

in company Intermediate

Unit 6

Stichwort	Aussprache	Übersetzung	Beispielsatz
alarm call (n)	/ə'lɑ:m ,kɔ:l/	Weckanruf	If you're worried about not waking up on time, phone reception and book an alarm call .
arrivals (n) (opposite = departures)	/ə'raɪvəlz/	Ankunft Abflug	A man was standing in the arrivals area holding up a large piece of card with my name written on it.
boarding (n)	/'bɔ:dɪŋ/	Boarding, Einsteigen	Flight BA761 to Buenos Aires is now ready for boarding .
boarding card (n)	/'bɔ:dɪŋ ,kɑ:d/	Bordkarte	Would all passengers have their passports and boarding cards ready for inspection?
business (n) business travel	/'bɪznəs ,trævl/	Geschäfts- Geschäftsreisen	What do you dislike most about business travel ?
boom industry (n)	/bu:m ,ɪndəstri/	Branche mit Hochkonjunktur	Advertising, accountancy and management consultancy are all boom industries .
cab (n) (AmE) (BrE = taxi)	/kæb/	Taxi	Liberty Street is quite a few blocks from here. Can I call you a cab ?
cabin crew (n)	/kæbɪn ,kru:/	Flugbegleitpersonal	All the flight attendants who look after passengers during a flight are called the cabin crew .
cart (n) (AmE) (BrE = trolley)	/kɑ:t/	Kofferkuli	Excuse me, is there a cart I could use for my baggage?
cashpoint (n)	/kæʃ,pɔɪnt/	Geldautomat	Could you lend me some money until I can find a cashpoint ?
check-in (n)	/tʃekɪn/	Abflugschalter	Passengers are requested to arrive at check-in at least an hour before their flight departs.
customs (n)	/kʌstəmz/	Zoll	I was stopped in customs and had my bags searched.
day return (n)	/deɪ rɪ'tɜ:n/	<i>Hin- und Rückfahrkarte (für den gleichen Tag)</i>	I'd like a day return to the City, please.

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delay (n)	/dɪˈleɪ/	Verspätung	The traffic was terrible and there were long delays getting into the city.
departure lounge (n)	/dɪˈpɑːtʃə ˌlaʊndʒ/	Abflughalle	Several flights were delayed and the departure lounge was crowded.
departures (n) (opposite = arrivals)	/dɪˈpɑːtʃəz/	Abflughalle Ankunftshalle	Our flight was cancelled and we had to wait over eight hours in departures!
divert (v)	/dɑːˈvɜːt/	umleiten	This is your captain speaking. Due to bad weather over Zurich, we've been diverted to Geneva.
economy class (n)	/ɪˈkɒnəmi ˈklɑːs/	zweite Klasse bei Flugreisen, Touristenklasse	We wanted to fly KLM but there were only economy class seats left.
freeway (n) (AmE)	/ˈfriːweɪ/	Autobahn	An eight-lane freeway runs around the city of Los Angeles.
freshen up (phr v)	/ˈfreʃn ˈʌp/	sich frisch machen	After a long exhausting flight, it was nice to get to the hotel and freshen up .
hand luggage (n)	/ˈhænd ˌlʌɡɪdʒ/	Handgepäck	Passengers are allowed a maximum of six kilos of hand luggage .
in-flight phone (n)	/ɪnˈflaɪt ˈfəʊn/	Telefon im Flugzeug	The use of mobile phones on aircraft is prohibited and in-flight phones are only available in business class.
long-haul flight (n)	/ˈlɒŋhɔːl ˌflaɪt/	Langstreckenflug	A long-haul flight is one that covers a long distance.
one-way (adj) (opposite = return (BrE) round trip (AmE))	/wʌnweɪ/	einfach Hin- und Rückfahrt	A one-way ticket to Central Station, please.
relocate (to) (v)	/ˌriːləʊkeɪt/	umziehen, übersiedeln	If you had to relocate to Britain or the United States, which would you choose?
schedule (n)	/ˈʃedjuːl/	Zeitplan	The flight has been delayed by one hour; we will keep you informed of any further changes to our schedule .

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terminal (n)	/tɜːmɪnəl/	Terminal, Abfertigungsgebäude am Flughafen	All flights for Europe leave from Terminal 2 .
turbulence (n)	/tɜːbjʊləns/	Turbulenzen	There was a lot of turbulence during the flight due to strong winds.
upgrade (v)	/ʌp'ɡreɪd/	<i>ein Ticket für einen Platz in einer besseren Klasse geben</i>	We were upgraded from economy to business class.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
answerphone (n)	/ɑːnsə'fəʊn/	Anrufbeantworter	If I'm busy, I sometimes switch on the answerphone instead of answering the phone.
block (v)	/blɒk/	sperrn	By blocking incoming phone calls for just one hour a week, productivity rose by 23%.
break up (phr v)	/breɪk 'ʌp/	abbrechen	He was calling from a mobile but I couldn't hear him very well because the signal was breaking up .
communication breakdown (n)	/kə'mjuːnɪ'keɪʃn ,breɪkdaʊn/	Zusammenbruch der Kommunikation	There was a total communication breakdown — she didn't speak English and I can't speak French!
contact number (n)	/kɒntækt ,nʌmbə/	Kontaktnummer	"Can you give me a contact number ?" "Yes, I'm staying at the Mirador. It's 548 8950."
get on to sb (phr v)	/get 'ɒn tuː/	sich mit jdm in Verbindung setzen	I'll ask my secretary to get on to our suppliers and find out what's happened to our order.
incoming call (n)	/ɪn'kʌmɪŋ 'kɔːl/	hereinkommender Anruf	By blocking all incoming calls , the company found that productivity rose by 23%.
misunderstanding (n)	/mɪs'ʌndə'stændɪŋ/	Missverständnis	There was a misunderstanding : we arrived for the meeting on Wednesday morning, but the receptionist told us it was scheduled for Thursday afternoon.
on hold put sb on hold	/ɒn 'həʊld/	in der Warteschleife jdn in die Warteschleife legen	I'll just put you on hold while I see if I can find Mr Evans.
phone (n) get sb off the phone	/get ,ɒf ðə 'fəʊn/	Telefon jdn vom Telefon bekommen	I thought she'd never stop talking. It took me 20 minutes to get her off the phone !
pick up the phone	/pɪk ʌp ðə 'fəʊn/	ans Telefon gehen	How long does it take you on average to pick up the phone when it rings?
mobile (phone)/cellphone	/məʊbaɪl(fəʊn) 'selfəʊn/	Mobiltelefon	If you give me 10 minutes, I'll see if I can reach Karl on his cellphone .

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productivity (n)	/ˈprɒdʌkˈtɪvəti/	Produktivität	Productivity is the rate at which goods are produced.
quote (n)	/kwəʊt/	(Preis)angebot	Joaquín, it's Geoff White. I'm just calling with a quote for those machines you were interested in buying.
set up (phr v) set up a meeting /an appointment	/ˌset 'ʌp/	arrangieren, vereinbaren eine Sitzung / einen Termin vereinbaren	My boss has asked me to set up a meeting with all the heads of department.
sort out (phr v)	/ˌsɔ:t 'aʊt/	einrichten	"Could you make the necessary arrangements?" "Yes, I'll sort something out. "
underestimate (v) (opposite = overestimate)	/ˌʌndə'rest,ɪmeɪt/	unterschätzen überschätzen	Research shows that managers underestimate the amount of time they spend on the phone by 50%.
unplug (v)	/ʌnˈplʌg/	ausstecken	Sometimes when I'm having a crisis at work I unplug the phone!
a (complete) waste of time	/ə (kəmˈpli:t) weɪst əv 'taɪm/	(komplette) Zeitverschwendung	Research showed that 21% of phone calls were a complete waste of time.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
agreement (n) reach agreement (opposite = disagreement)	/ə'grɪmənt/	Einigung zu einer Einigung kommen Uneinigkeit	If we can't reach agreement I suggest we break off here.
at stake	/at steɪk/	auf dem Spiel	The choice of a new actor as James Bond is a huge decision with so much money at stake .
brand (n) brand awareness	/brænd/	Marke	Brand awareness is very important – people will pay a lot to have the “right” name on the products they buy.
break off (phr v) (opposite = carry on ; continue)	/breɪk 'ɒf/	Markenbewusstsein abbrechen weitermachen	It's been a long meeting; I think it's time to break off .
collaborate (with) (v)	/kə'læbə'reɪt/	zusammenarbeiten (mit)	In response to falling sales, Swiss watchmaking companies decided to collaborate with the Japanese.
come back to (phr v)	/kʌm 'bæk tuː/	zurückkommen auf	Could we come back to this point later?
commercial success (n)	/kə,mɜːɪl sək'ses/	kommerzieller Erfolg	The James Bond films have been a huge commercial success , with a turnover of more than \$6 billion.
conglomerate (n)	/kən'glɒməreɪt/	Konglomerat, Großkonzern	Hariezon made a bad decision when he sold his land to a South African mining conglomerate .
data analysis (n)	/deɪtə ə'næləsɪs/	Datenanalyse	Market researchers can use data analysis to find out if a product is likely to be successful.
deadline (n)	/dedlaɪn/	Deadline, letzter Termin	I've got to finish the report by this evening – the deadline's tomorrow.
decision-making decision-making process	/dɪ'sɪʒn,məɪkɪŋ/	Entscheidungsfindung Prozess der Entscheidungsfindung	Having a clear idea of what you hope to achieve is the first stage in the decision-making process .

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Stichwort	Aussprache	Übersetzung	Beispielsatz
earnings (n pl) combined earnings	/ɜːnɪŋz/	Einkünfte, Gewinn Gesamteinkünfte	The combined earnings of the James Bond movies are over \$6 billion.
expand (v)	/ɪkˈspænd/	expandieren	In 1991 Dell computers decided to expand by selling through high street stores.
feedback (n)	/fiːdbæk/	Rückmeldungen, Resonanz	Client feedback on our new range has been very positive so far.
get down to business	/ɡet ˌdaʊn tə ˈbɪznəs/	zur Sache kommen	“Let’s get down to business ” is a useful way of opening a meeting.
go ahead (with) (phr v)	/ˌɡəʊ əˈhed wɪð/	fortfahren (mit)	Eventually we reached agreement and decided to go ahead with the project.
high street store (n)	/ˌhaɪ stri:t ˈstɔː/	Geschäft in der Innenstadt	Dell stopped selling through high street stores and returned to selling PCs direct to consumers.
implement (v) implement a decision	/ɪmˌplɪment/	durchführen, in die Tat umsetzen eine Entscheidung umsetzen	Once you’ve made up your mind, you shouldn’t hesitate too long before implementing your decision .
key (adj) key factor	/kiː/	Schlüssel Schlüsselfaktor	In your opinion, what has been the key factor in the company’s success?
license (v) license products	/ˈlaɪsəns/	eine Lizenz erteilen eine Lizenz für Produkte erteilen	Apple refused to license its products to other manufacturers and so lost out to Microsoft.
logistic (adj)	/ləˈdʒɪstɪk/	logistisch	The decision to relocate to the UK makes good logistic sense – 70% of our market is in that country.
market (n) market research (n)	/ˌmɑːkɪt ˈriːsɜːtʃ/	Markt Marktforschung	Detailed market research is one option but it takes time and money.
market share (n)	/ˌmɑːkɪt ˈʃeə/	Marktanteil	The company has had a worrying time recently, with market share falling from 30% to just 9%.
merchandising (n)	/ˈmɜːtʃənˌdaɪzɪŋ/	Merchandising, Verkaufsförderung	The films enjoy 30% profit margins, not including merchandising .

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Stichwort	Aussprache	Übersetzung	Beispielsatz
monitor (v) monitor the effects of	/ˈmɒnɪtə/	beobachten die Auswirkungen von ... beobachten	Stress management consultants were asked to monitor the effects of long working hours on employees.
move on (phr v)	/ˌmuːv ˈɒn/	fortfahren	"Let's move on " is a useful expression when you want to change the subject being discussed.
objective (n)	/ˈɒb'dʒektɪv/	Ziel	In any decision-making process, it's vital to define your objectives clearly.
option (n) consider the options	/ˈɒpʃn/	Option, Möglichkeit die Möglichkeiten bedenken	It's important to consider all the options before making your decision.
output (n) daily/weekly/annual output	/ˈaʊtpʊt/	Ausstoß, Produktion tägliche/wöchentliche/jährliche Produktion	Coca-Cola's daily output is one billion bottles!
outsell (v) outsell the competition	/aʊt'sel/	mehr verkaufen als mehr verkaufen als die Konkurrenz	Barbie continues to outsell the competition in the toy industry.
ownership (n) retain ownership of	/ˈɒnəʃɪp/	Eigentum das Eigentum an etwas behalten	If Shuster and Siegel had retained ownership of the rights to Superman, they would have made a fortune.
profit (n) profit margin (n) profit share (n)	/ˈprɒfɪt ˌmɑːdʒɪn/ /ˈprɒfɪt ʃeə/	Gewinn Gewinnspanne Gewinnbeteiligung	The James Bond films make 30% profit margins . Offering employees profit share is one way of encouraging them to stay on.
relocation (n)	/ˌriːləʊkeɪʃn/	Umsiedelung	Relocation to the UK seems a sensible decision, given that 70% of our market is there.
rights (n pl) buy/sell the rights (to sth)	/raɪts/	Rechte Rechte (an etw.) kaufen/verkaufen	Candler's best business decision was buying the rights to Coca-Cola; his worst was selling the rights for just \$1!

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Stichwort	Aussprache	Übersetzung	Beispielsatz
royalties (n pl)	/ˈrɔɪəl.ti.z/	Lizenzeeinnahmen	When Sam Phillips sold the contract with Presley he lost the royalties to over a billion record sales.
supply (n)	/səˈplaɪ/	Lieferung	Hariezon's mining land went on to produce a million kilos of gold a year – 70% of the gold supply to the Western world.
trial basis (n) on a trial basis	/ˈtraɪəl ˌbeɪ.sɪs/	Versuchsbasis auf Versuchsbasis	The decision was made to offer the service on a trial basis for six months.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
assets (n pl)	/æsets/	Vermögenswerte, Aktivposten	A company's assets are all the things it owns that make money.
boss (n) be your own boss	/bɒs/	Chef sein eigener Herr sein	Working for a small company, you have more autonomy – it's like being your own boss .
business go out of business	/gəʊ ,aʊt əv 'bɪznəs/	Geschäft das Geschäft aufgeben	Roughly half of new companies go out of business in the first two years.
career structure (n)	/kə'riə ,strʌktʃə/	strukturierte berufliche Entwicklung	I prefer working for a large company because there's more of a career structure and therefore more opportunity for promotion.
corporate dinosaur (n)	/kɔ:prət 'daɪnəsɔ:/	<i>ein großes, altmodisches Unternehmen</i>	A " corporate dinosaur " is a derogatory term, meaning a large old-fashioned company.
cross-border trade (n)	/krosbɔ:də 'treɪd/	grenzüberschreitender Handel	Do you agree that national frontiers will become less important as cross-border trade increases?
digital age (n)	/dɪdʒɪtl ,eɪdʒ/	digitales Zeitalter	Once the digital age arrived, many people thought that small entrepreneurial companies would kill off the corporate dinosaurs
dotcom (n)	/dɒt'kɒm/	Internetfirma, Dotcom-Unternehmen	Dotcoms are companies that trade using the Internet.
e-commerce (n)	/i:kɒmə:s/	Internethandel	E-commerce enables specialist companies employing only 20 or 30 people to sell their products all over the world.
fringe benefit (n)	/frɪndʒ ,benɪfɪt/	<i>Zusatzleistungen für Arbeitnehmer</i>	People working for large companies get fringe benefits like pensions and health insurance.
get big	/get 'bɪg/	groß werden	Do you agree that companies have to get big in order to survive?
globalisation (n)	/glɔ:bəlaɪ'zeɪʃn/	Globalisierung	Most people agree that globalisation is the direct result of companies getting bigger and bigger.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
hi-tech (adj) (opposite = low-tech)	/ˈhaɪteɪk/	Hi-Tech Low-Tech	Hi-tech companies use the most modern or advanced technology available.
job satisfaction (n)	/dʒɒb sətɪsˈfækʃn/	Zufriedenheit am Arbeitsplatz	I think there's more variety, more job satisfaction working for a small enterprise.
marketing strategy (n)	/ˈmɑːkɪtɪŋ ˌstrætədʒɪ/	Marketingstrategie	An aggressive marketing strategy is needed to go from innovation to mass production quickly and efficiently.
mass production (n)	/mæs prəˈdʌkʃn/	Massenproduktion	The process of producing large quantities of the same product is called mass production .

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Stichwort	Aussprache	Übersetzung	Beispielsatz
conduct (v) conduct a meeting /the negotiations	/kən'dʌkt/	leiten eine Besprechung / die Verhandlungen leiten	I was invited to conduct the final stages of the meeting in the sauna!
culturally (adv) culturally aware	/kʌltɪ'rəli/	kulturell aufmerksam für kulturelle Unterschiede	It's important to be culturally aware when doing business with people from other countries.
demonstration (n) give a demonstration (of)	/,demən'streɪʃn/	Vorführung vorführen	The British salesman told a lot of jokes while giving a demonstration of the new product.
join in (phr v)	/dʒɔɪn 'ɪn/	teilnehmen an	Although I didn't know anyone at the barbecue, I decided I ought to try and join in the fun.
late (adj) be running late	/leɪt/	zu spät zu spät sein	Sorry, I'll have to go, I'm already running half an hour late .
make your excuses	/,meɪk jɔ: ɪk'skju:səz/	sich entschuldigen	She didn't have time to stop and chat so she made her excuses and left.
slip away (phr v)	/slɪp ə'weɪ/	sich davonschleichen	He finds it difficult to talk to people he's never met before so decided to slip away quietly.
small talk (n)	/smɔ:l 'tɔ:k/	Smalltalk	The book <i>When Cultures Collide</i> discusses the role of small talk in international business.
stick with (phr v)	/stɪk ,wɪð/	bleiben bei	In general, it's a good idea to mingle with people from the opposing team rather than just sticking with your own people.