

in company Intermediate

■ Unit 16

Stichwort	Aussprache	Übersetzung	Beispielsatz
aspect (n) an aspect to sth	/ˈæspekt/	Gesichtspunkt Gesichtspunkt von etwas	I think there are three main aspects to the problem .
assign (v) assign sth to sb	/ə'saɪn/	zuweisen jdn etwas zuweisen	Assign different tasks to different members of the team .
bankrupt (adj) go bankrupt	/ˈbæŋkrʌpt/	bankrott, insolvent bankrott gehen	What would you do if your sole supplier was about to go bankrupt ?
break down (into) (phr v)	/ˌbreɪk 'daʊn (ɪntuː)/	aufteilen (in), gliedern	It's a good idea to break the problem down into parts.
brainstorm (v) brainstorm ideas /suggestions	/ˌbreɪnstɔːm/	ein Brainstorming machen, gemeinsam erarbeiten gemeinsam Ideen / Vorschläge sammeln	Staff were invited to brainstorm ideas during a team meeting.
buy out (phr v)	/ˌbaɪ 'aʊt/	übernehmen	If we bought the company out we'd also be taking on all their debts.
cashflow (n) cashflow problems	/ˌkæʃfləʊ/	<i>Cashflow, (erwarte) Zahlungsein- und -ausgänge</i> <i>hier: Liquiditätsprobleme</i>	Offering products on a sale or return basis can create cashflow problems .
competitive (adj) competitive advantage	/ˌkəm'petətɪv/	Wettbewerbs-, Konkurrenz- Wettbewerbsvorteil	Anyone who passes on information about the company to competitors is destroying our competitive advantage .
discount (n) at a discount	/ˈdɪskaʊnt/	Rabatt mit einem Rabatt	The problem with selling old stock off at a discount is that you risk making huge losses.
keep down (phr v) keep costs/prices down	/ˌkiːp 'daʊn/	niedrig halten Kosten / Preise niedrig halten	Harley-Davidson found that it was unable to keep costs down without affecting quality.
labour (n) labour costs	/ˈleɪbə/	Arbeit Lohnkosten	Labour costs are far higher in Europe than in South-East Asia.
operational (adj)	/ˌɒpə'reɪʃnəl/	funktionsbereit	How long do you think it would take to get an in-house production facility operational ?

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outsource (v) outsource sth to sth/sb	/aʊtsɔːs/	(Unternehmensaktivitäten) auslagern etwas auslagern nach	If the unions had accepted a lower pay offer, we wouldn't be outsourcing production to Asia .
point-of-sale (n, adj) point-of-sale promotion (n)	/pɔɪnt əv 'seɪl/	Verkaufsstelle, Verkaufsort Werbung am Verkaufsort	Point-of-sale promotions are offered at the place where customers physically buy a product such as supermarket checkouts.
problem (n) problem reversal (n)	/prɒbləm rɪ'vɜːsl/	Problem <i>ein Problem von einer anderen Seite betrachten</i>	Problem reversal simply means looking at a problem in a different way.
problem-solving (n, adj)	/prɒbləm,sɒlvɪŋ/	Lösen von Problemen; problemlösend	How good are you at problem-solving ?
problem-solving meeting	/prɒbləm,sɒlvɪŋ ,mi:tɪŋ/	Besprechung zur Problemlösung	Problem-solving meetings should start with clear objectives and end with clear actions.
product (n) product development (n)	/prɒdʌkt/	Produkt Produktentwicklung	If your product development cycle is short you can end up with old stock piling up in warehouses.
production (n) production facility/plant (n)	/prə'dʌkʃn/	Produktion Produktionsstätte	It would take us about six months to get our own production plant up and running.
quality assurance (n)	/kwɒlətɪ əʃ,ʊərəns/	Qualitätssicherung	You can't just ignore the technical side of production – you need to improve your quality assurance techniques.
rescue plan (n)	/reskjʊː ,plæn/	Rettungsplan	The company was in serious trouble and Richard Teerlink had to come up with a rescue plan fast.
retail outlet (n)	/ri:teɪl ,aʊtlet/	Einzelhandelsgeschäft	If retail outlets won't stock our product, why don't we sell it direct online?
reverse (v) reverse the decline in sth	/rɪ'vɜːs/	umkehren den Rückgang von etwas umkehren	We need a successful marketing campaign in order to reverse the decline in sales .
sale or return a sale or return basis	/seɪl ɔː rɪ'tɜːn/	Verkauf in Kommission auf Kommissionsbasis	"Why not offer the product on a sale or return basis ?" "If we do that, it will create cashflow problems."

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Stichwort	Aussprache	Übersetzung	Beispielsatz
sell off (phr v) (opposite = buy up)	/,sel 'ɒf/	abverkaufen aufkaufen	Selling off old stock at a discount will have a negative impact on profit margins.
stealth marketing (n)	/stelθ ,mɑ:kɪtɪŋ/	verdeckte Werbung	" Stealth marketing " is the practice of paying people to use or buy a product in order to influence other people to do the same.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
consumer (n) consumer choice	/kən'sju:mə/	Verbraucher, Konsument die Auswahl des Verbrauchers	Do you think that the global companies are responsible for reducing consumer choice ?
freely (adv)	/fri:lɪ/	frei	Nowadays, capital, goods and labour move freely across borders.
global (adj) global village (n)	/,gləʊbl 'vɪlɪdʒ/	global, weltweit globales Dorf	Do you agree that the concept of the " global village " is a product of the media?
globalisation (n)	/,gləʊbəlaɪ'zeɪʃn/	Globalisierung	Globalisation means selling products and services to a world market.
globalise (v)	/gləʊbəlaɪz/	globalisieren	As business and the media globalise , we all start eating the same food, wearing the same clothes etc.
globally (adv)	/gləʊbəli/	auf der ganzen Welt	MTV, the popular satellite music channel, is received in 400 million homes globally .
growth area (n)	/grəʊθ ˌeəriə/	Wachstumsgebiet	Globalisation has resulted in new growth areas in Asia such as Laos and Thailand.
industrialised (adj) industrialised country	/ɪn'dʌstriəlaɪzd/	industrialisiert industrialisiertes Land	Even in industrialised countries , there is a big difference between the rich and the poor.
market (n) market economy (n)	/ˌmɑ:kɪt ɪ'kɒnəmi/	Markt Marktwirtschaft	Private businesses are an important part of any country's market economy .
market reform (n)	/ˌmɑ:kɪt rɪ'fɔ:m/	Marktreform	The decision to speed up market reforms has had a big impact in South-East Asia.
open up (phr v) (opposite = close down)	/əʊpən 'ʌp/	eröffnen schließen	Do you agree that globalisation has the effect of opening up markets and cultures to everyone?

■ Unit 18

Stichwort	Aussprache	Übersetzung	Beispielsatz
business business lunch (n)	/ˈbɪznəs ˌlʌntʃ/	Geschäft Geschäftessen	Do you ever invite clients on business lunches ?
main dish (n)	/ˌmeɪn ˈdɪʃ/	Hauptgericht	"What are you having as your main dish ?" "I'll have roast chicken."
special (n)	/speʃl/	<i>hier:</i> Tagesgericht	"Are you having one of the specials ?" "No, I'll stick to the standard menu."
speciality (n) local speciality (n)	/ˌspeʃɪˈæləti/	Spezialität lokale Spezialität	I tried the local speciality – octopus served in its own ink.
work through (phr v)	/ˌwɜːk ˈθruː/	durcharbeiten	Do you mind if we work through lunch and eat later?

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Stichwort	Aussprache	Übersetzung	Beispielsatz
attachment (n) as an attachment	/ə'tætʃmənt/	Anhang, Attachment als Attachment	I'll send the report to you as an attachment .
breakdown (n) a detailed breakdown of	/breɪkdaʊn/	Aufschlüsselung eine genaue Aufschlüsselung von	We need a detailed breakdown of costs for the whole project.
business (n) business correspondence (n)	/ˈbɪznəs kɒrɪˌspɒndəns/	Geschäft Geschäftskorrespondenz	Traditionally, business correspondence has always been very formal.
business letter (n)	/ˈbɪznəs ˌletə/	Geschäftsbrief	If I'm e-mailing someone I don't know, my e-mail looks pretty much like a standard business letter .
communication (n) medium of communication	/kəˌmjuːnɪˈkeɪʃn/	Kommunikation Kommunikationsmittel	E-mail is a more spontaneous medium of communication than the traditional business letter.
electronic organiser (n)	/ɪˌlektɹɒnɪk 'ɔːgənəɪzə/	Organizer, elektronischer Terminkalender	The unified messaging service allows me to pick up all my messages through my electronic organiser .
file (n) keep sth on file	/faɪl/	Datei etwas abspeichern, in einer Datei speichern	Do you keep your e-mails on file ?
inbox (n)	/ɪnbɒks/	Posteingang	The unified messaging service directs all my e-mails, voice messages and faxes into a central inbox .
itemise (v) fully itemised	/aɪtəm,aɪz/	(einzeln) aufführen (vollständig) einzeln aufgeführt	All costs are fully itemised on the bill.
laptop (n)	/ˈlæptɒp/	Laptop	I prepared the report on the laptop during the flight.
management consultancy (n)	/ˌmænɪdʒmənt kənˈsʌltənsɪ/	Unternehmensberatung	They work for a top management consultancy in London and have lots of famous clients.

■ Unit 19

Stichwort	Aussprache	Übersetzung	Beispielsatz
messaging messaging service	/ˈmesɪdʒɪŋ/	E-Mail E-Mail-Service	For \$25 per month, you can subscribe to a messaging service that sends all your messages to a central in-box.
negotiate (v) negotiate on price /costs/fees	/nɪˈɡəʊʃɪeɪt/	verhandeln Preise / Kosten / Gebühren verhandeln	Estimates would give us more room to negotiate on fees .
point (n) get straight to the point	/pɔɪnt/	(wesentlicher) Punkt direkt zur Sache kommen	The thing I like about e-mails is that they're not too formal and you can get straight to the point .
proposal (n) put together a proposal	/prəˈpəʊzəl/	Angebot ein Angebot ausarbeiten	Two of our top consultants are putting together a proposal for a major new client.
response time (n)	/rɪˈspɒns ˌtaɪm/	Antwortzeit	The response time to many of my e-mails is today, not tomorrow or next week.
schedule (n) on schedule	/ˈʃedjuːl/	Terminplan termingerecht	Jonathan is under a lot of pressure from head office to get the proposal in on schedule .
send on (phr v)	/ˌsend ˈɒn/	weiterleiten	I'm sending your e-mail on to head office.
server (n)	/ˈsɜːvə/	Server	Sorry for the delay in getting back to you. The server's been down again.
think through (phr v)	/ˌθɪŋk ˈθruː/	durchdenken	Some e-mails are really badly written – you can tell that people are thinking through what they want to say as they write.
transmit (v) digitally transmitted data	/trænzˈmɪt/	übertragen digital übertragene Daten	E-mails and other forms of digitally transmitted data will soon become more common than phone calls.
voice (n) voice mail (n)	/ˌvɔɪs ˌmeɪl/	Stimme Voicemail	In some ways, e-mail is similar to voice mail – you're talking through a computer keyboard instead of a phone.
voice message (n)	/ˌvɔɪs ˈmesɪdʒ/	Sprachnachricht	The unified messaging service directs all my e-mails, voice messages and faxes into a central inbox.

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■ Unit 20

Stichwort	Aussprache	Übersetzung	Beispielsatz
bargain (n) bargaining phase (n)	/bɑːgən/	Handel Verhandlungsphase	Don't be tempted to enter the bargaining phase too soon.
bluechip company (n)	/bluːtʃɪp ˌkʌmpəni/	Spitzenunternehmen	Famous football clubs such as Manchester United and Real Madrid make profits many bluechip companies would envy.
concession (n) make concessions	/kən'seʃn/	Zugeständnis Zugeständnisse machen	Don't make any concessions without asking for something in return.
corporate image (n)	/ˌkɔːprət 'ɪmɪdʒ/	Image (eines Unternehmens)	Manchester United is a multinational corporation with a very strong corporate image .
counter-proposal (n) make a counter-proposal	/ˌkaʊntəprə'pəʊzəl/	Gegenangebot, -vorschlag ein Gegenangebot machen	During the bargaining phase you can make your counter-proposals .
fall-back position (n)	/fɔːlbæk pə'zɪʃn/	Rückfallposition	You need to know what your fall-back position is if you don't reach an agreement.
market value (n)	/mɑːkɪt ˌvæljuː/	Marktwert	The club has a market value of over £110 million.
merchandising outlet (n)	/mɜːtʃɪŋˌdaɪsɪŋ ˌaʊtlet/	Verkaufsstelle, Geschäft	Manchester United merchandising outlets exist in places as far away as Hong Kong and Sydney.
money-making industry (n)	/ˌmʌniˌmeɪkɪŋ ˌɪndʌstri/	einträgliche Industrie	Football today is a huge money-making industry .
negotiate (v) negotiate terms	/nɪ'gəʊʃɪeɪt ˌtɜːmz/	verhandeln Bedingungen aushandeln	The job of a player's agent is to negotiate terms with clubs who want to buy that player.
negotiating table (n)	/nɪ'gəʊʃɪeɪtɪŋ ˌteɪbl/	Verhandlungstisch	It's a good idea to decide in advance at what point you will walk away from the negotiating table .
negotiation tactics (n pl)	/nɪ'gəʊʃɪeɪʃn ˌtæktɪkz/	Verhandlungstaktik	Dozens of books have been written on negotiation tactics .

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Stichwort	Aussprache	Übersetzung	Beispielsatz
win-win negotiation	/ˈwɪn-wɪn ˌnɪɡəʊʃɪeɪʃn/	<i>Verhandlungen, aus denen beide Seiten einen Vorteil ziehen</i>	Win-win negotiation means that both sides get something out of the negotiation process.
negotiator (n)	/nɪˈɡəʊʃɪeɪtə/	Verhandlungsführer /-in	An experienced negotiator spends time getting to know the people he or she is dealing with.
offer (n) opening offer (n)	/ɒfə/	Angebot Eröffnungsangebot	A common tactic in negotiations is to try and shock your opponent with your opening offer .
position (n) opening position (n)	/əˈpɒzɪʃn ˌpəʊzɪʃn/	Position Eröffnungsangebot	Your opening position is your initial offer or price or whatever.
target position (n)	/tɑːɡet ˌpəʊzɪʃn/	Ziel, Zielposition	Your target position is what you're realistically aiming for.
walk-away position (n)	/wɔːk əweɪ ˌpəʊzɪʃn/	Endergebnis; <i>der Punkt, an dem man den Verhandlungstisch verlässt</i>	Your walk-away position is the point at which you walk away from the negotiating table.
sponsorship deal (n)	/ˌspɒnsəʃɪp ˌdiːl/	Sponsorengeschäfte	Top football clubs can earn a lot of money through sponsorship deals .
stock market (n) stock market flotation	/stɒk ˌmɑːkɪt/	Börse <i>in Umlauf setzen von Aktien; hier: Börsengang</i>	Manchester United had a successful stock market flotation in 1991.