

# in company Pre-intermediate

## Unit 1

Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>business</b> (n) business proposition (n)  set up a business	<i>/'bɪznəs/</i> <i>/'bɪznəs prɒpəˌzɪʃn/</i>  <i>/ˌset ʌp ə 'bɪznəs/</i>	Geschäft, Unternehmen Geschäftsvorhaben  ein Unternehmen gründen	Their <b>business proposition</b> is simple – they give you the dog then sell you the dog food! Good financial advice is important when <b>setting up a business</b> .
<b>competitive advantage</b> (n)	<i>/kəmˌpetətɪv əd'vɑːntɪdʒ/</i>	Wettbewerbsvorteil	“ <b>Competitive advantage</b> ” means the way in which your products are better than other people’s.
<b>costs</b> (n pl)	<i>/kɒsts/</i>	Kosten	Increasing labour <b>costs</b> have reduced our profit margins.
<b>deliver</b> (v)	<i>/dɪ'lɪvə/</i>	liefern	We guarantee to <b>deliver</b> goods within three days of receiving your order.
<b>direct mail campaign</b> (n)	<i>/daɪˌrekt 'meɪl kæmˌpeɪn/</i>	direkte Werbung per Post	A <b>direct mail campaign</b> involves sending advertisements to people’s homes by post.
<b>dot.com</b> (n)	<i>/ˌdɒt'kɒm/</i>	Internetfirma, Dotcom-Unternehmen	<b>Dotcoms</b> are companies that trade using the Internet.
<b>download</b> (v) download sth from sth	<i>/'daʊnˌləʊd/</i>	herunterladen etwas von etwas herunterladen	You can <b>download</b> lots of useful information <b>from</b> their website.
<b>employ</b> (v)	<i>/ɪm'plɔɪ/</i>	beschäftigen	The company <b>employs</b> over 6,000 people worldwide.
<b>expansion</b> (n)	<i>/ɪk'spænjən/</i>	Expansion, Erweiterung	The pet market has great potential for <b>expansion</b> .
<b>experience</b> (n) have (previous) experience (of)	<i>/ɪk'spɪəriəns/</i>	Erfahrung (Vor-)Erfahrung haben in, mit	Do you <b>have previous experience of</b> working in customer relations?
<b>finance</b> (v)	<i>/fɑː'næns/</i>	finanzieren	They need between £2 and £3 million to <b>finance</b> marketing.
<b>industry</b> (n)	<i>/'ɪndəstri/</i>	Branche, Industrie	Moonpig has revolutionized the greetings card <b>industry</b> .
<b>investment</b> (n)	<i>/ɪn'vestmənt/</i>	Investition	We need around \$2 million of <b>investment</b> to expand the business.

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<b>investor</b> (n)	/ɪn'vestə/	Investor	You need to have good ideas in order to convince your <b>investors</b> .
<b>management team</b> (n)	/'mænidʒmənt ,ti:m/	Führungsteam	We have a committed and experienced <b>management team</b> .
<b>margin</b> (n)	/'mɑ:dʒɪn/	Gewinnspanne, Marge	They make a profit of £1.20 on each card sold – a <b>margin</b> of 60%.
<b>marketing</b> (n)	/'mɑ:kɪtɪŋ/	Marketing	How much money would you need to finance <b>marketing</b> ?
<b>pioneering</b> (adj)	/'paɪə'nɪərɪŋ/	bahnbrechend, wegbereitend	<b>Pioneering</b> companies are not afraid to risk doing something new.
<b>pitch</b> (n)	/'pɪtʃ/	<i>hier: eine Art Präsentation</i>	A <b>pitch</b> is a description of your company – its achievements, aims etc.
<b>potential market</b>	/'pə'tenʃl ,mɑ:kɪt/	potentieller Markt	Your " <b>potential market</b> " means all the people you can sell to.
<b>production</b> (n)	/'prɒ'dʌkʃn/	Produktion	We have increased <b>production</b> as the market has grown.
<b>profit</b> (n) make a profit (opposite = <b>make a loss</b> )	/'prɒfɪt/	Gewinn, Profit Gewinn machen Verlust machen	Our investors are happy because we are <b>making a profit</b> .
<b>profitable</b> (adj) (opposite = <b>non-profitable</b> )	/'prɒfɪtəbl/	rentabel, gewinnbringend unrentabel	CEO, Nick Jenkins, says the company should be <b>profitable</b> within six months.
<b>run</b> (v) run a company/a business	/rʌn/	leiten ein Unternehmen / ein Geschäft leiten	Giovanni Bianchi <b>runs a company</b> in Milan, owned by his family.
<b>running costs</b> (n pl)	/'rʌnɪŋ ,kɒsts/	Betriebskosten	A lot of Internet companies have fairly low <b>running costs</b> .
<b>set up</b> (phr v) set up a business/a com- pany/a website	/'set 'ʌp/	einrichten, gründen ein Geschäft / eine Firma gründen, eine Website einrichten	We decided to <b>set up a website</b> in order to sell our products online.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>staff</b> (n) hire staff	/stɑ:f/	Personal Personal einstellen	We <b>hire</b> a lot of our <b>staff</b> through recruiting agencies.
<b>start-up</b> (n)	/'stɑ:tʌp/	Firmenneugründung	A lot of dot.com <b>start-ups</b> go bankrupt within their first six months.
<b>stock</b> (n)	/stɒk/	Lagerbestand	All the goods that a shop or business has for sale are called " <b>stock</b> ".
<b>success</b> (n) be a success (opposite = <b>be a failure</b> )	/sək'ses/	Erfolg ein Erfolg sein ein Misserfolg sein	Moonpig has <b>been a</b> great <b>success</b> so far.
<b>sustain</b> (v)	/sə'steɪn/	erhalten	Once you have a competitive advantage, it's important to be able to <b>sustain</b> it.
<b>turnover</b> (n)	/'tɜ:n,əʊvə/	Umsatz	<b>Turnover</b> is increasing by 50% a month.
<b>unrivalled</b> (adj)	/ʌn'raɪvld/	unübertroffen	Our management team has <b>unrivalled</b> experience.
<b>venture capitalist</b> (n)	/'ventʃə ,kæpɪtəlɪst/	Risikokapitalgeber	<b>Venture capitalists</b> are companies who put money into new businesses.
<b>website</b> (n)	/'websaɪt/	Internetseite, Website	We sell a lot of products online via our <b>website</b> .

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>Board of Directors</b> (n)	/ˌbɔːd əv də'rektəz/	Vorstand	The <b>Board of Directors</b> is the group of senior managers who run a company.
<b>CEO</b> (n) (AmE) (BrE = <b>managing director</b> )	/ˌsiːiː'əʊ/	Geschäftsführer	The <b>CEO</b> of a company is the person in charge of it.
<b>exercise</b> (n)	/'eksə'saɪz/	Bewegung, Training	Professor Axt believes that moderate <b>exercise</b> is better than strenuous activity.
<b>experience</b> (n)	/'ɪk'spɪəriəns/	Erfahrung	Most companies are more interested in <b>experience</b> than qualifications.
<b>field</b> (n)	/fiːld/	Gebiet	What is the female to male ratio in your <b>field</b> ?
<b>involve</b> (v)	/ɪn'vɒlv/	beinhalten	Does your job <b>involve</b> a lot of travel?
<b>marketing</b> (n) marketing strategy (n)	/'mɑːkɪtɪŋ/	Marketing Marketingstrategie	One of the things I enjoy most about my job is developing new <b>marketing strategies</b> .
<b>multinational</b> (n)	/'mʌltɪ'næʃn(ə)l/	multinationaler Konzern	A <b>multinational</b> is a company that has offices in different countries.
<b>position</b> (n)	/pə'zɪʃn/	Position	He has a responsible <b>position</b> working as Marketing Director for a multinational.
<b>qualifications</b> (n pl)	/'kwɒlɪfɪ'keɪʃnz/	Zeugnisse	<b>Qualifications</b> are often less important than experience.
<b>ratio</b> (n)	/'reɪʃəʊ/	Verhältnis	The <b>ratio</b> of men to women is roughly 60% male, 40% female.
<b>responsibilities</b> (n pl)	/'rɪspɒnsə'bɪlətɪz/	Verantwortlichkeiten	My <b>responsibilities</b> include managing our website and liaising with international offices.
<b>senior manager</b> (n)	/ˌsiːniə 'mænɪdʒə/	höhere Führungskraft, leitender Angestellter	Only 12.5% of <b>senior managers</b> in the Fortune 500 are women.
<b>strenuous activity</b> (n)	/'strenjuːəs ˌæktɪvɪti/	anstrengende Aktivität	Professor Axt recommends avoiding <b>strenuous activity</b> like aerobics or working out at the gym.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>stress</b> (n)	/stres/	Stress	Do you think that exercise is a good solution for <b>stress</b> ?
<b>technology-related</b> (adj)	/tek'nɒlədʒɪrɪleɪtɪd/	im technischen / technologischen Bereich	Careers&Women.com is a website aimed at women interested in <b>technology-related</b> jobs.
<b>top earner</b> (n)	/,tɒp 'ɜ:nə/	Spitzenverdiener	Many of the UK's <b>top earners</b> are sports stars.
<b>work experience</b> (n)	/'wɜ:k ɪk'spɪəri:əns/	Arbeitserfahrung	It's a good idea to get <b>work experience</b> while you're a student.

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## ■ Unit 3

Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>call</b> (n) place/put a call on hold  return a call transfer a call	/kɔ:l/ /ˌpleɪs/ˌpʊt ə ˌkɔ:l ɒn 'həʊld/ /rɪˌtɜːn ə ˈkɔ:l/ /trænsˌfɜː ə ˈkɔ:l/	Anruf einen Anruf in die Warteschleife legen  zurückrufen einen Anruf weiterleiten	The line is engaged. Can I <b>place your call on hold</b> ?  I hate it when people don't <b>return my calls</b> . You've got the wrong extension; I'm going to <b>transfer your call</b> .
<b>company image</b> (n)	/ˌkʌmp(ə)nɪ ˈɪmɪdʒ/	Image des Unternehmens	The <b>company image</b> we wish to project is one of friendliness, efficiency and professionalism.
<b>the competition</b> (n)	/ðə ˌkɒmpə'tɪʃn/	Konkurrenz	Failure to answer a telephone call promptly could result in losing business to <b>the competition</b> .
<b>contact</b> (n) get in contact (with sb)	/'kɒntækt/	Kontakt sich in Verbindung setzen (mit)	I'll ask Mr Davis to <b>get in contact with you</b> as soon as he's back.
<b>cut off</b> (phr v) get cut off	/ˌkʌt ˈɒf/	unterbrechen unterbrochen werden	I hate it when I <b>get cut off</b> in the middle of a call.
<b>engaged</b> (adj)	/ɪn'geɪdʒd/	besetzt	Sorry, the line's <b>engaged</b> . Will you hold?
<b>factor</b> (n) major factor	/'fæktə/	Faktor Hauptfaktor	The quality of a firm's response to phone calls is a major <b>factor</b> in the type of company image it projects.
<b>function</b> (n)	/'fʌŋkʃn/	Funktion	Do you know how to use all your phone's <b>functions</b> ?
<b>go over</b> (phr v)	/ˌgəʊ əʊvə/	durchgehen	I didn't hear that. Could you <b>go over</b> it again?
<b>hold</b> on hold	/həʊld/	Warteschleife in die Warteschleife	Would you like to ring back or should I put you <b>on hold</b> ?
<b>landline</b> (n)	/'lændlɪn/	Festnetzverbindung	<b>Landlines</b> are cheaper than mobile phones.
<b>meeting room</b> (n)	/'miːtɪŋ ˌruːm/	Konferenzraum	I've asked my secretary to book the <b>meeting room</b> .

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>message</b> leave a message take a message	<i>/'mesɪdʒ/</i> <i>/'li:v ə 'mesɪdʒ/</i> <i>/'teɪk ə 'mesɪdʒ/</i>	Nachricht eine Nachricht hinterlassen etwas ausrichten	Could I <b>leave a message</b> for Mr Wilson, please? Mr Wilson's not here. Can I <b>take a message</b> ?
<b>mobile (phone) (n)</b>	<i>/'məʊbaɪl (fəʊn)/</i>	Mobiltelefon	If I'm not in the office, call me on my <b>mobile</b> .
<b>personnel (n)</b>	<i>/'pɜːsə'nel/</i>	Mitarbeiter	It's important for <b>personnel</b> to be trained in telephone skills.
<b>product performance (n)</b>	<i>/'prɒdʌkt pə'fɔːməns/</i>	Produktleistung	Poor service and poor <b>product performance</b> can both lead to loss of business.
<b>professionalism (n)</b>	<i>/'prɒ'feʃnəlɪzəm/</i>	Professionalität	Efficient handling of phone calls helps to create an image of <b>professionalism</b> .
<b>put sb through (phr v)</b>	<i>/'pʊt sʌmbədɪ 'θruː/</i>	jdn durchstellen / verbinden	Just one moment. I'm just <b>putting you through</b> .
<b>revenue (n)</b>	<i>/'revənjuː/</i>	Einnahmen, Einkünfte	Bad telephone behaviour can result in millions of dollars in lost <b>revenue</b> .
<b>sales enquiry (n)</b>	<i>/'seɪlz ɪn'kwɛəri/</i>	Verkaufsanfrage	90% of all <b>sales enquiries</b> begin on the telephone.
<b>service (n)</b>	<i>/'sɜːvɪs/</i>	Service	Poor <b>service</b> often leads to loss of business.
<b>switchboard (n)</b>	<i>/'swɪtʃbɔːd/</i>	Telefonzentrale	The <b>switchboard</b> has been busy all morning – we've had hundreds of calls!
<b>terminal (n)</b>	<i>/'tɜːmɪnəl/</i>	Terminal	Which <b>terminal</b> does the flight arrive at?
<b>voicemail system (n)</b>	<i>/'vɔɪsmel ,sɪstəm/</i>	Voice-Mail	Customers don't like getting put through to a <b>voicemail system</b> .

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## ■ Unit 4

Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>be based</b>	/bɪ 'beɪst/	den Sitz haben	"Where <b>is</b> your company <b>based</b> ?" "Our offices are in Berlin."
<b>a bore</b> (n)	/ə 'bɔː/	Langweiler	He always talks about himself – he's a bit of <b>a bore</b> .
<b>bump into sb</b> (phr v)	/bʌmp 'ɪntuː ˌsʌmbədi/	treffen, begegnen	"Do you know Jan Novacki?" "Yes, I've <b>bumped into</b> him a couple of times at conferences."
<b>business</b> (n) business development (n) line of business	/'bɪznəs/ /'bɪznəs dɪˌveləpmənt/ /ˌlaɪn əv 'bɪznəs/	Geschäft Geschäftsentwicklung Branche, Geschäftsbereich	He has an important position at Guinness as Director of <b>Business Development</b> .  "What <b>line of business</b> are you in?" "I'm a sales manager for a clothing firm."
<b>conference</b> (n) sales conference	/'kɒnf(ə)rəns/	Konferenz Vertreterkonferenz	This year, our annual sales <b>conference</b> is taking place in Madrid.
<b>contact</b> (n) have contact with sb	/'kɒntækt/	Kontakt mit jemand in Kontakt stehen	Do you still <b>have contact with</b> Jan in your work?
<b>be a good laugh</b>	/ˌbiː ə ɡʊd 'lɑːf/	sehr witzig sein	I like Cathy – she's <b>a really good laugh</b> .
<b>gossip</b> (n) the latest gossip	/'ɡɒsɪp/	Tratsch der neueste Tratsch	Conferences provide a good opportunity for catching up on <b>the latest gossip</b> .
<b>networking</b> (n)	/'net,wɜːkɪŋ/	Networking	<b>Networking</b> is the activity of talking to people in order to exchange information and ideas.
<b>public relations</b> (n)	/'pʌblɪk rɪ'leɪʃnz/	Öffentlichkeitsarbeit	A <b>Public Relations</b> Manger is responsible for developing a good relationship between a company and its customers.
<b>store</b> (n)	/stɔː/	Geschäft, Laden	We have 50 clothing <b>stores</b> throughout the country.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>begin</b> begin work on sth	/bɪ'ɡɪn/	anfangen die Arbeit an etwas anfangen	In 1969 the Advanced Research Projects Agency <b>began work</b> on a system to connect computers.
<b>best-selling</b> (adj)	/,best'selɪŋ/	meistgekauft	GameBoy is the world's <b>best-selling</b> video game system.
<b>breakthrough</b> (adj)	/'breɪkθruː/	bahnbrechend	Pokemon was a <b>breakthrough</b> game concept for GameBoy.
<b>browser</b> (n)	/'braʊzə/	Browser	A <b>browser</b> is a computer program that allows you to search for information on the Internet.
<b>business</b> (n) on business	/'bɪznəs/	Geschäft geschäftlich	How often do you travel <b>on business</b> ?
<b>celebrate</b> (v)	/'seləbreɪt/	feiern	In 1995 the company <b>celebrated</b> the sale of the one billionth game pack.
<b>complaint</b> (n) deal with a complaint	/kəm'pleɪnt/	Beschwerde eine Beschwerde bearbeiten	The customer service department <b>deals with</b> client <b>complaints</b> .
<b>concept</b> (n)	/'kɒnsept/	Konzept	Pokemon was an entirely new <b>concept</b> in video games.
<b>connect</b> (v)	/kə'nekt/	verbinden	Kleinrock <b>connected</b> the first two computers in 1969.
<b>corporate headquarters</b> (n)	/'kɔ:p(ə)rət hed'kwɔ:təz/	Unternehmenssitz, -zentrale	In 1970 Nintendo decided to enlarge its <b>corporate headquarters</b> .
<b>course</b> (n) go on a course	/kɔ:s/	Kurs einen Kurs besuchen	We encourage staff to <b>go on courses</b> in order to develop their skills.
<b>crash</b> (v)	/kræʃ/	abstürzen	It's important to save your work in case the computer <b>crashes</b> .
<b>deal</b> (n) negotiate a deal	/di:l/	Abschluss einen Abschluss aushandeln	We've just <b>negotiated</b> an important <b>deal</b> with a Japanese firm.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>deal with</b> (phr v) deal with a problem/com- plaint	/ˈdi:l wɪð/	sich kümmern um sich um ein Problem / eine Beschwerde kümmern	Customer Services <b>deal with</b> client <b>complaints</b> .
<b>develop</b> (v)	/dɪˈveləp/	entwickeln	The original video game system was <b>developed</b> in 1975.
<b>discussion group</b> (n)	/dɪˈskʌʃn ˌgru:p/	Diskussionsgruppe	Internet <b>discussion groups</b> exist for users to exchange their views on various subjects.
<b>enlarge</b> (v) (opposite = <b>scale down</b> )	/ɪnˈlɑ:dʒ/	vergrößern verkleinern	When we increased production we had to <b>enlarge</b> our existing warehouses.
<b>establish</b> (v)	/ɪˈstæblɪʃ/	gründen	Our US subsidiary was <b>established</b> in 1980.
<b>expand</b> (v)	/ɪkˈspænd/	ausbauen	The franchise was so successful, we decided to <b>expand</b> it.
<b>found</b> (v)	/faʊnd/	gründen	“When was the company <b>founded</b> ?” “In 1933.”
<b>franchise</b> (n)	/ˈfræntʃaɪz/	Lizenz, Franchise	The <b>franchise</b> allowed Nintendo to use the Pokemon characters.
<b>hand-held</b> (adj)	/ˈhænd,held/	im Taschenformat, Handheld-	GameBoy is a <b>hand-held</b> portable game system you can use anywhere.
<b>hardware</b> (n)	/ˈhɑ:dweə/	Hardware	The company manufactures both <b>hardware</b> and software for the game systems.
<b>host</b> (n)	/həʊst/	Host ( <i>Rechner, der den Internetzugang ermöglicht</i> )	A “ <b>host</b> ” is a computer providing Internet services.
<b>interactive</b> (adj) interactive games/enter- tainment	/ˌɪntərˈæktɪv/	interaktiv interaktive Spiele / Unterhaltung	Nintendo is the worldwide leader in <b>interactive entertainment</b> .
<b>interchangeable</b> (adj)	/ˌɪntətʃeɪndʒəbl/	austauschbar	One of the great advantages of GameBoy is the <b>interchangeable</b> game packs.

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Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>the Internet</b> (n) Internet browser (n)	/ði: 'ɪntənət/ /,ɪntənət 'braʊzə/	das Internet Internet-Browser	The first message was sent on <b>the Internet</b> in 1969. <b>Internet browsers</b> allow you to search for information.
<b>interview</b> (n) have an interview	/'ɪntə,vju: /	Vorstellungsgespräch ein Vorstellungsgespräch haben	When was the last time you <b>had a job interview</b> ?
<b>launch</b> (n)	/lɔ:ntʃ/	Markteinführung	The US <b>launch</b> of Game Cube smashed previous sales records.
<b>launch</b> (v) launch a product/system	/lɔ:ntʃ/	einführen, auf den Markt bringen ein Produkt / System einführen	The <b>product</b> was first <b>launched</b> in 1989.
<b>leader</b> (n) worldwide leader	/'li:də/	(Markt)Führer weltweiter Marktführer	Nintendo is the <b>worldwide leader</b> in interactive entertainment.
<b>link</b> (v)	/lɪŋk/	verbinden	In January ARPANET <b>linked</b> computers in four different American universities.
<b>manufacture</b> (v)	/,mænjə'fæktʃə/	herstellen	We <b>manufacture</b> around 50,000 games a week.
<b>market</b> (n) hit the market	/'mɑ:kɪt/	Markt auf den Markt kommen	GameBoy Advanced <b>hit the market</b> in 2001 with record sales.
<b>market</b> (v)	/'mɑ:kɪt/	vertreiben	We <b>market</b> all our own hardware and software.
<b>microprocessor</b> (n)	/,maɪkrəʊ'prəʊsesə/	Mikroprozessor	The <b>microprocessor</b> was first used in a video game system in 1976.
<b>negotiate</b> (v) negotiate a deal	/'nɪɡəʊʃieɪt/	verhandeln ein Geschäft aushandeln	We want to recruit someone with the necessary skills for <b>negotiating</b> difficult <b>deals</b> .
<b>network</b> (n)	/'netwɜ:k/	Netzwerk	The World Wide Web is a <b>network</b> connecting millions of computers throughout the world.
<b>newsgroup</b> (n)	/'nju:z,gru:p/	Newsgroup, Diskussionsgruppe im Internet	<b>Newsgroups</b> are Internet discussion groups.

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## ■ Unit 5

Stichwort	Aussprache	Übersetzung	Beispielsatz
<b>offices</b> (n pl)	/ˈɒfɪsəz/	Büros, Geschäftsstelle	We've just opened new <b>offices</b> in Berlin.
<b>portable</b> (adj)	/ˈpɔːtəbl/	tragbar	It's a <b>portable</b> game system you can play anywhere.
<b>reconstruct</b> (v)	/ˌriːkənˈstrʌkt/	wieder aufbauen	The old site had to be <b>reconstructed</b> for development.
<b>release</b> (v) release a product/system	/rɪˈliːs/	veröffentlichen, auf den Markt bringen ein Produkt / System auf den Markt bringen	The new version of the <b>system</b> will be <b>released</b> next month.
<b>sale</b> (n) the sale of	/seɪl/	Verkauf den Verkauf von	The company celebrated <b>the sale of</b> the billionth game pack.
<b>sales record</b> (n)	/ˈseɪlz ˌrekɔːd/	Umsatzrekord	The launch of Game Cube smashed all previous <b>sales records</b> .
<b>smash</b> (v) smash a record	/smæʃ/	<i>hier:</i> haushoch schlagen einen Rekord brechen	Game Cube <b>smashed</b> all previous US sales <b>records</b> .
<b>software</b> (n)	/ˈsɒftweə/	Software	The programs and games used on computers and game systems are called " <b>software</b> ".
<b>subsidiary</b> (n)	/səbˈsɪdɪəri/	Tochtergesellschaft	Nintendo's US <b>subsidiary</b> is called Nintendo of America Inc.
<b>user</b> (n)	/ˈjuːzə/	Benutzer	Computer <b>users</b> from all over the world have joined USENET newsgroups.
<b>video game</b> (n) video game system (n)	/ˈvɪdɪəʊˌɡeɪm/	Videospiel Videospiel-System	The company manufactures the world's most popular <b>video game systems</b> .
<b>worldwide</b> (adj) worldwide corporation/leader	/ˈwɜːldˌwaɪd/	weltweit weltweites Unternehmen / weltweiter Marktführer	They're the <b>worldwide leader</b> in the manufacture of computer operating systems.