

# in company Elementary

## ■ Unit 16

Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>absence</b> (n) absence rate (n)	/æbsəns/ /æbsəns ˌreɪt/	Fehlen Fehlquote	What's your company policy on <b>absence</b> ? The <b>absence rate</b> among public service employees is higher than that amongst private sector workers.
causes of absence (n pl)	/ˌkɔːzəz əv 'æbsəns/	Gründe für Abwesenheit	Managers were asked to say what the top five <b>causes of absence</b> were.
long-/short-term absence	/ˌlɒŋ/ˌʃɔːttɜːm 'æbsəns/	längere/kürzere Abwesenheit	<b>Long-term absence</b> is responsible for 40 per cent of total working time lost.
<b>absenteeism</b> (n)	/ˌæbsən'tiːɪzəm/	häufiges oder längeres Fehlen am Arbeitsplatz	<b>Absenteeism</b> is a major problem in business.
reduce absenteeism	/rɪˌdjuːs ˌæbsən'tiːɪzəm/	Fehltag reduzieren	How can employers take positive action to <b>reduce absenteeism</b> ?
<b>appointment</b> (n)	/əˈpɔɪntmənt/	Termin	I'm going to phone the doctor for an <b>appointment</b> .
<b>back</b> (n) back problems (n pl)	/bæk/ /bæk 'prɒbləmz/	Rücken Rückenprobleme	<b>Back problems</b> are common amongst workers doing hard physical jobs.
<b>bonus scheme</b> (n)	/ˌbʌnəs ˌskiːm/	Prämienystem	Introducing <b>bonus schemes</b> can help motivate employees.
<b>build up</b> (phr v)	/bɪld 'ʌp/	sich anhäufen	If you stay at home, work starts <b>building up</b> for you in the office when you return.
<b>cold</b> (n)	/kəʊld/	Erkältung	<b>Colds</b> and flu are two of the most common causes of absence.
<b>commitment</b> (n)	/kə'mɪtmənt/	Engagement	Some people feel that going into work when they feel ill shows <b>commitment</b> .
<b>company policy</b> (n)	/ˌkʌmp(ə)ni 'pɒləsi/	Firmenpolitik	<b>Company policy</b> on absenteeism can have a direct effect on the absence rate.
<b>counselling</b> (n) on-site counselling (n)	/ˌkaʊns(ə)lɪŋ/ /ɒnsaɪt 'kaʊns(ə)lɪŋ/	Beratung Beratung vor Ort	Do you think that <b>on-site counselling</b> is helpful for employees?

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<b>crèche</b> (n) workplace crèches (n pl)	/kreʃ/ /wɜːkpleɪs 'kreʃəz/	Kindertagesstätte Kindertagesstätte am Arbeitsplatz	<b>Workplace crèches</b> can be a good idea for workers with babies and young children.
<b>doctor's note</b> (n)	/ˈdɒktəz ,nəʊt/	Krankmeldung	You need a <b>doctor's note</b> if you're absent for longer than three days.
<b>feel well</b> (opposite = <b>feel ill/sick</b> )	/fiːl weɪ/	sich wohlfühlen sich krank fühlen	David phoned in, saying he <b>wasn't feeling well</b> .
<b>fitness programme</b> (n)	/ˈfɪtnəs ,prəʊgræm/	Fitnessprogramm	<b>Fitness programmes</b> can help employees stay fit and healthy.
<b>flu</b> (n) have got flu	/fluː/ /həv ɡɒt 'fluː/	Grippe die Grippe haben	I think <b>I've got</b> a bit of <b>flu</b> .
<b>global capitalism</b> (n)	/ˌɡlɔːbl 'kæpɪtəlɪzəm/	globaler Kapitalismus	"World Phone in Sick Day" was a day of protest against <b>global capitalism</b> .
<b>go in</b> (phr v)	/ˌgəʊ 'ɪn/	arbeiten gehen	The decision about whether to <b>go in</b> or to stay at home can be a difficult one.
<b>illness</b> (n)	/ˈɪlnəs/	Krankheit	According to a recent survey, British employees had an average of 7.8 days off work for <b>illness</b> last year.
<b>infect</b> (v)	/ɪn'fekt/	anstecken	If you go into work when you're feeling ill, you risk <b>infecting</b> your workmates.
<b>job swapping</b> (n)	/dʒɒb ,swɒpɪŋ/	Jobtausch	<b>Job swapping</b> involves allowing one person to do another person's job.
<b>lie down</b> (phr v)	/ˌlaɪ 'daʊn/	sich hinlegen	If you're not feeling well, go and <b>lie down</b> for a while.
<b>low morale</b> (n)	/ˌləʊ mə'reɪl/	niedrige Arbeitsmoral	Managers suspect that <b>low morale</b> is often the real reason for a lot of absences from work.
<b>massage service</b> (n)	/ˌmæsɑːʒ ,sɜːvɪs/	Massageservice	The <b>massage service</b> we introduced a year ago has proved very popular with employees.

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migraine (n)	/mi:greɪn; 'maɪgreɪn/	Migräne	A <b>migraine</b> is a very severe headache.
<b>Monday morning blues</b> (n pl)	/ˌmʌndəɪ ˌmɔːnɪŋ 'bluːz/	„Montagmorgen-Blues“	<b>Monday morning blues</b> is an expression meaning the sad, unhappy feeling some people have on Monday, the first day of the working week.
<b>non-union</b> (adj) non-union workers (n pl)	/ˌnɒnˈjuːnjən/ /ˌnɒnˈjuːnjən 'wɜːkəz/	nicht gewerkschaftlich organisiert nicht gewerkschaftlich organisierte Arbeitnehmer	Trade union members report sick more often than <b>non-union workers</b> .
<b>office gossip</b> (n)	/ˌɒfɪs ˈɡɒsɪp/	Bürotratsch	My secretary tells me all the <b>office gossip</b> .
<b>phone in sick</b>	/ˌfəʊn ɪn ˈsɪk/	sich telefonisch krankmelden	“Is John coming in today?” “No, he’s just <b>phoned in sick</b> .”
<b>positive action</b> (n) take positive action	/ˌpɒzətɪv ˈækʃn/ /teɪk ˌpɒzətɪv 'ækʃn/	Handeln konkrete Maßnahmen ergreifen	Flexible working hours and bonus schemes are just two examples of <b>positive action</b> employers can <b>take</b> to reduce absenteeism.
<b>private</b> (adj) private company (n)	/ˌpraɪvət/ /ˌpraɪvət 'kʌmp(ə)nɪ/	privat Privatunternehmen	Employees who work for <b>private companies</b> take less time off work than those working in public services.
the private sector (n)	/ðə ˈpraɪvət ˌsektə/	Privatwirtschaft	Absenteeism is lower in <b>the private sector</b> than in public services.
<b>product launch</b> (n)	/ˌprɒdʌkt ˌlɔːntʃ/	Markteinführung eines Produkts	We really need you tomorrow to help with the <b>product launch</b> .
<b>public</b> (adj) public service (adj)	/ˌpʌblɪk/ /ˌpʌblɪk ˈsɜːvɪs/	öffentlich im öffentlichen Dienst	<b>Public service</b> workers take more time off than those working for private companies.
public services (n pl)	/ˌpʌblɪk ˈsɜːvɪsəz/	öffentlicher Dienst	Who takes more time off – those working in the private sector or in <b>public services</b> ?

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<b>relaxation areas</b> (n pl)	/ri:læk'seɪʃn ,eəriəz/	Entspannungszonen	We provide special <b>relaxation areas</b> for employees to use during coffee breaks and their lunch break.
<b>sick</b> report sick	/sɪk/ /rɪ,pɔ:t 'sɪk/	krank sich krankmelden	Non-union workers <b>report sick</b> less often than trade union members.
sick leave (n)	/sɪk ,li:v/	krankheitsbedingte Abwesenheit	The average amount of <b>sick leave</b> taken by British employees in 2003 was 7.8 days.
sick note (n)	/sɪk ,nəʊt/	Krankmeldung	You need a <b>sick note</b> from the doctor for absences of longer than three days.
sickie (n)	/sɪki/	<i>Tag, an dem man wegen einer vorge- täuschten Krankheit nicht zur Arbeit geht</i>	
throw a sickie	/θrəʊ ə 'sɪki/	krank feiern, blau machen	" <b>Throwing a sickie</b> " is an expression meaning to pretend to be ill and not go to work.
<b>teamwork</b> (n)	/ti:m,wɜ:k/	Teamarbeit	Effective <b>teamwork</b> is an important part of this job.
<b>temperature</b> (n) have a temperature	/tempri,tʃə/ /hæv ə 'tempri,tʃə/	Fieber Fieber haben	My son <b>has a temperature</b> so I'm taking him to the doctor's.
<b>trade union</b> (n) trade union members (n pl)	/treɪd 'ju:njən/ /treɪd 'ju:njən ,membəz/	Gewerkschaft Gewerkschaftsmitglieder	<b>Trade union members</b> are more likely to report sick than non-union workers.
<b>travel expenses</b> (n pl)	/trævl ɪk'spensəz/	Reisekosten	The company pays all my <b>travel expenses</b> .
<b>union</b> (n)	/ju:njən/	Gewerkschaft	Who takes more time off work – workers who belong to <b>unions</b> or workers who don't?
<b>utilities</b> (n pl)	/ju:'tɪlɪtɪz/	versorgungswirtschaftliche Einrichtungen	The <b>utilities</b> are gas, water and electricity.

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<b>work</b> workforce (n)	/wɜ:k/ /wɜ:k,fɔ:s/	Arbeit Arbeiterschaft	For the whole <b>workforce</b> in Britain, absenteeism represents a total of £10.7 billion in lost revenue.
working time (n)	/,wɜ:kɪŋ 'taɪm/	Arbeitszeit	In 2003 in Britain, 3.4 per cent of total <b>working time</b> was lost due to illness.
working week (n)	/,wɜ:kɪŋ 'wi:k/	Arbeitswoche	In your opinion, would a shorter <b>working week</b> help to reduce absenteeism?
workmate (n)	/wɜ:kmeɪt/	Arbeitskollege	If you go into work when you're ill, you risk infecting your <b>workmates</b> .

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<b>advance</b> (n) years/months/days etc in advance	/əd'vɑ:ns/ /jɪəz/mʌnθs/deɪz ɪn əd'vɑ:ns/	Voraus Jahre/Monate/Tage im Voraus	Clothes makers usually produce their collections <b>months in advance</b> .
<b>agreement</b> (n) commercial agreement (n)	/ə'ɡri:mənt/ /kə,mɜ:ʃl ə'ɡri:mənt/	Abkommen Werbevertrag	As part of a series of <b>commercial agreements</b> , the brand of vodka in the James Bond films has changed.
<b>annual growth</b> (n)	/ˌænjʊəl 'grəʊθ/	Jahreswachstumsrate	<b>Annual growth</b> is the increase in the GDP (Gross Domestic Product) in one year.
<b>anticipate</b> (v)	/æn'tɪsɪpeɪt/	voraussehen	Clothes makers have to <b>anticipate</b> fashion trends.
<b>batch</b> (n)	/bætʃ/	Schub, Menge	Production is in small <b>batches</b> , or quantities.
<b>borrow</b> (v) borrow from a bank	/ˈbɒrəʊ/ /ˈbɒrəʊ frəm ə 'bæŋk/	leihen Bankanleihen machen	Public debt is the amount of money the government owes because it <b>borrow</b> s from banks.
<b>boss</b> (n) the boss of	/bɒs/ /ðə 'bɒs əv/	Chef der Chef von	Amancio Ortega is <b>the</b> founder and <b>boss of</b> Zara and Inditex.
<b>business</b> (n) business life (n)	/ˈbɪznəs/ /ˈbɪznəs ˌlaɪf/	Geschäft Geschäftsleben	He started <b>business life</b> in a small clothes shop.
business school (n)	/ˈbɪznəs ˌsku:l/	betriebswirtschaftliche Fakultät an der Universität / Handelsschule	Ortega gave talks in <b>business schools</b> around the world.
on business	/ɒn 'bɪznəs/	geschäftlich	He's in Germany <b>on business</b> .
set up a business	/ˌset ʌp ə 'bɪznəs/	ein Unternehmen gründen	Last year she <b>set up her own</b> Internet property selling <b>business</b> .
<b>clothes maker</b> (n)	/ˈkləʊðz ˌmeɪkə/	Bekleidungshersteller	Ortega is boss of one of the most successful <b>clothes makers</b> in the world.
<b>collection</b> (n)	/kə'leɪʃn/	Kollektion	A " <b>collection</b> " is a term referring to the clothes that a manufacturer produces for sale at a particular time of year.

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<b>contact</b> (n) be in daily contact (with)	/kɒn,tækt/ /bi: in ,deɪlɪ 'kɒn,tækt wɪð/	Kontakt täglich in Verbindung stehen (mit)	Inditex headquarters <b>is in daily contact with</b> its stores and knows what is selling.
<b>conventional</b> (adj) (opposite = <b>unconventional</b> )	/kən'venʃn(ə)l/	konventionell	Product placement in films is cheaper than <b>conventional</b> advertising.
<b>cost effective</b> (adj)	/kɒst ɪ'fektɪv/	kosteneffektiv	Something that is <b>cost effective</b> produces a good profit in exchange for the amount of money spent.
<b>counter</b> (n) over the counter	/kaʊntə/ /əʊvə ðə 'kaʊntə/	Ladentisch direkt	He started business life in a local clothes shop, selling <b>over the counter</b> to housewives.
<b>do well</b> (opposite = <b>do badly</b> )	/du: 'wel/	sich gut entwickeln	The lingerie business that Ortega set up with his wife <b>did well</b> .
<b>fashion</b> (n) fashion manufacturer/ trend etc	/fæʃn/ /fæʃn ,mænjʊ,fæktʃərə/ ,trend/	Mode Modehersteller/Modetrend etc.	It's essential that <b>fashion manufacturers</b> anticipate <b>fashion trends</b> .
<b>foreign currency</b> (n)	/fɔrɪn 'kʌrənsɪ/	Fremdwährung	What amount of money in <b>foreign currencies</b> does the government have?
<b>foreign exchange reserves</b> (n pl)	/fɔrɪn ɪks'tʃeɪndʒ rɪ,zɜ:vz/	Währungsreserven	The <b>foreign exchange reserves</b> are the amount of money in foreign currencies that the government has.
<b>found</b> (v)	/faʊnd/	gründen	According to Piette, Ortega has <b>founded</b> "possibly the most innovative and devastating retailer in the world".
<b>founder</b> (n) the founder of	/faʊndə/ /ðə 'faʊndə əv/	Gründer der Gründer von	Amancio Ortega is <b>the founder</b> and boss of Zara and Inditex.

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<b>global awareness</b> (n) create global awareness	/ˌglɔːbl əˈweənəs/ /kriːeɪt ˌglɔːbl əˈweənəs/	weltweite Aufmerksamkeit weltweite Aufmerksamkeit erzeugen	Product placement in films is a good way of <b>creating global awareness</b> of a product.
<b>global campaign</b> (n)	/ˌglɔːbl kæmˈpeɪn/	weltweite Werbekampagne	Smaller companies can't afford the <b>global campaigns</b> of large multinationals.
<b>go up</b> (phr v) (opposite = <b>go down</b> )	/ˌgəʊ ˈʌp/	steigen	Prices are <b>going up</b> the fastest in Portugal and Germany.
<b>government spending</b> (n)	/ˌɡʌvnmənt ˈspendɪŋ/	Regierungsausgaben	<b>Government spending</b> is the amount of money the government spends on things like education, health and defence.
<b>grow</b> (v)	/grəʊ/	wachsen	The Inditex group is <b>growing</b> at a phenomenal rate.
<b>headquarters</b> (n) Inditex/Microsoft etc headquarters	/hedˈkwɔːtəz/ /ˌɪndɪˈteks/ ˌmaɪkrəˈsɒft hedˈkwɔːtəz/	Zentrale Inditex-/Microsoft-Zentrale	<b>Inditex headquarters</b> is in contact with its stores on a daily basis.
<b>increase</b> (n) increase in (opposite = <b>decrease in</b> )	/ɪŋkriːs/ /ɪŋkriːs ɪn/	Wachstum Wachstum von	The <b>increase in</b> the GDP in one year is known as "annual growth".
<b>inflation</b> (n)	/ɪnˈfleɪʃn/	Inflation	Annual <b>inflation</b> is the yearly increase in the price of services and things we buy.
<b>in-house</b> (adv) (opposite = out-of-house)	/ɪnˈhaʊs/	firmenintern	The group manufactures most of its clothes <b>in-house</b> .
<b>innovative</b> (adj)	/ɪnəˈvætɪv/	innovativ	An <b>innovative</b> company is one that is not afraid to introduce new ideas, production methods etc.
<b>item</b> (n)	/aɪtəm/	Artikel	If an <b>item</b> doesn't sell in our shops, we stop making it.

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<b>labour cost</b> (n)	/ˈleɪbə ˌkɒst/	Lohnkosten	<b>Labour costs</b> are much cheaper in parts of Asia and Eastern Europe than they are in the UK.
<b>manufacture</b> (v)	/ˌmænɪʃʊˈfæktʃə/	herstellen	Most of our clothes are <b>manufactured</b> in-house.
<b>message</b> (n) take a message	/ˈmesɪdʒ/ /ˌteɪk ə ˈmesɪdʒ/	Nachricht etwas ausrichten	Mr Harper's not in the office. Can I <b>take a message</b> ?
<b>money</b> (n) make money	/ˈmʌni/ /ˌmeɪk ˈmʌni/	Geld Geld verdienen	Ortega is an expert at <b>making money</b> .
<b>over</b> (prep) just over (opposite = <b>under</b> )	/əʊvə/ /ˌdʒʌst ˈəʊvə/	über etwas mehr als	In France GDP has increased by <b>just over</b> \$3,000.
<b>overheads</b> (n pl)	/əʊvəˈhedz/	laufende Kosten, Gemeinkosten	<b>Overheads</b> are the general costs of running a business – rent, equipment, heating, lighting etc.
<b>owe</b> (v) owe money	/əʊ/ /əʊ ˈmʌni/	schulden Geld schulden	Public debt is the amount of <b>money</b> the government <b>owes</b> .
<b>president</b> (n) (AmE) the president of (BrE = <b>managing director</b> )	/ˈprezɪdənt/ /ðə ˈprezɪdənt əv/	Geschäftsführer der Geschäftsführer von	<b>The president</b> and founder of Inditex is rich and successful.
<b>process</b> (n) every stage of the process	/ˈprəʊses/ /ˌevri ˌsteɪdʒ əv ðə ˈprəʊses/	Prozess jede Stufe des Prozesses	Inditex controls <b>every stage of the process</b> – from production to sales.
<b>product</b> (n) product preference (n) a range of products (n)	/ˈprɒdʌkt/ /ˈprɒdʌkt ˌprefrəns/ /ə ˌreɪndʒ əv ˈprɒdʌkts/	Produkt bevorzugte(s) Produkt(e) eine Reihe von Produkten	The article “To Shake Or To Stir?” describes changes in Bond’s <b>product preferences</b> . The makers of the Bond films have accepted \$40–45m to allow a <b>range of products</b> to appear on screen.

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<b>product placement</b> (n)	/ˈprɒdʌkt ˈpleɪsmənt/	Schleichwerbung	<b>Product placement</b> is the use of a particular company's products during a film as a way of advertising.
<b>production</b> (n) economic production (n)	/prəˈdʌkʃn/ /iːkənɒmɪk; ˌekənɒmɪk prəˈdʌkʃn/	Produktion wirtschaftliche Produktion	From <b>production</b> to sales – we control every stage of the process. GDP per person is the total <b>economic production</b> of a country divided by the number of its people.
<b>public debt</b> (n)	/ˌpʌblɪk ˈdet/	Staatsverschuldung	The amount of money that the government owes because it borrows from banks is called the <b>public debt</b> .
<b>rate of pay</b> (n)	/ˌreɪt əv ˈpeɪ/	Lohnsatz	The hourly <b>rate of pay</b> for the job is £7.50.
<b>retailer</b> (n)	/ˈriːteɪlə/	Einzelhändler	Daniel Piette, a fashion director, described Inditex as “possibly the most innovative ... <b>retailer</b> in the world”.
<b>sales</b> (n pl) increase sales	/seɪlz/ /ɪnˈkriːs ˈseɪlz/	Absatz den Absatz steigern	Aston Martin is hoping to <b>increase sales</b> from 1,500 to 5,000 vehicles a year worldwide.
<b>seat</b> (n) Have a seat.	/siːt/ /hæv ə ˈsiːt/	Sitzplatz Setzen Sie sich doch. / Setz dich doch.	<b>Have a seat.</b> Would you like a coffee?
<b>sell</b> (v)	/sel/	sich verkaufen	If an item doesn't <b>sell</b> we stop making it.
<b>shares</b> (n pl) have shares in	/ʃeəz/ /hæv ˈʃeəz ɪn/	Anteil Anteile haben an	Ortega <b>has shares in</b> football clubs.
<b>stock</b> (n) unsold stock	/stɒk/ /ʌnsɔʊld ˈstɒk/	Bestand unverkaufter Lagerbestand	The Inditex stores never have <b>unsold stock</b> .
<b>store</b> (n) open a store	/stɔː/ /əʊpən ə ˈstɔː/	Geschäft ein Geschäft eröffnen	Every 48 hours, somewhere in the world, the Inditex group <b>opens a new store</b> .

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<b>spokesman</b> (n)	/spəʊks,mən/	Sprecher	"We want to create global awareness," said a <b>spokesman</b> for the car company.
<b>under</b> (prep) just under (opposite = <b>over</b> )	/ʌndə/ /dʒʌst 'ʌndə/	unter etwas weniger als	<b>Just under</b> 200 people attended the conference.
<b>unemployment rate</b> (n)	/ˌʌnɪm'plɔɪmənt ,reɪt/	Arbeitslosenquote	The <b>unemployment rate</b> in Italy is currently 9.5%.
<b>yearly</b> (adj)	/ˈjɪəli/	jährlich	The <b>yearly</b> increase in services and the things we buy is known as "annual inflation".

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<b>access</b> (n) access speed (n)	/ækses/ /ækses ,spi:d/	(Internet-)Zugang Zugriffsgeschwindigkeit	<b>Access</b> will be thousands of times faster in the future Laser technology will improve <b>access speeds</b> considerably.
access to the Internet	/ækses tə ði: 'ɪntənət/	Internetzugang	There are 500,000,000 people in the world with <b>access to the Internet</b> .
<b>after-sales service</b> (n)	/ɑ:ftə'seɪlz ,sɜ:vɪs/	Kundendienst	We're aiming to improve our <b>after-sales service</b> by responding to all e-mails within 24 hours.
<b>anti-technology</b> (adj)	/æntɪtek'nɒlədʒɪ/	Anti-Technologie-	Do you think there will be an <b>anti-technology</b> revolution?
<b>ASDL</b> (n)	/,eɪsdi:'el/	ASDL	<b>ASDL</b> is currently the fastest method of connecting a computer to the Internet.
<b>browse</b> (v) browse on the Net/ the Web/a mobile phone	/braʊz/ /braʊz ɒn ðə 'net/ðə 'web/ə ,məʊbaɪl 'fəʊn/	im Internet surfen im Netz/im Web/mit einem Mobiltelefon surfen	Do you think that people will want to <b>browse on</b> their <b>mobile phones</b> ?
<b>buying</b> (n)	/baɪɪŋ/	Einkäufe	People who do their <b>buying</b> on the Internet like to know what other consumers think about a product.
<b>calculate</b> (v) calculate figures	/kælkjəleɪt/ /kælkjəleɪt 'fɪgəz/	berechnen Zahlen berechnen	I don't quite understand how you <b>calculated these figures</b> .
<b>catch phrase</b> (n)	/kætʃ ,freɪz/	Schlagwort	Kiss, or "keep it simple, stupid" is the <b>catch phrase</b> in webpage design.
<b>changes</b> (n pl) changes in technology/ business etc	/tʃeɪndʒəz/ /tʃeɪndʒəz ɪn tek'nɒlədʒɪ/'bɪznəs/	Veränderungen Veränderungen in der Technik/ in der Wirtschaft etc.	We need to anticipate how <b>changes in technology</b> will affect commerce.
<b>check (on)</b> (v)	/tʃek (,ɒn)/	kontrollieren, nach etwas sehen	I <b>check on</b> the stock market at least four times a day.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>click (on)</b> (v)	/ˈklɪk (,ɒn)/	(an)klicken	If you <b>click on</b> "I accept" the supplier can legally spy on you.
<b>code</b> (n) line of code (n)	/kəʊd/ /ˌlaɪn əv 'kəʊd/	Programmiercode Zeile im Programmiercode	From now on each <b>line of</b> new <b>code</b> will have the programmer's name attached.
<b>commerce</b> (n)	/ˈkɒmɜːs/	Handel	It will be interesting to see how changes to the Internet will affect <b>commerce</b> in the future.
<b>commission</b> (n) pay sb a commission	/kə'mɪʃn/ /ˌpeɪ sʌmbədi ə kə'mɪʃn/	Provision jemandem Provision bezahlen	They have a link to our page and we <b>pay them a commission</b> .
<b>communicate</b> (v)	/kə'mjuːnɪkeɪt/	kommunizieren	The Internet will probably become something we take for granted in order to get information and to <b>communicate</b> .
<b>compensation</b> (n) offer compensation	/ˌkɒmpən'seɪʃn/ /ˌɒfə ˌkɒmpən'seɪʃn/	Entschädigung, Schadenersatz Entschädigung anbieten	You want the customer to come back, so if something has gone wrong <b>offer compensation</b> .
<b>consumer</b> (n)	/kən'sjuːmə/	Verbraucher	As <b>consumers</b> , most of us have no choice when we buy programs for our PC.
<b>corporation</b> (n)	/ˌkɔːpə'reɪʃn/	Unternehmen	Problems of security affect the reputation of Microsoft with big <b>corporations</b> .
<b>crash</b> (v)	/kræʃ/	abstürzen	A computer that <b>crashes</b> twice a day is not acceptable in a busy office like ours.
<b>courier service</b> (n)	/ˌkʊrɪə ˌsɜːvɪs/	Kurierdienst	In the interview John Bryce says that many customers are prepared to pay extra for a <b>courier service</b> .
<b>customer involvement</b> (n)	/ˌkʌstəmə ɪn'vɒlvmənt/	Kundeneinbindung	Having comments from customers on your web site is a good idea as <b>customer involvement</b> is an important part of selling online.
<b>deliver</b> (v) deliver the goods	/dɪ'lɪvə/ /dɪ'lɪvə ðə 'gʊdz/	liefern die Güter liefern	If you don't <b>deliver the goods</b> on time, you lose customers.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>delivery method</b> (n)	/dɪ'lɪv(ə)rɪ ,meθəd/	Lieferart	You need to be able to offer customers a choice of <b>delivery methods</b> .
<b>double</b> (v)	/dʌbl/	sich verdoppeln	The number of companies trading on the Internet <b>doubles</b> each year.
<b>download</b> (n)	/daʊn,ləʊd/	Download	Some of the most popular <b>downloads</b> on the Net include secret programs or "spyware".
<b>enquiries</b> (n) make enquiries	/ɪn'kwɪrɪz/ /meɪk ɪn'kwɪrɪz/	Anfragen Anfragen tätigen	Currently most customers prefer to <b>make</b> their <b>enquiries</b> by phone, but this is expensive.
<b>fibre optic lines</b> (n pl)	/faɪbə ,ɒptɪk 'laɪnz/	Glasfaserleitung	The article predicts that laser technology will replace copper and <b>fibre optic lines</b> .
<b>hard disk</b> (n)	/hɑ:d 'dɪsk/	Festplatte	"Spyware" can scan files on your <b>hard disk</b> and modify them.
<b>high-street store</b> (n)	/haɪstri:t 'stɔ:/	Geschäft in der Innenstadt	Do you think that online shopping will replace <b>high-street stores</b> ?
<b>hole</b> (n)	/həʊl/	Lücke	Computer programs have " <b>holes</b> " in them which make them open to attacks by viruses and hackers.
<b>infect</b> (v)	/ɪn'fekt/	infizieren	The virus <b>infected</b> thousands of computers using Microsoft software.
<b>install</b> (v) install a program (opposite = <b>uninstall a program</b> )	/ɪn'stɔ:l/ /ɪn'stɔ:l ə 'prəʊgræm/	installieren ein Programm installieren	Read the licence agreement the next time you <b>install a program</b> .
<b>Internet</b> (n) Internet services (n pl)	/ɪntə.net/ /ɪntənət ,sɜ:vɪsəz/	Internet Internetdienste	The writer predicts that the new <b>Internet services</b> on mobiles will be a failure.
<b>invest</b> (v) invest \$ 80,000/ £ 500,000 etc in sth	/ɪn'vest/ /ɪn'vest ,eɪtɪ θaʊzənd 'dɒləz/,fɑ:v ,hʌndrəd θaʊzənd 'paʊndz/	investieren \$ 80,000 / £ 500,000 etc in etwas investieren	Bill Gates <b>invested \$ 200 million in his products</b> to make them more secure.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>laser technology</b> (n)	/leɪzə tek,nɒlədʒɪ/	Lasertechnik	<b>Laser technology</b> will replace copper and fibre optic lines.
<b>licence agreement</b> (n)	/ˈlaɪsəns əgri:mənt/	Lizenzvertrag	Most people don't read <b>licence agreements</b> because they are long and technical.
<b>marketer</b> (n)	/ˈmɑ:kɪtə/	Marketer	The job of <b>marketers</b> is to collect information about us.
<b>marketing</b> (adj) marketing expert/ information/tool etc	/ˈmɑ:kɪtɪŋ/ /ˈmɑ:kɪtɪŋ ,ekspɜ:t/ ,ɪnfə,meɪʃn/,tu:l/	Marketing Marketingexperte/-information/-werkzeug	The Internet is a very effective <b>marketing tool</b> .
<b>monitor</b> (v)	/ˈmɒnɪtə/	überwachen	"Spyware" can <b>monitor</b> the keys you press when you work at your PC.
<b>multimedia</b> (n)	/ˌmʌltɪˈmi:diə/	Multimedia	<b>Multimedia</b> is the use of video, sound and other methods of communication in computers.
<b>the Net</b> (n) on the Net	/ðə 'net/ /ɒn ðə 'net/	das Netz im Netz	I think we will buy a lot of things <b>on the Net</b> but will go to a shop for others.
<b>online</b> (adj) online content (n)	/ˌɒnˈlaɪn/ /ˌɒnˈlaɪn 'kɒntent/	online Online-Inhalte	Voting will be <b>online</b> and we will vote on more issues. At the moment about 75% of <b>online content</b> is in English.
online form/ shopping/store (n)	/ˌɒnˈlaɪn 'fɔ:m/'ʃɒpɪŋ/'stɔ:/	Onlineformular/-einkäufe/-handel	We often fill out <b>online forms</b> with our choices and preferences.
<b>operating system</b> (n) use an operating system	/ˌɒpəreɪtɪŋ ,sɪstəm/ /ju:z ən 'ɒpəreɪtɪŋ ,sɪstəm/	Betriebssystem ein Betriebssystem verwenden	Which <b>operating system</b> do you <b>use</b> : Windows, Macintosh or something else?
<b>be outdated</b>	/bi: aʊt'deɪtɪd/	überholt sein	The Internet is changing so fast that the things we talk about today <b>are outdated</b> by tomorrow.
<b>page design</b> (n)	/ˈpeɪdʒ dɪˌzaɪn/	Seitengestaltung	<b>Page design</b> is very important on a website – it needs to be simple so that everyone can use it.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>palmtop</b> (n)	/pɑ:mtɒp/	Palmtop	A <b>palmtop</b> is a very small computer that you can hold in your hand.
<b>pay rise</b> (n)	/peɪ ˈraɪz/	Gehaltserhöhung	A <b>pay rise</b> in my company is always a big surprise!
<b>PC</b> (n)	/piːsi:/	PC	When installing a new program on your <b>PC</b> , you should read the licence agreement.
<b>prediction</b> (n) make predictions	/prɪˈdɪkʃn/ /ˌmeɪk prɪˈdɪkʃənz/	Vorhersage Vorhersagen treffen	The advantages to <b>making</b> a lot of <b>predictions</b> is that some of them will come true!
<b>program</b> (n)	/ˈprɒɡræm/	Programm	From now on if there is a problem with a <b>program</b> , it will be easy to see who made the mistake.
<b>programmer</b> (n)	/ˈprɒɡræmə/	Programmierer	Each new line of code will now have the <b>programmer's</b> name attached to it.
<b>scan</b> (v) scan a file	/skæn/ /ˌskæn ə ˈfaɪl/	durchsuchen eine Datei durchsuchen	These secret programs or "spyware" can <b>scan files</b> on your hard disk and modify them.
<b>search engine</b> (n)	/sɜ:tʃ ˌendʒɪn/	Suchmaschine	<b>Search engines</b> such as Google are a fast and efficient way of finding the information you need.
<b>secure</b> (adj)	/sɪˈkjʊə/	sicher	Microsoft has invested millions of dollars in order to make its software more <b>secure</b> .
<b>security</b> (n) security problem (n)	/sɪˈkjʊərəti/ /sɪˈkjʊərəti ˌprɒbləm/	Sicherheit Sicherheitsproblem	Computer <b>security</b> has become a big issue for Microsoft. <b>Security problems</b> could affect sales of Microsoft products.
<b>settings</b> (n pl) personal settings (n pl)	/ˈsetɪŋz/ /ˌpɜ:snəl ˈsetɪŋz/	Einstellungen persönliche Einstellungen	"Spyware" can change your homepage and other <b>personal settings</b> .

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>small print</b> (n) read the small print	/smɔ:l ,prɪnt/ /ri:d ðə 'smɔ:l ,prɪnt/	Kleingedrucktes das Kleingedruckte lesen	Reading the <b>small print</b> of a licence agreement could prevent you from having problems with "spyware".
<b>software engineer</b> (n)	/sɒftweə 'endʒɪniə/	Software-Ingenieur	<b>Software engineers</b> will need to be careful as their name will be attached to each line of new code.
<b>speed</b> (n)	/spi:d/	Geschwindigkeit	Access <b>speeds</b> should improve thanks to laser technology.
<b>surf</b> (v) surf the Internet	/sɜ:f/ /sɜ:f ði: 'ɪntənet/	surfen im Internet surfen	How much time each day do you spend <b>surfing the Internet</b> ?
<b>take sth for granted</b>	/,teɪk sʌmθɪŋ fə 'grɑ:ntəd/	etwas für selbstverständlich halten	We are now starting to <b>take the Internet for granted</b> as a means of communication and getting information.
<b>trade</b> (v)	/treɪd/	handeln	The number of companies <b>trading</b> on the Internet doubles each year.
<b>type in</b> (phr v)	/,taɪp 'ɪn/	hineinschreiben	<b>Type in</b> the name of the thing you are searching for and press return.
<b>videoconferencing</b> (n)	/,vɪdɪəʊ'kɒnfərənsɪŋ/	Abhalten von Videokonferenzen	Do you agree that <b>videoconferencing</b> will finally replace face-to-face business meetings?
<b>virus</b> (n)	/vaɪrəs/	Virus	Currently, programs are open to attacks by <b>viruses</b> and hackers.
<b>website</b> (n) visit a website	/web,sɑ:t/ /vɪzɪt ə 'web,sɑ:t/	Webseite eine Webseite besuchen	Secret programs exist that can monitor which <b>websites</b> you <b>visit</b> and how often.

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## ■ Unit 19

Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>call</b> (n) get a call	/kɔ:l/ /ˌget ə 'kɔ:l/	Anruf einen Anruf bekommen	Maria <b>gets</b> over 500 <b>calls</b> a day.
put through a call	/ˌpʊt θru: ə 'kɔ:l/	einen Anruf durchstellen	Just a minute, I'll try to <b>put your call through</b> .
<b>call</b> (v) call sb about sth	/kɔ:l/ /ˌkɔ:l ˌsʌmbədi əˈbaʊt 'sʌmθɪŋ/	anrufen jemanden wegen etwas anrufen	What do people usually <b>call you about</b> at work?
Who's calling?	/ˌhu:z 'kɔ:lɪŋ/	Wer ist da, bitte?	" <b>Who's calling</b> , please?" "George Miller from Bryce and Watts."
<b>caller</b> (n)	/ˌkɔ:lə/	Anrufer	The telephone often interrupts what we're doing and sometimes the <b>caller</b> is someone we don't want to talk to!
<b>cubicle</b> (n)	/ˌkju:bɪkl/	Kabine	Maria Cabrera's workspace is a <b>cubicle</b> with a computer and a telephone exchange.
<b>dial</b> (v)	/daɪəl/	wählen	If you <b>dial</b> extension 4012, it's a direct line.
<b>direct line</b> (n)	/dɪˌrekt; daɪˌrekt 'laɪn/	direkter Anschluss	Do you have a <b>direct line</b> or an extension?
<b>disconnect</b> (v) disconnect the phone	/ˌdɪskəˈnekt/ /ˌdɪskəˈnekt ðə 'fəʊn/	den Stecker ziehen den Telefonstecker ziehen	I sometimes feel like <b>disconnecting the phone</b> but my husband needs it for his work.
<b>extension</b> (n)	/ɪk'stenʃn/	Durchwahl	My <b>extension</b> is 3474.
<b>get through (to sb)</b> (phr v)	/ˌget θru: (tə 'sʌmbədi)/	(jemanden) erreichen	After phoning several times I finally <b>got through to her</b> .
<b>give sth up</b> (phr v) give your job up	/ˌgɪv ˌsʌmθɪŋ 'ʌp/ /ˌgɪv jə 'dʒɒb ˌʌp/	etwas aufgeben seine Arbeit aufgeben	It's awful – I think I'll <b>give my job up</b> .

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>handset</b> (n) replace the handset	/ˈhændset/ /rɪˌpleɪs ðə ˈhændˌset/	Hörer den Hörer auflegen	Have you ever interrupted a phone call by <b>replacing the handset</b> ?
<b>hang up</b> (phr v)  hang up on sb	/ˌhæŋ ˈʌp/  /ˌhæŋ ˈʌp ɒn ˌsʌmbədi/	auflegen  den Hörer auflegen	Some people are awful but the problem is in my job that I can't just <b>hang up</b> .  Only 6% of those interviewed told researchers they never <b>hung up on people</b> .
<b>headset</b> (n)	/ˈhedˌset/	Headset / Kopfhörer mit Mikrophon	My phone has a <b>headset</b> so that my hands are free.
<b>help</b> (v) How can I help you?	/help/ /haʊ kən aɪ ˈhelp juː/	helfen Was kann ich für Sie tun?	"Hello, is that Alphatech Research?" "Yes, <b>how can I help you?</b> "
<b>hook</b> (n) take the phone off the hook	/hʊk/ /teɪk ðə ˌfəʊn ɒf ðə ˈhʊk/	Gabel den Hörer von der Gabel nehmen	Sometimes at home when I'm feeling really tired, I <b>take the phone off the hook</b> .
<b>ignore</b> (v)	/ɪgˈnɔː/	ignorieren	It's difficult to <b>ignore</b> a ringing phone.
<b>intrude (into)</b> (v)	/ɪnˈtruːd (ɪntuː)/	eindringen (in)	Because we can't ignore the phone it <b>intrudes into</b> our lives.
<b>line</b> (n) I'll try the line.	/laɪn/ /aɪl ˌtraɪ ðə ˈlaɪn/	Leitung Ich prüfe, ob die Leitung frei ist.	One moment, I'll <b>try her line</b> .
<b>number</b> (n) call a number  try sb's number	/ˈnʌmbə/ /ˌkɔːl ə ˈnʌmbə/  /ˌtraɪ ˌsʌmbədɪz ˈnʌmbə/	Nummer eine Nummer anrufen  versuchen, jdn. zu erreichen	A researcher <b>called the number</b> of several public phones in stations and airports and someone nearly always answered.  "Can I speak to Ana Courtelle, please?" "One moment, I'll <b>try her number</b> ."
<b>phone</b> (n) answer the phone	/fəʊn/ /ɑːnsə ðə ˈfəʊn/	Telefon ans Telefon gehen	I tried calling but no one <b>answered the phone</b> .

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>replace</b> (v) replace the handset	/rɪˈpleɪs/ /rɪ,pleɪs ðə 'hænd,seɪt/	auflegen den Hörer auflegen	<b>Replacing the handset</b> will interrupt a call.
<b>ring</b> (v) the phone rings	/rɪŋ/ /ðə 'fəʊn rɪŋz/	klingeln das Telefon klingelt	When the <b>phone is ringing</b> in someone else's office, do you answer it?
<b>say</b> (v) ... did you say?	/seɪ/ /dɪd ju: 'seɪ/	sagen ... sagten Sie?	"This is Mr Olot from Pharmatech SA." "I'm sorry. <b>Who did you say?</b> "
<b>stress</b> (n) cause stress  suffer from stress	/stres/ /kɔ:z 'stres/  /sʌfə frəm 'stres/	Stress Stress auslösen  unter Stress leiden	Does the phone <b>cause stress</b> in your work?  In the end she thinks she'll give up her job because she <b>suffers from stress</b> .
<b>stressed</b> (adj) (opposite = <b>relaxed</b> )	/strest/	angespannt	Maria gets really <b>stressed</b> at work because she has to answer so many calls.
<b>supplier</b> (n)	/səˈplaɪə/	Lieferant, Zulieferer	I often get calls from <b>suppliers</b> about orders and deliveries.
<b>telephone</b> (n) telephone exchange (n)  telephone use (n)	/ˈtelɪfəʊn/ /ˈtelɪfəʊn ɪksˈtʃeɪndʒ/  /ˈtelɪfəʊn ju:s/	Telefon Telefonvermittlung  Gebrauch des Telefons	The only things in my workspace are a chair, a computer and a <b>telephone exchange</b> .  In a survey on <b>telephone use</b> , 51% of people said they would answer a phone ringing in someone else's office.
<b>telephonist</b> (n)	/təˈleɪfənɪst/	Telefonist/in	Maria Cabrera works as a <b>telephonist</b> in a shopping centre.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>abbreviation</b> (n)	/əˌbrɪːvɪˈeɪʃn/	Abkürzung	Using <b>abbreviations</b> when you send text messages save time.
<b>abrupt</b> (adj)	/əˈbrʌpt/	abrupt, brüsk	The tone used in your e-mail needs to be businesslike but not too <b>abrupt</b> .
<b>ad</b> (n)	/æd/	Anzeige	<b>Ad</b> is a shortened and informal form of the word "advertisement".
<b>advertised</b> (adj) advertised in/on	/ædvəˈtaɪzd/ /ædvəˈtaɪzd ˌɪn/ɒn/	inseriert inseriert in / auf	I'd like to apply for the post of sales representative <b>advertised on</b> your website.
<b>aim (for)</b> (v)	/eɪm (fɔː)/	anstreben	<b>Aim for</b> short simple sentences in your e-mails.
<b>answerphone</b> (n) leave a message on sb's answerphone	/ɑːnsəˈfəʊn/ /ˌliːv ə ˌmesɪdʒ ɒn ˌsʌmbəˈdɪz ˈɑːnsəˈfəʊn/	Anrufbeantworter eine Nachricht auf jds Anrufbeantworter hinterlassen	Janet wasn't in so I <b>left a message on her answerphone</b> .
<b>application</b> (n) an application for  consider sb's application	/ˌæplɪˈkeɪʃn/ /ən ˌæplɪˈkeɪʃn fɔː/  /kənˌsɪdə sʌmbəˈdɪz ˌæplɪˈkeɪʃn/	Bewerbung eine Bewerbung für  jemand's Bewerbung berücksichtigen	Thank you for your <b>application for</b> the post of sales representative.  I am unable to <b>consider your application</b> as I am afraid you do not have the necessary experience.
<b>attached document</b> (n)	/əˈtætʃt ˈdɒkjəmənt/	Anhang	Please find my CV as an <b>attached document</b> .
<b>badly</b> (adv) badly-expressed/ badly-written (adj)	/ˈbædli/ /ˌbædliˈeksˈprest/ ˌbædliˈrɪtn/	schlecht schlecht ausgedrückt/schlecht geschrieben	<b>Badly-written</b> e-mails are difficult to read and understand.
<b>ban</b> (v) ban the use of	/bæn/ /ˌbæn ðə ˈjuːs əv/	verbieten den Gebrauch von ... verbieten	One company took the unusual step of <b>banning the use</b> of internal e-mail.
<b>bin</b> (n) go straight into the bin	/bɪn/ /gəʊ ˌstreɪt ɪntə ðə ˈbɪn/	Mülleimer gleich im Mülleimer landen	Overfamiliar messages from people I don't know well <b>go straight into the bin!</b>

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## ■ Unit 20

Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>business</b> (n) business communication/ correspondence (n)	/ˈbɪznəs/ /ˈbɪznəs kə,mjʊ:nɪ,keɪfɪn/ ,kɒrɪspɒndəns/	Geschäft Geschäftskommunikation/-korrespondenz	The object of modern <b>business communication</b> is to be fast and efficient.
<b>businesslike</b> (adj)	/ˈbɪznəs,laɪk/	geschäftsmäßig	Your e-mails should sound <b>businesslike</b> and efficient.
<b>button</b> (n) at the touch of a button	/ˈbʌtn/ /ət ðə ˈtʌtʃ əv ə 'bʌtn/	Knopf auf Knopfdruck	One of the dangers of e-mail is that the reader can send your message to hundreds of other people <b>at the touch of a button</b> .
hit a button	/hɪt ə 'bʌtn/	einen Knopf drücken	It's easy to write an e-mail – you type it onto a computer screen, <b>hit a button</b> and off it goes.
<b>confidential</b> (adj)	/ˌkɒnfɪˈdenʃl/	vertraulich	E-mails are not as <b>confidential</b> and secure as most people think, so be careful what you write.
<b>contact</b> (n) keep in contact	/ˌkɒntækt/ /ki:p ɪn 'kɒntækt/	Kontakt in Kontakt bleiben	E-mail is an efficient and easy way for people to <b>keep in contact</b> .
<b>cramped</b> (adj) (opposite = <b>spaced out</b> )	/kræmpt/	vollgestopft	I don't like messages with no spaces between paragraphs – they look so <b>cramped</b> and, after all, space isn't a problem.
<b>CV</b> (n)	/ˌsiːvi:/	Lebenslauf	Please find my <b>CV</b> as an attached file.
<b>disclaimer</b> (n)	/dɪsˈkleɪmə/	Haftungsausschluss	A <b>disclaimer</b> is a written paragraph at the end of an e-mail stating that a company does not take responsibility for things such as viruses etc.
<b>disorganised</b> (adj) (opposite = <b>organised</b> )	/dɪsˈɔ:gənəɪzd/	unstrukturiert	A lot of e-mails seem <b>disorganised</b> and this only adds to the stress of people's jobs.
<b>e-mail</b> (n) external/internal e-mail	/iːmeɪl/ /ek,stɜ:nl/ɪn,tɜ:nl 'iːmeɪl/	E-Mail E-Mail an einen Empfänger außerhalb der Firma / interne E-Mail	Do you think it is a good idea for companies to ban <b>internal e-mail</b> ?

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<b>error</b> (n) spelling/typing etc error	/erə/ /ˈspeliŋ/ˈtaɪpɪŋ ,erə/	Fehler Rechtschreib-/Tippfehler etc.	E-mail messages are often full of <b>spelling</b> and <b>typing errors</b> .
<b>experience</b> (n) have sufficient experience	/ɪkˈspɪəriəns/ /hæv səˈfɪʃnt ɪkˈspɪəriəns/	Erfahrung ausreichende Erfahrung haben	I am afraid that you do not <b>have</b> the necessary qualifications or <b>sufficient experience</b> .
<b>file</b> (n) on file	/faɪl/ /ɒn ˈfaɪl/	Akte in den Akten	Remember that an offensive e-mail can stay <b>on file</b> for years.
<b>font</b> (n)	/fɒnt/	Schriftart	A <b>font</b> is the style of printed letters as they appear on a page, e.g. Times Roman.
<b>further to</b>	/ˈfɜːðə ˌtuː/	Bezug nehmend auf	<b>Further to</b> our previous correspondence, please find the attached document with information about my referees.
<b>inappropriate</b> (adj) (opposite = <b>appropriate</b> )	/ˌɪnəˈprəʊpriət/	unpassend	Writers often use a cheerful, informal tone that is <b>inappropriate</b> in a business e-mail.
<b>information</b> (n) process information	/ˌɪnfəˈmeɪʃn/ /ˌprəʊses ˌɪnfəˈmeɪʃn/	Information Information verarbeiten	When you write an e-mail, think about ways to help the reader <b>process information</b> as quickly as possible.
<b>internal</b> (adj) internal communication (n)	/ɪnˈtɜːnl/ /ɪn,tɜːnl kəˈmjuːnɪˈkeɪʃn/	intern interne Kommunikation	Nowadays most companies use e-mail for their <b>internal communication</b> needs.
internal e-mail (n) (opposite = <b>external e-mail</b> )	/ɪn,tɜːnl ˈiːmeɪl/	interne E-Mail	One American company banned <b>internal e-mail</b> in favour of face-to-face communication.
<b>line break</b> (n)	/laɪn ˌbreɪk/	Zeilenumbruch	Space is not limited in an e-mail so use extra <b>line breaks</b> to separate text into paragraphs.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>look forward to</b> (phr v) I look forward to hearing from you.	/lʊk 'fɔ:wəd ,tu:/ /aɪ lʊk ,fɔ:wəd tə 'hiəriŋ ,frɒm ju:/'	sich freuen auf Ich freue mich darauf, von Ihnen/Dir zu hören.	<b>I look forward to hearing from you.</b> Yours sincerely, Ana Hudson
<b>manager</b> (n)	/ˈmænɪdʒə/	Manager	<b>Managers</b> nowadays have to read enormous quantities of e-mail so badly-written messages add to the stress of their jobs.
<b>misunderstanding</b> (n)	/ˌmɪsʌndə'stændɪŋ/	Missverständnis	Badly-expressed ideas can cause expensive <b>misunderstandings</b> .
<b>offend</b> (v) be offended by	/ə'fend/ /bi: ə'fendɪd ,baɪ/	kränken gekränkt sein durch	Have you ever been <b>offended</b> by an e-mail?
<b>organisation</b> (n)	/ˌɔ:gənə'zeɪʃn/	Organisation	One American multinational banned internal-mail and went back to promoting face-to-face communication within the <b>organisation</b> .
<b>paragraph</b> (n)	/ˈpærəgrɑ:f/	Abschnitt	Use extra line breaks to separate text into <b>paragraphs</b> .
<b>Please find ...</b>	/ˌpli:z 'faɪnd/	Sie finden	<b>Please find</b> my CV as an attached document.
<b>promote</b> (v)	/prə'məʊt/	unterstützen	In this organisation we prefer to <b>promote</b> face-to-face communication.
<b>punctuation</b> (n)	/ˌpʌŋktʃu'eɪʃn/	Zeichensetzung	Correct <b>punctuation</b> and spelling is easier to read.
<b>qualifications</b> (n pl)	/ˌkwɒlɪfɪ'keɪʃnz/	Qualifikationen	Do you think you have the necessary <b>qualifications</b> to apply for the job?
<b>re-distribute</b> (v)	/ˌri:di'strɪbjʊ:t/	weiterleiten	One of the dangers of e-mail is that the reader can easily <b>re-distribute</b> e-mails which reflect badly on the writer and the company represented.
<b>referee</b> (n)	/ˌrefə'ri:/	Referenz	Please supply me with the names and e-mail addresses of two <b>referees</b> who can supply references for you.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>reference</b> (n) provide an up-to-date reference for sb	/ˈrefrəns/ /prəˈvaɪd ən ˌʌptəˌdeɪt ˈrefrəns fə ˌsʌmbədi/	Referenz eine aktuelle Referenz für jdn geben	Please let me have the names and addresses of two people who can <b>provide an up-to-date reference for you</b> .
<b>reflect</b> (v) reflect badly on (opposite = <b>reflect well on</b> )	/rɪˈflekt/ /rɪˌflekt ˈbædli ɒn/	reflektieren ein schlechtes Licht werfen auf	It's easy for a reader to re-distribute e-mails that <b>reflect badly on</b> the writer and the company represented.
<b>with regard to ...</b>	/wɪð rɪˈgɑːd tuː/	mit Bezug auf	<b>With regard to</b> your request for work, I regret that I am unable to consider your application.
<b>Regarding ...</b>	/rɪˈgɑːdɪŋ/	bezüglich	<b>Regarding</b> our previous correspondence, please find my CV as an attached document.
<b>regret</b> (v) I regret to say that ...	/rɪˈgret/ /aɪ rɪˌgret tə ˈseɪ ðæt/	bedauern Ich bedauere, sagen zu müssen,...	<b>I regret to say that</b> I am unable to consider your application.
<b>sales rep</b> (n)	/seɪlz ˌrep/	Außendienstmitarbeiter, (Handels)Vertreter	<b>Sales rep</b> is an informal way of saying or writing "sales representative".
<b>security measure</b> (n)	/sɪˈkjʊərətɪ ˌmeʒə/	Sicherheitsmaßnahme	A disclaimer at the end of an e-mail is a <b>security measure</b> that companies use to say that they do not take responsibility for something.
<b>sentence</b> (n)	/sentəns/	Satz	Aim for short, simple <b>sentences</b> in your e-mails.
<b>size</b> (n)	/saɪz/	Größe	Use a standard font in a <b>size</b> which is not too small and not too big.
<b>skill</b> (n)	/skɪl/	Fähigkeit	Typing is one of the most useful <b>skills</b> you can have in business.
<b>space (out)</b> (v)	/speɪs (ˈaʊt)/ /step/	in Abständen anordnen	<b>Space out</b> the text – you're not wasting paper!

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>step</b> (n) take the (unusual) step of doing sth	/ˌteɪk ðiː ʌnˌjuːʒʊəl ,step əv ˌduːɪŋ ,sʌmθɪŋ/	Maßnahme die (ungewöhnliche) Maßnahme treffen	One American multinational recently <b>took the unusual step of banning</b> internal e-mail.
<b>stock</b> (n) in stock	/stɒk/ ,ɪn ˈstɒk/	Vorrat vorrätig	We only have one or two of that model <b>in stock</b> so let me know as soon as possible if you're interested.
<b>supply</b> (v) supply sb with sth	/səˈplaɪ/ ,səˌplaɪ sʌmbədi wɪð ˈsʌmθɪŋ/	liefern jemandem etwas geben	Please <b>supply me with the names of two referees</b> .
<b>text</b> (n)	/tekst/	Text	Remember to separate your <b>text</b> into paragraphs.
<b>VAT</b> (n) including/ not including VAT	/ˌviːətɪː/ ,ɪŋˌkluːdɪŋ/nɒt ɪŋˌkluːdɪŋ ˌviːətɪː/	Mehrwertsteuer einschließlich/ausschließlich Mehrwertsteuer	The price of the new XTR3 is €1,355, <b>not including VAT</b> .