

ENGELS	UITLEG
Wild economics	Living locally off the land
Gift economy --> <i>Sharing revisions, without expecting anything in return, is maybe gift economy?</i>	Sharing skills and labour with people without expecting anything in return.
Locally sources --> <i>I only buy locally sourced food.</i>	Supported by local resources.
Deforestation --> <i>A Belgian group, called the 'bosbrossers', are against deforestation.</i>	The action of clearing a wide area of trees
Bottom-trawling	The action of fishing by dragging a net over or just above the bottom of a body of water, especially the sea-bed.
Sweatshops --> <i>The clothing industry usually produces their clothes in sweatshops.</i>	A place where people work in poor conditions for little pay.
Inordinately	Out of the ordinary
Unsustainable --> <i>If we continue living our unsustainable lifestyles, the earth will become unliveable.</i>	Not able to be continued at the same level or rate.
Factory farming --> <i>Mas is a veganist, because he is against factory farming.</i>	The breeding of animals for consumption on a factory scale.
Splashed out on --> <i>I splashed out on physics books, I bought 1000 euros physics books.</i>	To spend money on something non-essential
Live beyond your means --> <i>I live beyond my means thanks to my alcohol addiction.</i>	To spend more money than you actually have.
Frittering away = squander --> <i>I frittered away a lot of money on drugs!</i>	Spend money in a stupid or careless way.
Struggle to make ends meet --> <i>I'm a single mother with three kids, of course I struggle to make ends meet!</i>	Having difficulty paying for something essential like food.
Being strapped for cash --> <i>I'm strapped for cash, can't go drinking guys.</i>	Having little or not enough money.
Living on the breadline --> <i>I'm living on the breadline, I could barely afford my electricity bill this month!</i>	Having difficulty paying for essentials.
Poverty-stricken --> <i>He is poverty-stricken, that's why he goes to soup kitchens.</i>	Extremely poor, having very little money.
To set up --> <i>I set up a display on which our company is displayed.</i>	... a display, company, an advertising company (start something, make something ...)
To conduct --> <i>Companies are reluctant to hire women to conduct something, because the environment is still 100% male-orientated.</i>	... a market research, a survey, a market analysis (to lead something)
To launch --> <i>I launched my product on the market!</i>	... a product, an advertising campaign ... (to start something)

To make --> <i>I made profit out of my new invention, the teach helmet. You put the helmet 5 minutes on for the knowledge of a whole day of school. School has become useless!</i>	... a deal, a loss, a profit
To gain --> <i>I gained access to the nuclear weapons of the USA.</i>	... market share, experience, access (to 'win' something)
To boost --> <i>In the endoxidations of the cellular respiration, the cell gets an ATP-boost of 34 ATP</i>	... sales, profits, productivity, ATP (To make something better)
To outstrip	... supply, rivals, inflation
To manipulate --> <i>Social media manipulates our minds.</i>	... our minds, public opinion, data
Mortgages --> <i>I still have to pay the mortgage on my house.</i>	A loan which you take on something, such as a mortgage on a house (if you don't pay the bank back, the bank may take your house). --> een hypotheek!
Slums --> <i>I used to live in slums. It was bad.</i>	Place where people live in poor conditions. --> Sloppenwijken!
Hoovervilles --> <i>Hoover wouldn't probably be so proud on his name.</i>	Slums named after president Hoover because he didn't to anything to help the impoverished people.
Rugged individualism	Hoover believed that people had to get out of poverty the hard way, we call this rugged individualism.
Destitute	= impoverished
Store layout	Maze --> to get more products everywhere.
Lighting	The lighting in a store is important in order for people to buy stuff.
Flooring	The tiles (tegeltjes) on a store make a certain kind of noise, so that you think you go too fast and you'll go slower.
Loyalty cards	Klantenkaarten: encourages customers to come back.
Smells	Nice smells, such as the smell of fresh bread, encourages customers to buy something.
Music	Music makes the store a comfortable environment, which encourages customers to stay in the store.
Location of essential items	Triangular balance: the most important item goes in the middle of a triangle with less important items around it, which encourages the customer to buy things!
Shelf manipulation	For example: brownies get placed on a place where everyone can see them while salads (which no one likes) are placed away, so that everyone will buy the brownies (who does not like brownies?)
Price-tag strategy	*Up the price of a product and then give discount on a product to make people buy it.

	<p>*Print the discount price tag in red so that people can see it better.</p> <p>*999 euros for a new laptop in stead of 1000 euros (psychological pricing)</p>
Special offer items	Aanbiedingen: put things in the center so that everyone can see them.
Customer profiling	Letting a representative of each customergroup choose a design/functioning of the store.
Retail strategies	Retail strategies are strategies that store owners use in order to let their customers buy more.
Collocations	Collocations are a combination of words that are together (= vaste verbinding van woorden).
Significant/sharp drop	Sterke daling in prijs
Moderate drop	Trage daling in prijs
Steady price	Noch stijging noch daling in prijs
Volatile price	Fluctuaties in prijs
Standing order	An order that you still have to pay.
Contactless card	Payconic
Current account	Bankaccount
Direct debit	A direct debit goes from your debit card, if you buy something, that money goes from your debit card.
Sort code	IBAN-code
Premium insurance	Luxe verzekering
Liability	The state of being legally responsible for something.
No-claims bonus	A no-claims bonus (NCB) is a discount in premium offered by insurance companies if a vehicle owner has not made a single claim during the term of the motor insurance policy.AAA
Comprehensive insurance	Comprehensive insurance covers costs other than you may have from a collision, such as if your car is hit by a tree, if your car is stolen ...
Third-party	Another party that is involved in smth.
To rise	To soar, to surge, to rocket, to escalate
To fall	To tumble, to slump, to dip, to plummet