

Wordlist Market Leader 3rd Edition Extra Elementary (chronological)

Wort	Seite	Deutsch	Definition	Beispielsatz
Unit 1				
phone <i>n. [C]</i>	1	Telefon/ Handy	a piece of equipment you use to talk to someone who is in another place	Mr Shi Jiabao is on the phone.
company <i>n. [C]</i>	2	Firma	an organization that makes or sells goods or services in order to make a profit	Burberry isn't an American company, it's British.
global <i>adj.</i>	3	global, weltweit	affecting or including the whole world	Burberry is a global fashion company.
business <i>n. [U]</i>	4	geschäftlich (unterwegs)	the work that you do as your job to earn money	She travels on business one week a month.
sales <i>n. [U]</i>	5	Verkauf	the part of a company that deals with selling products	I'm in sales, but I'm not the manager.
intern <i>n. [C]</i>	6	Praktikant/in	someone, especially a student, who works for a short time in a particular job in order to gain experience	Paula will be an intern in the company for three weeks.
assistant <i>n. [C]</i>	7	Assistent, Helfer	someone who helps someone else do their job	My assistant answers the phone and arranges meetings.
sales assistant <i>n. [C]</i>	8	Verkäuferin	Someone whose job is to help sell things in a company.	Our new Sales Assistant is Ana Torres.
keep in contact	9	in Kontakt bleiben	to meet, telephone or write to someone regularly	For Ahrendts, keeping in contact with relatives is important.
research analyst <i>n. [C]</i>	10	wissenschaftliche Mitarbeiter/in	Someone who studies a subject to find out new things about it or to test new ideas, products, etc.	I am a research analyst for an investment bank in New York.
business <i>n. [C]</i>	11	(er ist) selbständig	an organisation that produces or sells things	He runs his own business.
business <i>n. [U]</i>	12	Geschäfte	the production, buying, and selling of goods or services for profit	How's business?
card <i>n. [C]</i>	13	Visitenkarte	a card that shows a business person's name, company, address, etc.	I usually wait until the person I'm meeting offers me a business card before I offer them mine.
contact <i>n. [C]</i>	14	Geschäftskontakt	a person you know who may be able to help or advise you, especially because of the work they do	What do you say when you meet a new business contact?
introduce <i>v. [T] 1</i>	15	vorstellen	when people who are meeting for the first time are told each other's names by someone else	Let me introduce you to my colleague, John Roberts.

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colleague <i>n. [C]</i>	16	Kollege	someone you work with, used especially by professional people or managers	My colleagues are really nice and I like my boss.
househusband <i>n. [C]</i>	17	Hausmann	a man who works at home doing the cooking, cleaning, etc. for his family	He's a househusband at the moment; he looks after our three children.
pleased <i>adj.</i>	18	erfreut	happy or satisfied	Pleased to meet you.
work experience <i>n. [U]</i>	19	Arbeitserfahrung	the experience that a person already has of working	Cindy Tan has no work experience.
conference <i>n. [C]</i>	20	Tagung	a large formal meeting, usually lasting a day or several days, where people discuss things in order to exchange information or to come to an agreement	I met an interesting person at a conference in Singapore.
Unit 2				
salary <i>n. [C]</i>	21	Gehalt	money that you receive as payment from the organization you work for, usually paid to you every month	What's important for me is a high salary, long holidays and helpful colleagues.
order <i>n. [C]</i>	22	Bestellung	a request by a customer for goods or services	We have a lot of big orders in March.
deliver <i>v. [T]</i>	23	liefern	to take goods or mail to a place	We deliver large goods on Monday afternoons.
busy <i>adj.</i>	24	beschäftigt	when someone has a lot of things that they must do	I'm very busy in the morning.
quiet <i>adj.</i>	25	ruhig	if business, a market, etc. is quiet, there are not many customers or there is not much activity	Business is quiet in the summer.
flexible <i>adj.</i>	26	flexibel	a person, plan, etc. that is flexible can change or be changed easily to suit any new situation	I enjoy having flexible hours.
overtime <i>n., adv.</i>	27	Überstunden	time that you spend working in your job in addition to your normal working hours	I don't enjoy doing overtime.
opportunity <i>n. [C]</i>	28	Gelegenheit	when you get a chance to do something	What's important for me is a friendly boss and travel opportunities.
security <i>n. [U]</i>	29	Sicherheit	when you have something so that you are not likely to suffer or lose something	What's important for me is a friendly boss and job security.
promotion <i>n. [C]</i>	30	Beförderung	when you are given a higher job	Fast promotion, flexible hours and some sports facilities are what's important for me.
CEO <i>n. [C]</i> Chief Executive Officer	31	Vorstandschef	the person with the most important position in a company	What is a typical day in the life of the CEO of a big company?
attend <i>v. [T]</i>	32	teilnehmen, besuchen	to go to an event such as a meeting	When he is away, he attends meetings.
trade show <i>n. [C]</i>	33	Messe	an event at which many different companies involved in a particular area of business show and sell their products	He often goes to trade shows.
presentation <i>n. [C]</i>	34	Präsentation	an event at which someone explains an idea to a group of people	He sometimes gives presentations.
trip <i>n. [C]</i>	35	(Geschäfts-) Reise	a journey to a place and back again, especially when you only stay in the place for a short time	He doesn't get up early, especially after a business trip.
spend <i>v. [T]</i>	36	verbringen, ausgeben	to use time doing something	At work he spends a lot of time in meetings and on conference calls.

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travel v. [I]	37	reisen, fahren	when you go from one place to another, usually in a vehicle	I travel to work by bus.
leisure n. [U]	38	Freizeit	time when you are not working and can relax and do things you enjoy	It is sometimes difficult to find enough time for leisure.
workshop n. [C]	39	Workshop, Seminar	a meeting at which people try to improve their skills by working together	I run a workshop every Wednesday.
Unit 3				
delivery n. [C]	40	Lieferung	the act or process of bringing goods, letters etc to a particular place or person	It's about the delivery of mobile phones: I want fifty, not fifteen.
delay n. [C]	41	Verspätungen	a period of time when you have to wait for something to happen	Delivery delays are always a problem.
customer n. [C]	42	Kunde	a person or organization that buys goods or services from a shop or company	It is not easy to talk to customers when they are angry and do not want to understand.
employee n. [C]	43	Mitarbeiter	someone who is paid to work for an organization, especially someone who has a job of low rank	Our employees enjoy having flexible hours.
confusing adj.	44	verwirrend	difficult to understand	The instructions are not always clear, and they are sometimes very confusing.
stressful adj.	45	anstrengend	making you worried and unable to relax	Working in a call centre is often very stressful.
staff n. [U]	46	Mitarbeiter	the people who work for an organization or business	I go to all staff meetings.
turnover n. [U]	47	Umsatz	the rate at which people leave an organisation and are replaced by others	Nobody stays in the job very long, there's a high staff turnover.
report to phr.v.	48	berichten, unterstellt sein	someone at work who is the person in authority over you who gives you tasks and checks that you do them	I report to Peter, he's my line manager.
invoice n. [C]	49	Rechnung	a document sent by a seller to a customer with details of goods or services that have been provided, their price, and the payment date	There's a problem with the invoice, the figures are wrong.
refund n. [C]	50	Erstattung	a sum of money that is given back to you	I'm sorry there's a problem with the mobile phone, we can give you a refund.
missing adj.	51	fehlend, vermisst	someone or something that is missing is not in the place where you expect it to be	We can't use it because there's a piece missing.
factory n. [C]	52	Fabrik	a large building or group of buildings where goods are made, using large industrial machinery and usually employing many people	When the machinery in the factory starts, it is very noisy.
client n. [C]	53	Kunde	someone who pays for services or advice from a professional person or organization	Jeremy's clients sometimes have quite complicated problems.
solve v. [T]	54	lösen	to find a successful way to deal with a problem	My job is to solve our customer's problems.
cost v. [I]	55	kosten	If something is a particular amount, that is the amount you have to pay for it.	How much does the ticket cost?

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cost <i>n.</i> [C]	56	Kosten, Aufwand	the amount of money that you have to pay in order to buy, do, or produce something	Customers want low prices, but companies have increasing costs.
efficient <i>adj.</i>	57	Effizient	working well, without wasting time or energy	Our new boss is very efficient.
abroad <i>adv.</i>	58	im Ausland	in a foreign country or going to a foreign country	How often do you travel abroad?
waste <i>v.</i> [T]	59	verschwenden	when you use more of something than you need to, or you do not use it in a sensible way	We waste a lot of paper, but we don't waste electricity.
strategy <i>n.</i> [C]	60	Strategie	a plan or series of plans for achieving an aim, especially success in business or the best way for an organization to develop in the future	Our management team discuss business strategy, but they don't discuss employee problems.
Unit 4				
board <i>v.</i> [T]	61	an Bord gehen, einsteigen	to get on a plane, ship, train or bus	Flight BA 125 is now boarding at gate 17.
platform <i>n.</i> [C]	62	Bahnsteig, Gleis	the raised place beside a railway track where you get on and off the train	Passengers on platform 2, the next train to Manchester is at 14.40.
flight <i>n.</i> [C]	63	Flug	a journey by plane	Last call for all passengers for flight SA 238 at gate 12: the gate closes in five minutes.
bill <i>n.</i> [T]	64	Rechnung	a list showing how much you have to pay for services or goods received	I'm checking out today, so can I have the bill, please?
call <i>n.</i> [C]	65	rufen, Weckanruf	to telephone someone	Can I have an alarm call at 6.45, please?
luggage <i>n.</i> [U]	66	Gepäck	the bags that you carry when you are travelling	Can I take this as hand luggage?
receipt <i>n.</i> [C]	67	Quittung	a piece of paper which shows how much you have paid for something	Can I have a receipt, please?
reservation <i>n.</i> [C]	68	Reservierung	an arrangement in which a place on a plane, in a hotel, in a restaurant etc is kept for a customer who will arrive later	I have a reservation for two nights, my name's Burkhard.
check in <i>v.</i> [I]	69	einchecken	to go to the desk at a hotel, airport, etc. and say that you have arrived	We have to check in two hours before the flight leaves.
check-in desk <i>n.</i> [C]	70	Abflugschalter	a place where you go to show your ticket and give in your bags before you get ready to board the plane, train, boat, etc.	I don't like queueing at the check-in desk.
terminal <i>n.</i> [C]	71	Terminal	a large building that is part of an airport, bus station, or port, where people wait to get onto planes, buses, or ships	Which terminal does your flight leave from?
confirm <i>v.</i> [T]	72	bestätigen	to tell someone that an arrangement is now definite	It's a good idea to confirm your flight before you go to the airport.
collect <i>v.</i> [T]	73	abholen	to go to a place and get someone or something	You can collect your luggage at Baggage Claim.
in-flight <i>adj.</i>	74	am Bord, Bordkino	provided during a plane journey	I usually watch an in-flight movie when I travel.
passport control <i>n.</i> [U]	75	Passkontrolle	the place at an airport or port where your passport is checked when you leave or enter a country	Excuse me, which way is passport control?
aisle <i>adj.</i>	76	Gang, Gangplatz	a long space between rows of seats in a theatre, church, or plane	Would you like a window seat or an aisle seat?
book <i>v.</i> [T]	77	buchen, reservieren	to arrange to have or do something at a particular time	I need to book a hotel room today.

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detail <i>n. [C]</i>	78	Details, Hinweise	a small fact or piece of information about something	Can I have your credit card details, please?
single <i>adj. 1</i>	79	einzel	intended for use by only one person	I can give you a single room on the eighth floor, or a double on the third floor.
single <i>adj. 2</i>	80	einfache Fahrkarte	a ticket for a journey from one place to another but not back again	In the States, a single ticket is a one-way ticket.
Unit 5				
entertain <i>v. [T]</i>	81	bewirten, unterhalten	to invite people to have food or drink with you	We often entertain business people at home.
eat out <i>phr.v.</i>	82	essen gehen	to eat in a restaurant, not at home	How often do you eat out?
menu <i>n. [C]</i>	83	Speisekarte	a list of all the food that is available to eat in a restaurant	You ask for the menu at the start of a meal.
check <i>n. [C]</i>	84	Rechnung	the American word for a restaurant bill	In New York, you ask for the check at the end of a meal, but in London you ask for the bill.
tip <i>n. [C]</i>	85	Trinkgeld	an additional amount of money that you give to someone who has done a job for you as a way of thanking them	If the service is good, I always leave a tip.
recommend <i>v. [T]</i>	86	empfehlen	to tell someone that something is good or enjoyable	What do you recommend for the main course?
starter <i>n. [C]</i>	87	Vorspeise	the first part of a meal	Would you like a starter?
course <i>n. [C]</i>	88	Gang (erste, zweite)	one of the parts of a meal	What would you like for your main course?
dessert <i>n. [C]</i>	89	Nachtsch	something sweet that you eat after the main part of a meal	I usually have ice cream for dessert.
meal <i>n. [C]</i>	90	Essen, Mahlzeit	a time when you eat food, or the food that you eat then	Thanks very much - that was a lovely meal, I really enjoyed it.
successful <i>adj.</i>	91	erfolgreich	if you are successful in doing something, you achieve what you have been trying to do	International fast-food companies need to change their menus to be successful in India.
demand <i>n. [U]</i>	92	Nachfrage	when lots of people want to buy a particular thing	There is a lot of demand from Indian consumers for fast food.
consumer <i>n. [C]</i>	93	Verbraucher	a person who buys goods, products, and services for their own use, not for business use or to resell	Consumers are people who buy products and services.
adapt <i>v. [T]</i>	94	anpassen, adaptieren	to change the way you do things because you are in a new situation	How do international fast-food companies adapt their menus for Indian customers?
taste <i>n. [C]</i>	95	Geschmack	the kind of things you like	International fast-food companies know how important it is to adapt their food for Indian tastes.
earn <i>v. [T]</i>	96	verdienen	to be paid money for the work you do	How much money does Lucy earn?
dish <i>n. [C]</i>	97	Gericht	food cooked or prepared in a particular way	Curry is a typical Indian dish.
invite <i>v. [T]</i>	98	einladen	to ask someone to go somewhere or to do something with you	Why don't we invite Anita and Karlo for dinner?
information <i>n. [U]</i>	99	Information	facts or details that tell you about something or someone	I need a lot of information about tourist attractions.
equipment <i>n. [U]</i>	100	Ausrüstung, Einrichtung	all the special machines, tools etc that you need for a particular activity	Each apartment has high-quality kitchen and bathroom equipment.
Unit 6				
place an order <i>v. [T]</i>	101	eine Bestellung abgeben	to ask a shop or business to provide goods	I'd like to place an order.
guarantee <i>n. [C]</i>	102	Garantie, Gewährleistung	to make a formal written promise to repair or replace a product if it has a fault within a specific period of time after you buy it	They give a 3-year guarantee.

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goods <i>n.pl.</i>	103	Ware	things that are made for people to buy	I buy things like electrical goods in the January sales because the discounts and special offers are so good.
stock: in stock <i>adj.</i>	104	Vorrat, Lager	when a shop has enough of something and it is available for people to buy	Are the goods in stock?
deposit <i>n. [C]</i>	105	Anzahlung, Kaution	part of the price of something, that you pay when you agree to buy it	We ask for a 15 percent deposit on large orders.
service <i>n. [U]</i>	106	Dienstleistung, Kundendienst	the work that people who work in a company give you	When I buy a product like a computer or a TV, great after-sales service is important for me.
credit <i>n. [U]</i>	107	Kredit	an arrangement with a shop, supplier, etc. to buy something now and pay for it later	Our company wants to introduce interest-free credit to help sales.
discount <i>n. [C]</i>	108	Rabatt	a reduction in the cost of goods or services in relation to the normal cost	New customers get a 5 percent discount for orders over 500 items.
retailer <i>n. [C]</i>	109	Einzelhändler	a business that sells goods to members of the public, rather than to shops etc	What do you know about Uniqlo, the global fashion retailer?
expansion <i>n. [U]</i>	110	Erweiterung	when something increases or is increased in size, amount, or number	Following the good results in Japan, Yani decided on global expansion.
relaunch <i>n. [C]</i>	111	wiedereinführen	a new effort to sell a product that is already available, often involving a change in advertising, packaging etc	The relaunch of Uniqlo began in November 2006 with the opening of a flagship store in New York.
flagship <i>adj.</i>	112	Vorreiter, Flagship, vorbildlich	the best and most important product that a company produces	Uniqlo opened a flagship store in New York in November 2006.
hire <i>v. [T]</i>	113	jmdn. einstellen	to pay someone to work for you	Yani hired the German designer Jil Sander in April 2009.
hire <i>adj.</i>	114	mieten	to pay money to borrow something for a short time	As a Gold Club member, you get free hire days or airline miles as your reward.
stylish <i>adj.</i>	115	stilvoll, elegant	attractive and fashionable	Our new women's bags are stylish and fashionable.
target market <i>n. [C]</i>	116	Zielmarkt	the people you are trying to sell to	The target market is young women who want to look good.
aim <i>v. [T]</i>	117	Ziel	to make or design something for a particular group of people.	Our new bags are aimed at stylish women.
include <i>v. [T]</i>	118	beinhalten	when something has a person or thing as one of its parts	The price includes postage and packaging.
sample <i>n. [C]</i>	119	Muster, Beispiel	a small amount of something that shows what the rest of it is like	I asked the manufacturer to send me a sample of the product.
compare <i>v. [T]</i>	120	Vergleichen	the process of examining things in order to find out how they are similar or different	I'd like to compare prices with Emmerson's, but I'll contact you again this afternoon.

Unit 7

ambitious <i>adj.</i>	121	ehrgeizig	determined to be successful or powerful	I like to work with ambitious people because they give me energy.
creative <i>adj.</i>	122	kreativ	producing or using new and interesting ideas	I like working with creative people, people who are willing to find new ways to solve problems.
hard-working <i>adj.</i>	123	fleißig	working with a lot of effort	I think a hard-working boss is important.

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motivating <i>adj.</i>	124	motivierend	making someone else want to do something	The new manager is motivating, he really encourages us to work well.
helpful <i>adj.</i>	125	hilfsbereit	providing useful help	Juan is very helpful, he likes to do things for other people.
punctual <i>adj.</i>	126	pünktlich, rechtzeitig	arriving, happening, or being done at exactly the time that was arranged	Sorry, I'm late again; I know I need to be more punctual.
relaxed <i>adj.</i>	127	entspannen	calm and not worried about anything	I feel very relaxed today.
sociable <i>adj.</i>	128	gesellig	someone who is sociable is friendly and enjoys being with people	Maria gets on well with her colleagues and has a lot of friends, she's extremely sociable.
practical <i>adj.</i>	129	praktisch	sensible and likely to be effective	A practical person is good at making things work.
reliable <i>adj.</i>	130	zuverlässig	someone or something that can be trusted or depended on	Reliable people do what they say they are going to do, and do it on time.
sales representative <i>n.</i> [C]	131	Handelsvertreter/in	a person who sells a company's products or services by speaking to customers on the phone or travelling to meet them	Avon's sales representatives sell cosmetics door to door in more than 120 countries.
quit <i>v.</i> [T, I]	132	aufgeben, beenden	to leave your job, especially because you are annoyed or unhappy with it	Andrea told her parents she didn't like her job and wanted to quit.
revenue <i>n.</i> [C]	133	Umsatz	money that a business or organization receives over a period of time, especially from selling goods or services	Today Avon's revenues are more than \$10bn.
chairperson <i>n.</i> [C]	134	Vorstandsvorsitzende	someone who is in charge of a meeting or who directs the work of a committee or organisation	In meetings, do you prefer not to speak much or to be the chairperson?
appointment <i>n.</i> [C]	135	Termin	an arrangement to meet someone at a particular time and place	Selim likes to be on time for appointments, but I like to be early.
career <i>n.</i> [C]	136	Karriere	a job or profession that you have been trained for and intend to do for your working life, and which offers the chance to be PROMOTED (=move up through different levels)	Tim says working in a call centre is just a job, it's not a career.
deadline <i>n.</i> [C]	137	Terminfrist	a date or time by which you have to do or to complete something	Maria is very reliable, she always meets deadlines.
respect <i>n.</i> [U]	138	Respekt	when you admire someone, especially for their personal qualities	Her colleagues have a lot of respect for her work and attitude.
MBA <i>n.</i> [C]	139	Betriebswirt mit Hochschulabschluss	Master of Business Administration; a university degree that teaches you the skills you need to manage a business or part of a business	Danielle did an MBA at the Harvard Business School in 2009.
passion <i>n.</i> [C]	140	Leidenschaft	a very strong feeling, especially of love, desire, or anger	Famous for her long black hair, pearl necklaces and her passion for Avon, Jung is one of the world's top business leaders.
Unit 8				
slogan <i>n.</i> [C]	141	Spruch, Motto	a short phrase that is easy to remember and is used by an advertiser, organization, or other group	"Just do it", "Always Coca Cola" and "Because I'm worth it" are all slogans.

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jingle <i>n. [C]</i>	142	Jingle (Melodie eines Werbespots)	a short song or tune used in advertisements	A short song used in advertising is called a jingle.
logo <i>n. [C]</i>	143	Logo, Firmenschriftzug	a design or way of writing its name that a company or organization uses as its official sign on its products, advertising, etc.	I think we should re-design our company logo.
budget <i>n. [C]</i>	144	Budget, Finanzplan	a detailed plan made by an organization or a government of how much it will receive as income over a particular period of time, and how much it will spend, what it will spend the money on, etc.	In 2010 Toptek spent about 32 per cent of its a budget on print advertising.
award <i>n. [C]</i>	145	Auszeichnung	a prize for something good that you have done	The 3T group won an award last year for the best magazine advert.
agency <i>n. [C]</i>	146	Agentur	a business that arranges services for people	Volkswagen asked the US advertising agency Deutsch, L.A. to create a TV commercial to launch the 2012 Beetle.
campaign <i>n. [C]</i>	147	Kampagne	a planned series of actions that are intended to achieve something or persuade people to do something	The new advertising campaign cost 900,000 euros.
mass-market <i>adj.</i>	148	Massenmarkt	designed to be bought by a very large number of people	Coca-Cola is a mass market product; it sells to large numbers of people.
niche market <i>n. [C]</i>	149	Nischenmarkt	a part of a market which is small but may be profitable	Selling special-interest holidays is a niche market; it is a small but often profitable market.
luxury <i>adj.</i>	150	Luxus	something that is expensive and not really necessary but is pleasing and enjoyable	Rolex watches sell in a luxury market; they are high-quality and expensive goods.
export market <i>n. [C]</i>	151	Auslandsmarkt	another country where a company sells its goods	The US is Scotland's second largest export market after France.
home <i>adj.</i>	152	Binnenmarkt	connected with or happening in the country where goods are produced, rather than foreign countries	A home market is in the producer's country.
commercial <i>n. [C]</i>	153	Werbung, Spot	an advertisement on television or radio	A typical TV commercial is 30 seconds long.
billboard <i>n. [C], adj.</i>	154	Plakattafel	a large sign used for advertising	I think our competitors are using a lot of billboard advertising. I saw two huge ads on my way to work this morning.
hoarding <i>n. [C]</i>	155	Plakatwand	<i>BrE</i> a large board fixed to the side of a building, used to show advertisements	'Hoarding' is a British English word for 'billboard'.
market share <i>n. [U]</i>	156	Marktanteil	the percentage of sales in a market that a company or product has	Next year, we want to increase our market share to 11.5 percent and sell over 2,100,000 units of Sparkle.
increase <i>v. [T]</i>	157	erhöhen, zunehmen	to become larger in amount, number, or degree	The company wants to increase its market share from 10.3 to 11.5 percent.
improve <i>v. [T]</i>	158	verbessern	to make something better	Do you think we should redesign our website or just improve it?
competitive <i>adj.</i>	159	Wettbewerbsfähig	used to describe situations and behaviour in which businesses are trying very hard to be more successful than others, for example by selling their goods or services more cheaply than others	Germany is a competitive market for cars.

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competitor <i>n. [C]</i>	160	Mitbewerber	a person, product, company, country, etc. that is competing with another	Laurence and Tracy are talking about an advertising campaign by one of their competitors, Palmer and Mason.
Unit 9				
head office <i>n. [C]</i>	161	Hauptsitz	the main office of a company	Levi Strauss has its head office in San Francisco.
employ <i>v. [T]</i>	162	beschäftigen, einstellen	to pay someone to work for you	Wal-Mart employs more people than any other company.
workforce <i>n. [U]</i>	163	Arbeitskraft	all the people who work in a particular country, industry, or factory	Dalotek has a workforce of 2,500.
export <i>v. [T, I]</i>	164	Export	to send and sell things to another country	Dalotek exports to over twelve countries.
manufacture <i>v. [T]</i>	165	herstellen,	to produce large quantities of goods to be sold, using machinery	Dalotek manufactures car parts.
introduce <i>v. [T] 2</i>	166	einführen	to make a new product or service available for the first time	Dalotek introduces one or two new components each year.
supply <i>v. [T, I]</i>	167	liefern	to provide goods or services to customers, especially regularly and over a long period of time	Green Shoots supplies the gardening industry.
launch <i>v. [T]</i>	168	auf den Markt bringen, einführen	to show or make a new product available for sale for the first time	Our company launches twelve new products a year.
provide <i>v. [T]</i>	169	liefern, versorgen	to give someone what they need	Dalotek provides components for the car industry.
plant <i>n. [C]</i>	170	Fabrik	a factory and all its equipment	A manufacturing plant is a factory that makes machines and equipment.
enter <i>v. [T]</i>	171	auf den Markt gehen, eintreten	to go or come into a place	Following a decision to enter the Brazilian market, Gamesa set up a subsidiary in São Paulo in early 2010.
set up <i>phr.v.</i>	172	gründen	to start a company or organization	They want to set up factories in Africa.
recruit <i>v. [T]</i>	173	jemanden einstellen, rekrutieren	to find new people to work for an organization, do a job, etc.	Gamesa is already expanding the Camaçari plant and plans to recruit more workers.
exchange <i>v. [T]</i>	174	wechseln, Austausch	to give something to someone who gives you something similar	You can exchange foreign currency in our currency section.
change <i>v. [T]</i>	175	wechseln	when you give some money to someone and they give the same amount back to you, but in different notes or coins	A customer is changing dollars into euros.
loan <i>n. [C]</i>	176	Kredit, Darlehen	money borrowed from a bank, financial institution, person, etc. on which interest is usually paid to the lender until the loan is repaid	The Assistant Manager arranges loans for customers.
complaint <i>n. [C]</i>	177	Beschwerde	a written or spoken statement by someone complaining about something	The receptionist is listening to a customer's complaint and trying to solve the problem.
overseas <i>adj.</i>	178	Übersee, im Ausland	to, in, or from a foreign country across the sea	The subject of my presentation is overseas expansion.
bonus <i>n. [C], adj.</i>	179	Bonuszahlung	an extra amount of money added to an employee's wages, usually as a reward for doing difficult or good work	I'd like to talk to you about the bonus scheme.
benefit <i>v. [T]</i>	180	profitieren (von)	a good effect or advantage that something has, for example a product or service	By the end of my talk, you will understand how the new system benefits us all.

Unit 10

Wort	Seite	Deutsch	Definition	Beispielsatz
online <i>adv.</i>	181	Online, im Netz	directly connected to a computer network or the internet, or available on the internet	How long do you spend online each day?
receive <i>v. [T]</i>	182	erhalten, bekommen	to get something that is given or sent to you	How many emails or text (SMS) messages do you receive each day?
check <i>v. [T]</i>	183	prüfen	to do something in order to make sure that everything is safe, correct, or working properly	How often do you check your work e-mails when you are on holiday?
conference call <i>n. [C]</i>	184	Telefonkonferenz	a telephone call in which several people in different places are able to talk together at the same time	Conference calls are useful, especially for keeping up to date on projects.
face-to-face <i>adj., adv.</i>	185	persönlich	when two people meet and speak to each other directly to do something	How many people do you speak to face-to-face each day when you are working / studying ?
gesture <i>n. [C]</i>	186	Geste	a movement of your head, arm, or hand that shows what you mean or how you feel	How important are gestures (hand movements, etc) for you when communicating?
channel <i>n. [C]</i>	187	Kanal, Vertriebsweg	a system that is used for supplying information or goods	There are various channels of communication which can be used.
forum <i>n. [C]</i>	188	Forum	an occasion or place where people can discuss an important subject	Employees can use social media to create an internal community, for example by posting profiles, starting discussion forums, etc.
briefing <i>n. [C]</i>	189	informieren, Briefing	a meeting at which information or instructions are given	Face-to-face communication includes one-to-one meetings, team meetings, forums, briefings, etc.
download <i>v. [T]</i>	190	herunterladen	to move computer software or information from one computer to another, usually from a large computer to a smaller one	Employees can download information from the intranet.
upload <i>v. [T]</i>	191	hochladen	to move information or programs from your computer onto another computer, especially onto a larger central computer	Employees may join chat rooms or forums to post comments or upload images and discuss with other employees around the world.
swap <i>v. [T]</i>	192	tauschen	to exchange something you have for something that someone else has	I use the BlackBerry for business email and to swap SMS messages with colleagues.
access <i>v. [T]</i>	193	Zugang	to find and use information, especially on a computer	I use the Samsung for social contact and to access Facebook.
enthusiastic <i>adj.</i>	194	begeistert	someone who is enthusiastic about something likes it a lot and is excited about it	Mr Colao is not very enthusiastic about video calling.
hard copy <i>n. [C]</i>	195	Ausdruck, Kopie	information from a computer that is printed out onto paper	If you haven't got a hard copy of the report, I can print one out for you.
lift <i>n. [C]</i>	196	Mitnehmen, Mitfahrgelegenheit	<i>Br.E.</i> a ride in a car	I'll give you a lift to the station if you want to go home.
suit <i>v. [T]</i>	197	passen	when something is acceptable to you and does not cause any problems for you.	What time suits you?
make <i>v. [T]</i>	198	schaffen	to be able to go to something that has been arranged	Sorry, I can't make Monday or Tuesday. How about later in the week?
reduce <i>v. [T]</i>	199	reduzieren, herabsetzen	to make something less or smaller in price, amount, or size	We could reduce each department by ten workers.

Wort	Seite	Deutsch	Definition	Beispielsatz
delay v. [T]	200	verzögern	to make someone or something late	I'm very sorry I missed our meeting this afternoon. My flight was delayed.
Unit 11				
reward v. [T]	201	Belohnung	when something good happens to you or is given to you for something you have done	A positive company culture rewards good performance. There is an incentive scheme for efficient employees.
encourage v. [T]	202	ermutigen	to give someone hope and confidence in order to persuade them to do something	A positive company culture encourages trust at all levels. Relationships between employees and managers are open and honest.
support v. [T]	203	unterstützt	to help and encourage someone or something	A positive company culture supports innovation. New ideas and change are welcome.
empower v. [T]	204	ermächtigen	to give a person or an organization the power or the legal right to do something	A positive company culture empowers employees. Staff have a lot of control over their work.
informal adj.	205	informell, locker	relaxed and friendly	Our department starts everyday with an informal meeting. It is very relaxed.
formal adj.	206	formal	done or given officially and publicly	Companies have an Annual General Meeting (AGM) once a year. It is a very formal meeting, with a lot of people.
leave n. [U]	207	Urlaubstage	time that you are allowed to be absent from your work	How many days' annual leave do you get in your company?
public holiday n. [C]	208	Feiertag	an official holiday when banks and most businesses are closed	I am so busy at the moment that I worked on New Year's Day, which is a public holiday.
childcare n. [U], adj.	209	Kinderbetreuung	the activity of looking after children while their parents are working	We provide childcare facilities for working parents.
flexitime adj., n. [U]	210	Gleitzeit	a system in which people work a fixed number of hours each week or month, but can change the times at which they start and finish each day	We have a flexitime system in our office. Some people choose to work from 9 a.m. to 5 p.m.; others work from 10 a.m. to 6 p.m.
part-time adv., adj.	211	Teilzeit	when someone who has this type of job, he/she only works for part of the week	Do you want to work part-time or full-time?
shift n. [C]	212	Schichtarbeit	one of the set periods of time during each day and night when a group of workers in a factory, etc. are at work before being replaced by another group of workers	For two weeks each month, I work at night. I can't sleep during the day. I hate shift work .
casual adj.	213	locker, informell	clothes that are comfortable and can be worn in informal situations.	We don't have to wear business suits at the end of the week. My company has a system of casual Fridays.
uniform n. [C]	214	Uniform	a set of clothes that people wear so that they all look the same	In many banks, staff can't wear what they like. They have to wear uniforms.
host n. [C]	215	Gastgeber	the person at an event who organised it and invited the guests	Take some gifts for your hosts which are typical of your own country.
custom n. [C]	216	Sitte, Gebrauch	something that people in a particular group or society have done for a long time, and which they continue doing because it is important to them	Before you visit a country for the first time, find out about the most important customs and festivals.

Wort	Seite	Deutsch	Definition	Beispielsatz
schedule v. [T]	217	planen, Zeitplan	to plan when something will happen	The seminar was scheduled to start five minutes ago but, like many meetings at that event, it did not start on time.
complain v. [I]	218	sich beschweren	to say that you are not satisfied with something or not happy about something	When they arrived they were complaining loudly about the morning's bad traffic.
fail v. [I]	219	versagen, scheitern	what happens when a business is not successful and loses so much money that it has to close	Some business deals fail because of small things like a misunderstood email.
lack n. [U]	220	eine Mangel an	when you do not have enough of something	In addition to their small sports facilities, they have a lack of modern equipment.
Unit 12				
lead v. [T]	221	führen	to be in charge of something such as an important activity, a group of people, or an organization	In this exciting job, you will need to lead a team of twenty-five.
charge n. [U]	222	zuständig	when you control something or you are responsible for something	In this exciting job, you will need to be in charge of a team of twenty-five.
train v. [T]	223	ausbilden, trainieren	to teach someone the skills that they need to do something difficult	In my last job, I trained staff to use the new IT system.
develop v. [T]	224	entwickeln	If something grows and improves, or if you improve it, it gets bigger or becomes more important.	In this exciting job, you will need to develop new products.
cope v. [I]	225	zurechtkommen	to manage a difficult situation successfully	It can be difficult to cope with stress at work.
deal with phr.v.	226	(sich mit jmdm.) befassen, behandeln	to make sure a problem no longer exists you have to do something with it	In my job, I deal with customers, suppliers and their problems.
manage v. [T]	227	führen, leiten	to direct or control a business, part of a business, or the people who work in it	I manage a large department in the clothing industry.
branch n. [C]	228	Zweigstelle	an individual bank, shop, office, etc. that is part of a large organization	You will need to set up a new branch in Amsterdam.
leadership n. [U]	229	Führerschaft, Leitung	the position of being in charge of a country or group, or the people who are in charge	What have you done that shows leadership?
join v. [T]	230	beitreten, tätig sein	to become a member of a group, team, or organization	In what ways has your job changed since you joined the company?
responsibility n. [U]	231	Verantwortung	when someone is officially in charge of something and has to make decisions about it	Recently, I have also taken responsibility for our summer internships.
candidate n. [C]	232	Kandidat	someone who is being considered for a job or is competing to be elected	Last year, she set up and ran summer internship programmes for 60 candidates.
internship n. [C]	233	Praktikum	a job that lasts for a short time, that someone, especially a student, does in order to gain experience	Helen is responsible for organising summer internships.
purchasing n. [U]	234	Einkauf, Anschaffung	the act of buying something	As a store manager, she was responsible for all purchasing and stock control.
human resources n. [U]	235	Personell	the department in a company that deals with employing, training and helping people	He is the company's Vice President of Human Resources.

Wort	Seite	Deutsch	Definition	Beispielsatz
strength <i>n. [C]</i>	236	Stärke	things that you are good at	What are your strengths and weaknesses?
apply for <i>phr.v</i>	237	bewerben, beantragen	to make a formal, usually written, request for something, especially a job, a place at university, or permission to do something	In 2011, Martin began to apply for jobs abroad.
run <i>v. [T]</i>	238	leiten, führen	to control or be in charge of an organization, company, or system	Martin has run his own training company since 2005.
placement <i>n. [C]</i>	239	Praktikum	a job that is found for someone, especially to give them experience of work	When I was at university, I did a placement in an advertising agency.
consultant <i>n. [C]</i>	240	Konsultant, Berater	someone whose job is to give people or businesses advice or training in a particular area	I think my strengths come from my work as a consultant over the last twenty years.