

# 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 [bewerteten] 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  
[Marktzutrittsschranken]: *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**] **realty** *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 [*Boykott*]: *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

has revealed areas where the design can be improved.

**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*

