatz]: *The company reported sales of \$42 million during the first quarter* **2** the department responsible for the activity of selling goods and services to customers [Verkauf]: *I'll put you through to our sales department* – salesman/woman *n* [C] [Mitarbeiter im Verkauf] – salesclerk *n* [C] AmE [Verkäufer] Collocations *sales agent, sales call, sales conference, sales department, sales drive, sales figures, sales forecast, sales manager, sales outlet, sales pitch, sales promotion, sales representative, sales talk*
- strategy** *n* [C] a plan of action to enable a firm to compete [Strategie]: *As part of our new strategy we are developing closer links with our suppliers* – strategic *adj* [strategisch] – strategically *adv* [strategisch] Collocations *develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)*
- supply** *n* [U] the amount of goods or services available on a market at a certain time [Angebot]: *Improved production techniques will increase the supply of raw materials* – supply *v* [T] [liefern] – supplier *n* [C] [Lieferant] – supplies *n* [C] [Vorräte] Collocations *order supplies, supply and demand, supply chain management, supply side, oversupply*
- threat** *n* [C] a potential danger to the interests of a company [Bedrohung]: *Deregulation of the market is a real threat to established telecom operators* – threaten *v* [T] [bedrohen] – threatening *adj* [drohend] – threateningly *adv* [drohend]

Unit 4 Pay

board *n* [C] the group of directors elected by the shareholders to manage a company [Vorstand]: *The board has approved the director's salary* Collocations *board of directors, board meeting, boardroom*

budget *n* [C] an account of probable future income and expenditure during a fixed period [Etat]: *We are currently preparing the budget for next year* – **budget** *v* [I] [im Etat unterbringen or planen] – **budgetary** *adj* [Haushalts] - Collocations *be on / over / under budget, budget deficit, budget surplus, meet a budget*

compensation *n* [U] payment, including salary and other incentives like stock options [Arbeitsentgelt]: *The best paid executives received more than \$10 million in compensation last year* – **compensate** *v* [T] [entschädigen] Collocations *compensation deal, compensation package*

contract *n* [C] a document setting out an agreement between two or more parties [Vertrag]: *Under the new contract the company becomes the exclusive distributor for North America* – **contractor** *n* [C] [Auftragnehmer] – **sub-contractor** *n* [C] [Subunternehmer] Collocations *agree a contract, be under contract, breach a contract, negotiate a contract, review a contract, sign a contract, terminate a contract*

damages *n* [plural] an amount of money paid to a person who has suffered an injustice [Schadenersatz]: *The company paid damages to staff who were unfairly dismissed.*

legal action *n* [C,U] using the law to defend one's rights [(zivilrechtliche) Klage]: *The consumer association said it will consider legal action* Synonyms *litigation* *n* [U] [Rechtsstreit] *law suit* *n* [C] [(Zivil-)Prozess] Collocations *take legal action, win a legal action*

pay 1 *n* [U] money earned by an employee as a salary or wage [Lohn or Gehalt]: *Some employees are complaining that their pay has not increased in line with inflation* – **payment** *n* [C] [Zahlung] Collocations *pay as you earn (PAYE), pay freeze, pay rise, payroll, pay-slip, pay talks 2* to give money to someone in exchange for items or services [bezahlen]: *We're paying more than the market rate.*

pension *n* [C] a regular payment made to a person after they have retired from active work [Rente]: *Some businesses have decided to ask their staff to contribute another one per cent towards their pensions* Collocations *pension fund, pension contribution*

reward *v* [T] to give a payment for services performed or for excellent work or behaviour [Entgelt]: *We like to reward our staff when they reach the objectives* – **reward** *n* [C,U] [vergüten] – **rewarding** *adj* [lohnend]

salary *n* [C,U] an amount of money paid every month to an employee in exchange for their services [Gehalt]: *Salaries are always paid in the local currency* – **salaried** *adj* [im Angestelltenverhältnis stehend] Collocations *be on a salary of, earn a salary, negotiate a salary, salary scale*

severance deal / pay *n* [C,U] money paid by an employer when an employee's services are terminated [Abfindung]: *Severance pay for top executives has increased significantly in recent years.*

stock option *n* [C] an option given to executive employees allowing them to buy shares in the company at a favourable price [Aktienbezugsrecht]: *Microsoft has announced that it plans to end stock options for employees.*

Unit 5 Development

consortium *n* [C] an association between two or more companies to work together on a specific project (usually a major construction or engineering project) [Konsortium]: *SK Gas has formed a consortium with automakers to produce gas-powered vehicles.*

cost 1 *n* [C] the price paid for something [Kosten]: *The total cost for the new equipment will be \$50,000* **2** the money that is required to produce or sell something [Kosten]: *It looks like production and labour costs will be higher than we expected* – **cost** *v* [I] [kosten] **Synonym** overheads *n* [C] [Gemeinkosten] **Collocations** fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost

development 1 *n* [C] the growth and expansion of a business, industry or economy [Entwicklung]: *The OECD provides advice and assistance on all aspects of development* **2** research to produce new, improved products [Entwicklung]: *Our company is actively pursuing the development of new biotechnology solutions* **3** a change or alteration [Entwicklung]: *Another recent development has been the arrival of Asian companies on the market* – **developer** *n* [C] [Entwickler] – **developing** *adj* [Entwicklungs]- **Collocations** research and development (R&D), developing countries

loan *n* [C] money lent to an individual or organization [Darlehen]: *The World Bank has agreed to a five-year loan of \$125m* – **loan** *v* [T] [Darlehen gewähren] **Collocations** apply for a loan, bank loan, interest on a loan, take out a loan

negotiation *n* [C] the process of negotiating a business deal [Verhandlung]: *The success of the negotiations will depend on the financial terms of the deal* – **negotiate** *v* [I, T] [verhandeln] – **negotiator** *n* [C] [Verhandlungsführer] **Synonyms** talks *n* [plural] [Gespräche] **Collocations** negotiate an agreement / a deal, negotiation skills

prosperity *n* [U] a state of being rich, having economic success [Wohlstand]: *The nation's future prosperity will depend on developing a highly-skilled workforce* – **prosper** *v* [I] [florieren] – **prosperous** *adj* [wohlhabend]

reserve 1 *n* [C] the amount of something kept for future use [Reserve]: *Shell has revised its estimate of available oil reserves* **2** an amount of money set aside from profits: *Ten per cent of earnings have been transferred to reserves* [Rücklage] – **reserve** *v* [T] [reservieren] **Synonym** resources *n* [U] [Ressourcen] **Collocations** hold in reserve, use up reserves

revenue *n* [C] money received especially from selling goods and services [Einnahmen]: *Revenues have increased by six per cent to £183m*

wealth *n* [U] the amount of money or possessions owned by an individual, organisation or country [Reichtum]: *Accumulating wealth is the key to financial independence* – **wealthy** *adj* [reich] **Collocations** acquire / accumulate wealth

Unit 6 Marketing

- barrier to entry** *n* [C] any factor which prevents new competition from entering a market
[Marktzutrittschranken]: *A strong brand can become a barrier to entry in some markets, while a simple product cannot*
- benefit** *n* [C] an advantage or an improvement [Vorzug]: *One benefit of the new design is that it can be installed easily* – benefit [+ from] *v* [Nutzen ziehen aus] – beneficial *adj* [vorteilhaft]
- brand** *n* [C] the identity of a product or service [Marke]: *Eastman Kodak is a premier brand in traditional and digital imaging* – brand *v* [T] [mit einer Marke kennzeichnen] Collocations *brand image, brand leader, brand loyalty, brand manager, brand management, brand name, brand-stretching, cross-branding, own brand, premium brand*
- consumer** *n* [C] a person who buys products and/or services [Verbraucher]: *Nokia is committed to providing consumers with the information they need* – consume *v* [T] [verbrauchen] – consumption *n* [U] [Verbrauch] Collocations *consumer goods, consumer research, consumer survey*
- logo** *n* [C] a sign or symbol used as a trademark to represent a company or a brand [Logo]: *The Nike 'swoosh' is an instantly recognisable logo.*
- marketing mix** *n* [U] the four different components of marketing [Marketing-Mix]: **1 place** *n* [C] [Ort] the distribution and delivery of goods to market **2 price** *n* [C] [Preis] the amount of money for which something can be sold – price *v* [T] [Preis festlegen] Collocations *cost price, cut price, fixed price, list price, retail price, purchase price, recommended price, wholesale price, price-list, price-tag, price war* **3 product** *n* [C] [Produkt] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product's features and performance characteristics **4 promotion** *n* [C] [Verkaufsförderung] activities that help sell a product
- premium** *n* [C] a price that is higher than the standard price, usually due to higher quality [hoher Preis]: *Organically grown foods are sold at a premium* Collocations *premium rate*
- promotion** *n* [C] a method of communicating and publicising a product [Verkaufsförderung]: *America Online plans to launch a promotion on Thursday that will let its members download full-feature films* – promote *v* [T] [werben (für)] – promotional *adj* [verkaufsfördernd] Collocations *seasonal promotion, promotional campaign, promotional price*
- point of sale** [Verkaufspunkt] *abbreviation* POS *n* [C] [POS] the place where a consumer can buy a product or service: *New electronic systems can approve credit for customers at the point of sale.*

Unit 7 Outsourcing

- back office** *n* [C] the departments of a financial company where routine administrative tasks are done without direct contact with customers [Abrechnungsstelle]: *Efficient management of the back office can reduce costs.*
- business process** *n* [C] any activity that is essential for a firm to conduct its business [geschäftlicher Prozess]: *Organisations that have complete control over their business processes are the most productive* Collocations *business process re-engineering*
- database** *n* [C] an organised set of information stored in a computer [Datenbank]: *We're currently updating all our customer files in the database.*
- downsize** *v* [I] to reduce the number of employees in an organisation [Personalbestand verringern]: *European companies are continuing to downsize their manufacturing operations – downsize v* [T] [Personalbestand verringern] Synonyms *lay off v* [T] [Personal freisetzen/entlassen]
- knowledge work** *n* [U] work that involves developing or using knowledge [wissensbasierte Arbeit]: *The profitability of most business today depends more on knowledge work than on manual work – knowledge worker n* [C] [Wissensarbeiter]
- offshoring** *n* [U] transferring work to an outside supplier based in another country [Offshoring]: *Offshoring is only suitable for tasks that have been clearly defined and can be managed at a distance – offshore adj* [Offshore-] – *offshore n* [U] [Verlegung in andere Länder] Synonyms *outsource v* [T] [extern beschaffen]
- outsource** *v* [T] transferring work to an outside supplier [extern beschaffen]: *We are planning to outsource all of our IT operations to an Indian supplier – outsourcing n* [U] [externe Beschaffung] Synonyms *subcontract v* [T] [Unteraufträge vergeben]
- overhead** *n* [C] a cost that does not vary with output (e.g rent, salaries) [Gemeinkosten]: *The pressure on corporate management to reduce overheads is increasing* Synonyms *fixed cost n* [C] [fixe Kosten]
- pilot project** *n* [C] a trial project to test performance [Pilotprojekt]: *The pilot project will start operating in June.*
- productivity** *n* [U] The relationship between the output of goods and the resources needed to produce them [Produktivität]: *Productivity has continued to grow strongly.*
- saving** *n* [C] money and materials saved by economical working [Einsparung]: *New construction techniques resulted in a saving of 25 per cent of operation and maintenance costs – savings* [plural] [Einsparungen] Synonym *economy n* [U] [sparsame Bewirtschaftung] Collocations *cost saving, make savings*
- service provider** *n* [C] a company that provides services for users especially in computer networks [Service-Anbieter]: *There are several issues to consider when selecting a service provider.*
- shortage** *n* [C] a lack or scarcity of something [Mangel]: *Silicon Valley is facing a shortage of skilled programmers.*

Unit 8 Finance

- balance sheet** *n* [C] a statement showing the wealth of a business or organisation at a particular date [Bilanz] The balance sheet has two parts showing assets and liabilities: *Buildings and machinery are assets that should be listed on the balance sheet* Synonyms **statement of financial position** *n* [C] AmE [Bilanz]
- bankrupt** *adj* unable to pay your debts [bankrott]: *The company is almost bankrupt and will need to secure a loan to survive* – **bankrupt** *v*, *n* [C] [Bankrott (anmelden)] – **bankruptcy** *n* [U] [Bankrott] Synonyms **insolvent** *adj* AmE [insolvent]
- bottom line** *n* [C] the last line on a financial document which shows the final result (total profit once all costs have been deducted) [Endergebnis]: *Falling sales are going to have a negative impact on the bottom line.*
- expense 1** *n* [C] money spent [Kosten]: *We have significantly reduced our expenses over the last five years* – **expenditure** *n* [C] [Aufwendungen] Synonyms **spending** *n* [U] [Ausgaben] **2** *n* [C] money spent by an employee that can be claimed back [Spesen]: *I put the restaurant bill on expenses* Collocations **expense account**, **expenses claim form**, **claim expenses**
- financial statement** *n* [C] a document showing the state of the finances of an organisation or business [Abschluss]: *Financial statements must be completed by the end of August.*
- forecast** *n* [C] an estimate of a future situation [Prognose]: *According to forecasts, prices will rise more slowly next year* – **forecast** *v* [T] [vorhersagen] Synonyms **projection** *n* [C] [Projektion]
- income statement** *n* [C] AmE a financial statement showing revenue, expenditure and profit from operations during a given period [Aufwands- und Ertragsrechnung]: *Enron's income statement did not accurately reflect its losses* Synonyms **profit and loss account** *n* [C] BrE [Gewinn- und Verlustrechnung] **statement of earnings** *n* [C] AmE [Gewinn- und Verlustrechnung]
- mismanagement** *n* [U] poor quality management [Missmanagement]: *Lack of cashflow is often due to mismanagement* – **mismanage** *v* [T] [Missmanagement betreiben]
- profit and loss account** *n* [C] BrE a financial statement showing revenue, expenditure and profit from operations during a given period [Gewinn- und Verlustrechnung] *Ahold's profit and loss account did not show all its losses* Synonyms **income statement** *n* [C] [Aufwands- und Ertragsrechnung] AmE **statement of earnings** *n* [C] AmE [Gewinn- und Verlustrechnung]
- regulator** *n* [C] a government agency responsible for overseeing a profession or an activity [Regulierungsbehörde]: *Stock market regulators are in charge of protecting investors* – **regulation** *n* [C] [Regulierung] Synonyms **controller** *n* [C] [Controller]
- Securities Exchange Commission** *abbreviation SEC* *n* the US agency responsible for stock market regulation [US-Börsenaufsichtsbehörde]: *The SEC is currently investigating ten cases of fraud.*

Unit 9 Recruitment

- accountable** *adj* responsible for the effects of your actions [**rechenschaftspflichtig**]: *Managers are accountable for the performance of their employees* **Synonyms** responsible [+ for] *adj* [**verantwortlich**]
- applicant** *n* [C] a person who is applying for a position [**Bewerber**]: *All applicants are asked to provide a letter of reference* – **apply** [+ for] *v* [I] [**sich bewerben (um)**] – **application** *n* [C] [**Bewerbung**] **Synonyms** candidate *n* [C] [**Kandidat**]
- assign** *v* [T] give someone a particular task to do [**übertragen**] *Employees are assigned duties that correspond to their skills and training* – **assignment** *n* [C] [**Aufgabe**]
- cover letter** *n* [C] a letter written to an employer in response to a job advertisement [**Begleitschreiben**]: *Candidates should send a cover letter with a copy of their CV*
- curriculum vitae** *abbreviation CV* *n* [C] [**Lebenslauf**] a document that gives details of a person's experience and qualifications: *Her CV is fairly typical for a business graduate* **Synonyms** *résumé* *n* [C] AmE
- deadline** *n* [C] the date by which something has to be completed [**Frist**]: *The deadline for applications has been extended until the 25 May* **Collocations** *fix a deadline, meet a deadline, miss a deadline, set a deadline*
- empower** *v* [T] give someone the power or ability to do something [**ermächtigen**]: *Staff are empowered to shape their career development* – **empowerment** *n* [U] [**Ermächtigung**]
- hire** *v* [T] employ someone [**einstellen**]: *Businesses are hiring as job growth booms* – **hire** *n* [C] [**Einstellung**] **Synonyms** *recruit* *v* [T] [**rekrutieren**] *employ* *v* [T] [**beschäftigen**] **Collocations** *hiring and firing, hiring manager*
- payroll** *n* [U] **1** a list of the employees in an organisation [**Beschäftigte**] **2** the administration of employee pay [**Lohn- oder Gehaltsliste**]: *Salaries are calculated according to the number of days that employees are on the payroll* **Collocations** *payroll management, cut/reduce the payroll*
- qualification** *n* [C] an examination passed at school or university [**Qualifikation**]: *Candidates must have qualifications in accounting* – **qualify** *v* [I] [**sich qualifizieren**] – **qualified** *adj* [**qualifiziert**]
- résumé** *n* [C] AmE a document that gives details of a candidate's experience and qualifications [**Lebenslauf**]: *Preparing a good résumé should be the starting point for all job seekers* **Synonyms** *Curriculum Vitae* BrE [**Lebenslauf**]
- screen** *v* [T] to examine or test people [**testen**]: *Each candidate is screened for education, experience, expertise and salary.*
- train** *v* [T] to teach someone the skills of a particular job or activity [**schulen**]: *Staff are trained to watch for situations where they may be required to help* – **training** *n* [U] [**Schulung**] – **trainee** *n* [C] [**Trainee**] – **trainer** *n* [C] [**Ausbilder**]

Unit 10 Counterfeiting

copycat *n* [C] the term for someone who copies the work of another person [Markenpirat or Plagiator]: *The Australian government has announced that it is cracking down on copycats.*

copyright *n* [U] the legal right that belongs to the person who has created a new artistic work or piece of software [Urheberrecht]: *All of the graphics and editorial content on this site are protected under US copyright.*

currency *n* [C] the type of money that is used by a particular country or trading bloc [Währung]: *The euro is the currency of most member states of the European Union* Synonyms **money** *n* [U] [Geld] Collocations *foreign currency, hard currency, currency dealer, currency exchange rate, currency trading*

defraud *v* [T] to cheat another person by taking something that they own [betrügen]: *He admitted defrauding his employer of more than £2m.*

enforce *v* [T] to make people obey a law or rule [durchsetzen]: *Enforcing a patent can be a long and expensive process* – **enforcement** *n* [U] [Durchführung] – **enforceable** *adj* [durchsetzbar]

fake *n* [C] a copy or imitation of a genuine article [Fälschung]: *Experts have identified the components as fakes* – **fake** *v* [T] [fälschen] Synonyms **copy** *v* [C] [kopieren] – **copy** *n* [C] [Kopie]

file-swapping *n* [U] exchanging files between computers on a network [File-Swapping]: *Record companies tried to close down the illegal file-swapping website.*

infringement *n* [U] a breach of the law or of another person's rights [Verletzung]: *The company is being sued over infringements of copyright technology*

intellectual property *n* [U] something that a person or business has invented and which is protected by patent [geistiges Eigentum]: *All international businesses are having to spend more on protecting their intellectual property.*

patent *n* [C] a special right given to the inventor of a machine or process [Patent]: *Some governments do not recognise patents on software* – **patent** *v* [T] [patentieren] – **patented** *adj* [patentiert] Synonyms **copyright** *n* [C,U] [Urheberrecht] Collocations *patent pending, patent office*

piracy *n* [U] infringement of copyrights [Erstellen von Raubkopien]: *The association has launched a campaign to fight software piracy.*

profitability *n* [U] the ability of a business to earn profits [Rentabilität]: *Increased labour costs have reduced our profitability* – **profit** *n* [C] [Gewinn] – **profit** *v* [I] [Gewinn erzielen] – **profitable** *adj* [rentable]

trademark *n* [C] a special, registered picture or symbol that is associated with a particular brand or product [Warenzeichen]: *Our trademark is now well-known in most countries in the region.*

Unit 11 Markets

bid *n* [C] an offer to buy something at a stated price [**Angebot**]: *All bids must be submitted in writing – bid* *v* [I,T] – **bidder** *n* [C] [**Bieter**] – **bidding** *n* [U] [**Gebot**] **Synonyms** offer *n* [C] [**Angebot**] **Collocations** make/accept/reject a bid, takeover bid

business to business *abbreviation* **B2B** *adj* [**Business-to-Business (B2B)**] refers to any business or correspondence between two companies: *The B2B sector will be the biggest growth area in internet traffic.*

dealer *n* [C] a person who specialises in trading a particular type of goods [**Händler**]: *The company only uses authorised dealers who are fully trained – deal* *n* [C] [**Handel**] – **deal** *v* [I,T] [**handeln**] **Collocations** foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal

demand *n* [C,U] the quantity required to supply orders [**Nachfrage**]: *Total petroleum demand has increased by one per cent* **Collocations** supply and demand

e-business *n* [U] [**eBusiness**] business to business relationships conducted using internet technology: *IBM is one of the leading suppliers of e-business solutions.*

e-commerce *n* [U] [**eCommerce**] selling activities that are conducted using internet technology: *Some consumers still lack confidence in e-commerce.*

glitch *n* [C] a minor fault with a computer program or machine [**Störimpuls**]: *A glitch in the computer system has led to the cancellation of several flights* **Synonyms** malfunction *n* [C] [**Störung**] bug *n* [C] [**Bug**]

gross *v* [T] to calculate revenue before tax and other charges have been deducted [**brutto berechnen/einnehmen**]: *The film grossed \$8.5m in the first two weeks – gross* *adj* [**brutto**] **Collocations** gross profit, gross margins, gross national product, gross domestic product (GDP)

inventory *n* [C] a list of the stocks held by a business [**Inventar**]: *New software has made it possible to control inventory more accurately* **Synonyms** stock *n* [C]

market research *n* [U] the work of finding out what kind of goods consumers want [**Marktforschung**]: *Conducting online surveys is a new and promising approach to market research.*

mass market *n* [U] the market for standardised consumer products [**Massenmarkt**]: *Licensing is one way for small businesses to enter the mass market – mass-market* *adj* [**Massen-**]

merchandising *n* [U] toys, clothes and other products based on a popular film, TV show, etc and sold to make additional profits [**Merchandising**]: *Star Wars merchandising made far more profit than the films.*

price setting *n* [U] fixing the prices at which goods and services will be sold [**Preisfestlegung**]: *In price setting you try to estimate how much customers will be prepared to pay for an item*

real estate *n* [U] property in the form of land or houses [**Immobilien**]: *Investing in real estate is not as risk free as some people think* **Synonyms** property *n* [U] BrE [**Vermögenswerte**] **reality** *n* [U] AmE [**Grundbesitz**] **Collocations** estate agent BrE

tender *n* [C] a written offer by a supplier to provide goods or services at a certain price [**Angebot**]: *Your tender has been accepted at the agreed price – tender* *v* [I,T] [**anbieten**]

Unit 12 Lobbies

- aid** *n* [U] assistance given to a country or organisation in difficulty [Hilfe]: *The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations – aid v* [T] [helfen]
- boycott** *n* [C] a protest where people refuse to buy or use a product or service [Boycott]: *The consumer group is calling for the boycott of all tobacco products – boycott v* [T] [boykottieren]
- charity** *n* [C] a non profit-making organisation that collects goods and money in order to provide assistance [wohltätige Organisation]: *The charity managed to raise £3m for homeless people in the UK.*
- debt relief** *n* [U] the cancellation or reduction of a debt [Schuldenerlass]: *The government is firmly committed to a programme of debt relief.*
- demonstration** *n* [C] a march to publicly protest about something [Demonstration]: *The demonstration will take place at G7 summit on 10 June.*
- fair trade** *n* [U] a movement which promotes fairer trading conditions for developing countries [Fair Trade]: *Fair trade gives consumers an opportunity to help change the world.*
- grant** *n* [C] a sum of money given to a person or organisation to help them to pay for something [staatlicher Zuschuss]: *The Central Development Fund has awarded a grant of \$7.5m – grant v* [T] [(Zuschuss) gewähren]
- income** *n* [C,U] money received by a person, family or organization [Einkommen]: *In some parts of the country incomes have fallen by as much as 25 per cent* **Synonyms** *revenue n* [C] [Einnahmen]
Collocations *income tax, gross income, net income*
- litigation** *n* [U] legal action against an individual or organization [Rechtsstreit]: *Litigation has increased significantly over the years – litigate v* [U] [klagen] – *litigator n* [C] [Partei (eines Rechtsstreits)]
- lobby** *v* [T] to try to persuade a government or organisation to change a policy or situation [Lobbyarbeit betreiben]: *Big companies are lobbying the president to open up marine reserves for oil drilling – lobby n* [Lobby] [U] *lobbyist n* [U] [Lobbyist]
- petition** *n* [C] a document signed by many people asking someone in authority to change something [Petition]: *So far, five thousand people have signed the petition – petition [+ against/for] v* [I, T] [Petition einbringen (gegen/für)]
- pressure group** *n* [C] a group that tries to influence the opinions of other people [Interessengruppe]: *The pressure group is coordinating the protests.*
- protectionism** *n* [U] protecting a country's trade by taxing foreign goods [Protektionismus]: *Protectionism usually increases the prices of basic goods to the consumer.*
- quota** *n* [C] an official limit on the amount of something [Quote]: *Quotas have been imposed on 25 categories of imported clothing.*
- subsidy** *n* [C] money given by a government to certain producers to help them to produce without losing money [Subvention]: *World Bank economists are urging rich countries to cut subsidies to certain industries – subsidise v* [T] [subventionieren]
- taxpayer** *n* [C] any person or organisation that is liable to pay tax [Steuerzahler]: *Taxpayers will pay more to subsidise the development of alternative energy sources.*

Unit 13 Communication

correspondence *n* [U] writing, receiving and answering letters [Korrespondenz]: *I'm catching up on my correspondence – correspond* *v* [I] [korrespondieren or in Briefwechsel stehen]

information technology [Informationstechnologie] *abbreviation* IT *n* [C] [IT] the technology of processing, storing or transmitting data by electronic means: *Information technology has revolutionised all aspects of management.*

mobile *n* [C] a wireless telephone [Handy]: *The introduction of colour screens and digital imaging have made mobiles even more essential* **Synonyms** *cell phone* *n* [C] *AmE* [Mobiltelefon]

overload *n* [C] an excessive quantity of something [Überlastung]: *You may be overwhelmed by the overload of information that is available on the net – overload* *v* [I] [überlasten]

prioritise *v* [T] to put things in the order of importance so that you can deal with the most important things first [Priorität zuweisen]: *Prioritising your work will help you to avoid backlogs.*

process *v* [T] to deal with information or documents [verarbeiten]: *All the data is processed on the server – process* *n* [C] [Prozess]

product recall *n* [C] a situation where a defective product is withdrawn from the market and returned to the manufacturer [Rückrufaktion]: *Product recalls of children's toys are now very rare.*

text messaging *n* [U] a system which allows short text messages to be communicated by telephone [Textnachrichten]: *Text messaging is far more popular than voice calls* **Synonyms** *SMS (Short Message Service)* *n* [C] [SMS]

white-collar *adj* employees who work in offices [Bürokräfte]: *White-collar jobs are moving abroad.*

Unit 14 Logistics

distribution *n* [U] the arrangements and activities required in order to get goods from the manufacturer to the consumer [Vertrieb]: *Distribution is organised via a product list.*

finished goods *n* [plural] goods or products that are ready to be sold on to consumers [Fertigwaren]: *We keep close track of the stock levels of our finished goods.*

freight *n* [U] the transportation of goods by air, sea, rail or road [Fracht]: *All freight is paid by the customer – freight* *v* [T] [als Fracht senden] Collocations *air-freight, freight car (AmE), freight train, freight forward*

grey marketing *n* [U] [Grey Marketing] selling products without the authorisation of the trademark owner: *Any authorised dealers who resort to grey marketing will be immediately suspended.*

haulage *n* [U] the business of transporting goods by road or railway [Spedition]: *We are a haulage and warehousing company based in Poland* Collocations *road-haulage*

loading bay *n* [C] the area in a factory or warehouse where goods are loaded for transport [Beladerampe]: *When a truck arrives at the loading bay an employee registers the delivery.*

pilot *v* [T] to test a new idea or product [als Pilotprojekt durchführen]: *We are piloting new ways to improve our supply chain management* Synonyms *test* *v* [T] [testen] *trial* *v* [T] [erproben]

raw materials *n* [plural] materials such as minerals and hydrocarbons which are used in a production process [Rohstoffe]: *Securing long term supplies of raw materials is critical.*

ship *v* [T] to move goods from one place to another [versenden]: *This order is being shipped to Puerto Rico – shipment* *n* [U] [Sendung] – *shipping* *n* [U] [Versand] – *ship* *n* [C] [Schiff] Synonyms *deliver* *v* [T] [liefern]

supply chain *n* [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product [Lieferkette]: *Information technology has changed the dynamics of the supply chain* Collocations *supply chain management*

Unit 15 Innovation

achievement *n* [C] something that you succeed in doing by your own efforts [Leistung]: *Designing the first laptop computer was one of his greatest achievements* – **achieve** *v* [T] [erreichen] – **achiever** *n* [C] [erfolgreich Person]

borderline *n* [C] the point at which one thing ends and another begins [Grenze]: *Many products fall into the borderline between different product categories* – **borderline** *adj* [Grenz-]

breakthrough *n* [C] an important new discovery [Durchbruch]: *The iMac was a major breakthrough in computer design* Collocations *make a breakthrough*

business practices *n* [plural] the methods used to conduct business [Geschäftspraktiken]: *The company is running a scheme to encourage best business practices.*

design *v* [T] to make a drawing or plan of something that will be made [entwerfen]: *At the moment she's designing a new range of furniture to be used in schools* – **design** *n* [C] [Design] – **designer** *n* [C] [Designer] – **designer** *adj* [Designer] - Collocations *designer goods, designer label, designer ware*

feature *n* [C] an important part of something [Merkmal]: *The programme has a number of interesting new features* – **feature** *v* [T] [besitzen] Synonyms *characteristic* *n* [C] [Eigenschaft] Collocations *product features, special features*

generic *adj* a product that does not have a trademark [generisch]: *Generic drugs sell at a much lower price.*

mass-production *adj* produced in large quantities [Massen-]: *Many companies have moved their mass-production overseas to cheaper markets* – **mass-produce** *v* [T] [in Massenproduktion herstellen] – **mass-production** *n* [U] [Massenproduktion]

prototype *n* [C] the first form that a new design takes [Prototyp]: *The prototype has revealed areas where the design can be improved.*