

## Case Study: High Flier

headword	pronunciation	translation/notes	example sentence
<b>absence</b> (n) in sb's absence	/'æbsəns/	Abwesenheit in jds. Abwesenheit	Shavi wants to know what decisions and arrangements you've made <b>in his absence</b> .
<b>in action</b>	/ɪn 'ækʃən/	"im Einsatz", im Alltag	The idea would be to spend a few days following you around with a camera to see you <b>in action</b> .
<b>agreement</b> (n) (opposite = <b>disagreement</b> ) reach agreement with sb	/ə'gri:mənt/	Abschluss, Vereinbarung  mit jdm. einen Abschluss machen, eine Vereinbarung treffen	We have almost <b>reached agreement with</b> the Baumann Studio but we're still stuck on price.
<b>agree to sth</b> (phr v)	/ə'gri: tə ,sʌmθɪŋ/	etw. zustimmen, sich mit etw. einverstanden erklären	They have <b>agreed to</b> everything else we wanted but they're asking for another seven million euros.
<b>approve</b> (v)	/ə'pru:v/	zustimmen, befürworten, genehmigen	We are still waiting for you to <b>approve</b> the sale of the old film studios in Berlin.
<b>authority</b> (n)  have sth on good authority (that)	/ɔ:'θɒrəti/	Autorität, (hier:) verlässliche Quelle etw. aus verlässlicher Quelle wissen	<b>I have it on good authority that</b> you're going to win the award.
<b>authorisation</b> (n)	/'ɔ:θərəɪ,zɪʃən/	Autorisierung, Genehmigung, (offizielle) Zustimmung	I'd prefer to have your <b>authorisation</b> before making the final offer.
<b>brand awareness</b> (n)	/'brænd ə'weənəs/	Markenbewusstsein	At RippleEffect we specialise in using social

<b>briefing</b> (n)	/'bri:fiŋ/	Informationsgespräch, Einweisung, Anweisung	networks to promote <b>brand awareness</b> online. We'll hold our usual Monday staff <b>briefing</b> on the Tuesday morning instead.
<b>bring sth forward</b> (phr v)	/brɪŋ ,sʌmθɪŋ 'fɔ:wəd/	etw. vorziehen, vorverlegen	I wonder if we could <b>bring</b> the meeting <b>forward</b> a week?
<b>buy</b> (n)	/baɪ/	(hier:) (Kauf-)Gelegenheit	I still think they are a very good <b>buy</b> and that we should go ahead and accept their terms before one of our competitors does.
<b>catch up</b> (phr v)	/kæʃ 'ʌp/	etw. auf-, nachholen	I've kept Friday pretty much free to <b>catch up</b> with some paperwork.
<b>chance</b> (n) take a chance	/tʃɑ:ns/	Chance, Gelegenheit etw. riskieren/wagen, ein Risiko eingehen	If Kumar had never <b>taken any chances</b> , he wouldn't be running his own media empire today.
<b>change of plan</b> (n)	/tʃeɪndʒ əv 'plæn/	Planänderung	I'm sorry to inconvenience you but there's been a slight <b>change of plan</b> .
<b>clash with sth</b> (phr v)	/'klæʃ wɪθ ,sʌmθɪŋ/	mit etw. kollidieren, sich mit etw. überschneiden	If my parents' deadly party <b>clashes with</b> anything important, please think of an excuse for me not be there!
<b>come up</b> (phr v)	/kʌm 'ʌp/	sich abzeichnen, bestehen	Let me know if any opportunities to talk to the media <b>come up</b> .
<b>come up with sth</b> (phr v)	/kʌm 'ʌp wɪθ ,sʌmθɪŋ/	etw. hervorbringen, mit etw. aufwarten	Our creative team has <b>come up with</b> some preliminary ideas I'd like to share with you.
<b>coming</b> (adj)	/'kʌmɪŋ/	kommend	Our meetings with the bank and with Sony are our big priorities over the <b>coming</b> weeks.
<b>competition</b> (n)	/kɒmpə'tɪʃən/	Wettbewerb, Konkurrenz	I suggest we make that an all-day meeting now that we've got some <b>competition</b> .

<b>competitor</b> (n)	/kəm'petɪtə/	Wettbewerber/in, Konkurrent/in	We should go ahead and accept their terms before one of our <b>competitors</b> does.
<b>contact</b> (v)	/'kɒntækt/	Kontakt aufnehmen	I've been trying to <b>contact</b> you all weekend.
<b>convenient</b> (adj) (opposite = <b>inconvenient</b> )	/kən'vi:njənt/	günstig, passend	Monday would be a <b>convenient</b> time to set up a videoconference.
<b>creative team</b> (n)	/kri:'eɪtɪv ˌti:m/	Kreativteam	Our <b>creative team</b> has come up with some preliminary ideas I'd like to share with you.
<b>direct line</b> (n)	/'daɪrɛkt laɪn/	Durchwahl	I was given your <b>direct line</b> by your secretary last week.
<b>draft</b> (v)	/dra:ft/	entwerfen	Can you <b>draft</b> replies to some of my e-mails, please? I'll work on them tomorrow.
<b>empire</b> (n)	/'empaɪə/	Imperium, Reich	When he is away, Kumar leaves the running of his media <b>empire</b> to his team.
<b>entrepreneur</b> (n)	/'ɒnrəprəʊ'nɜ:z/	Unternehmer/in	The ambassador would like to invite you to speak to a group of <b>entrepreneurs</b> .
<b>exclusive</b> (adj)	/eks'klʉ:sɪv/	exklusiv	In an <b>exclusive</b> interview with <i>Cool Million</i> magazine, Kumar claimed that the secret of his success is regularly skipping work and going off on one of his adventures.
<b>finalise</b> (v)	/'faɪnəlaɪz/	abschließen, zu Ende bringen, finalisieren	We are hoping to <b>finalise</b> the purchase of the Baumann Studio.
<b>firm</b> (adj)	/'fɜ:m/	fest	I don't think I can put Film Forum off much longer. I've promised them a <b>firm</b> answer by Monday.
<b>fit in</b> (phr v)	/'fɪt 'ɪn/	sich einfügen	We need to do the filming within the next few months, but we can <b>fit in</b> around your schedule.
<b>fixed for ...</b>	/'fɪkst fə/	ausgebucht sein mit ...	You need to know how I'm <b>fixed for</b> appointments,

<b>follow sb around</b> (phr v)	<i>/'fɒləʊ ˌsʌmbədi əraʊnd/</i>	jdm. (auf Schritt und Tritt) folgen	in case anyone calls or e-mails while I'm away. The idea would be to spend a few days <b>following you around</b> with a camera to see you in action.
<b>formality</b> (n)	<i>/'fɔː'mæləti/</i>	Förmlichkeit	The <b>formality</b> of an e-mail will vary depending on who has sent it.
<b>forthcoming</b> (adj)	<i>/'fɔːθkʌmɪŋ/</i>	anstehend, kommend	I wanted to speak to you about a <b>forthcoming</b> event.
<b>friend</b> (n) friends in high places	<i>/'frend/</i>	Freund Freunde "höheren Ortes", Freunde mit guten Verbindungen	Don't ask me how I know. Let's just say that I have <b>friends in high places</b> .
<b>get back to sb</b> (phr v)	<i>/get 'bæk tə ˌsʌmbədi/</i>	auf jdn. zurückkommen	<b>Get back to</b> me as soon as you can because I have to set things up and there's very little time.
<b>get sb interested in sth</b> (phr v)	<i>/get ˌsʌmbədi 'ɪntərestəd ɪn ˌsʌmθɪŋ/</i>	jdn. für etw. interessieren	There's a real chance we may finally <b>get</b> a Hollywood studio <b>interested in</b> our latest movie.
<b>get things moving</b>	<i>/get θɪŋz 'muːvɪŋ/</i>	die Dinge anstoßen, in Gang bringen	I'm meeting Rama Gaming Systems in the morning just to <b>get things moving</b> and then flying home in the afternoon.
<b>go-ahead</b> (n) give sb the go-ahead	<i>/'gəʊəhed/</i>	(hier:) grünes Licht jdm. grünes Licht geben	Just <b>give</b> me <b>the go-ahead to</b> buy the shares for you and I'll do the rest.
<b>go ahead</b> (phr v)	<i>/gəʊ ə'hed/</i>	etw. umsetzen	The people in Berlin always want me to OK big decisions before they <b>go ahead</b> .
<b>go through</b> (phr v)	<i>/gəʊ 'θruː/</i>	durchgehen	If the Sony deal <b>goes through</b> , it would be nice to get some publicity for that.

		durchgehen, -sehen	I've been <b>going through</b> the contract we're about to sign with Viacom.
<b>go with</b> (phr v)	/'gəʊ wɪθ/	zu etw. dazugehören	Public speaking <b>goes with</b> the job.
<b>hold</b> (v)	/həʊld/	(an-, auf-)halten	
hold a call	/həʊld ə 'kɔ:l/	Anruf nicht durchstellen	Could you <b>hold</b> my <b>calls</b> for the next half hour, please.
<b>inconvenience</b> (v)	/ɪnkən'vi:njəns/	Unannehmlichkeit	I'm sorry to <b>inconvenience</b> you but there's been a slight change of plan.
<b>introduce</b> (v)	/ɪntrə'dju:s/	sich vorstellen	Allow me to <b>introduce</b> myself.
<b>investment</b> (n)	/ɪn'vestmənt/	Investition	This is a sure thing, a completely safe <b>investment</b> .
<b>the media</b> (n pl)	/ðə 'mi:diə/	die Medien	Let me know if any opportunities to talk to <b>the media</b> come up.
<b>move</b> (v)	/mu:v/	sich bewegen	They are asking for another seven million euros and I don't think they'll <b>move</b> on that.
<b>negotiate</b> (v)	/nə'gəʊʃɪeɪt/	verhandeln	Your team missed one or two points when they were <b>negotiating</b> the deal with Viacom.
<b>negotiations</b> (n pl)	/nə'gəʊʃɪ'eɪʃənz/	Verhandlungen	
open negotiations	/'əʊpən nə'gəʊʃɪ'eɪʃənz/	die Verhandlungen eröffnen	I'm staying in Delhi to <b>open</b> our <b>negotiations</b> with Rama Gaming Systems.
<b>network</b> (n)	/'netwɜ:k/	Netzwerk	
social network	/'səʊʃəl 'netwɜ:k/	soziales Netzwerk	At RippleEffect we specialise in using <b>social networks</b> to promote brand awareness online.
<b>nominate</b> (v)	/'nɒmɪneɪt/	nominieren, ernennen	
be nominated for sth		für etw. nominiert werden	Your movie, <i>Dharma</i> , <b>has been nominated for</b> Best Foreign Language Film at Cannes this year.

<b>offer</b> (n) final offer	<i>/'ɒfə/ /ˌfaɪnəl 'ɒfə/</i>	Angebot verbindliches Angebot	I'd prefer to have your authorisation before making the <b>final offer</b> .
<b>OK</b> (v)	<i>/əʊ'keɪ/</i>	genehmigen	The people in Berlin always want me to <b>OK</b> big decisions before they go ahead.
<b>pain</b> (n) be a real pain	<i>/peɪn/</i>	Schmerz eine Nervensäge sein	The guy from the Indian Embassy in Washington is <b>a real pain</b> .
<b>the paparazzi</b> (n pl)	<i>/ðə pæpə'rætsi/</i>	Paparazzi	I would like to organize something special for <b>the paparazzi</b> . Something which will be in all the newspapers.
<b>paperwork</b> (n)	<i>/'peɪpəwɜ:k/</i>	Büroarbeit	I've kept Friday pretty much free to catch up with some <b>paperwork</b> .
<b>point</b> (n)	<i>/pɔɪnt/</i>	Argument	You have to admit, he has a <b>point!</b>
<b>portfolio</b> (n)	<i>/pɔ:t'fəʊliəʊ/</i>	Portfolio, Produktangebot	The company has some exciting new products - games for mobile phones. I think they'd make an excellent addition to our <b>portfolio</b> .
<b>preliminary</b> (adj)	<i>/prə'limɪnəri/</i>	vorläufig	Our creative team has come up with some <b>preliminary</b> ideas I'd like to share with you.
<b>prioritise</b> (v)	<i>/praɪ'brətaɪz/</i>	priorisieren, nach Wichtigkeit ordnen	<b>Prioritise</b> the e-mails according to how important or urgent they are.
<b>priority</b> (n)	<i>/praɪ'brəti/</i>	Priorität	Our meetings with the bank and with Sony are our big <b>priorities</b> over the coming weeks.
<b>promote</b> (v)	<i>/prə'məʊt/</i>	(hier:) fördern, stärken	At RippleEffect we specialise in using social networks to <b>promote</b> brand awareness online.
<b>promotion</b> (n)	<i>/prə'məʊʃən/</i>	Werbung	We've got a meeting with indiamusic.com about an online <b>promotion</b> .

<b>publicity</b> (n)	/pʌb'li:səti/	Publicity	If the Sony deal goes through, it would be nice to get some <b>publicity</b> for that.
<b>public speaking</b> (n)	/ˌpʌblɪk 'spi:kɪŋ/	Sprechen vor Gruppen	<b>Public speaking</b> goes with the job.
<b>put sb off</b> (phr v)	/'put ˌsʌmbədi ɒf/	jdn. hinhalten	I don't think I can <b>put</b> Film Forum <b>off</b> much longer. I've promised them a firm answer by Monday.
<b>represent</b> (v)	/reprɪ'zent/	vertreten, repräsentieren	I <b>represent</b> the charity Punarjanm.
<b>reschedule</b> (v)	/ri:'ʃedju:l/	neu planen	Let me know if Thursday 20 <sup>th</sup> suits you or if we'll just have to <b>reschedule</b> .
<b>schedule</b> (n)	/'ʃedju:l/	(Ablauf-)Plan	We need to do the filming within the next few months, but we can fit in around your <b>schedule</b> .
<b>schedule</b> (v)	/'ʃedju:l/	planen, arrangieren, festlegen	No wonder you <b>scheduled</b> a meeting to sign the band the week after we asked the bank to lend us 20 billion rupees.
<b>set</b> (v) set things up	/set/ /set θɪŋz 'ʌp/	setzen (hier:) etw. organisieren	Get back to me as soon as you can because I have to <b>set things up</b> and there's very little time.
<b>shares</b> (n pl) buy shares in sth	/'ʃeəz/	Anteile, Aktien von etw. Aktien kaufen	If you are going to <b>buy shares in</b> that Web TV company, you have to do it fast because the price is about to take off.
<b>short notice</b> (n)	/'ʃɔ:t ˌnəʊtɪs/	kurzfristig	I realize it is rather <b>short notice</b> but I have been trying to reach you for several days.
<b>skip</b> (v) to skip work	/skɪp/	hüpfen, springen blaumachen	Kumar claimed that the secret of his success is regularly <b>skipping</b> work and going off on one of his adventures.
<b>specialise in sth</b> (phr v)	/'speʃəlaɪz ɪn	sich auf etw. spezialisieren	At RippleEffect we <b>specialise in</b> using social

	/ˌsʌmθɪŋ/		networks to promote brand awareness online.
<b>story</b> (n)	/ˈstɔːri/	Geschichte	
the inside story	/ðə ɪnsaɪd ˈstɔːri/	Insider-Geschichte	The actress promises to tell <b>the inside story</b> of your three-year relationship.
sb's side of the story	/ˌsʌmbədɪz saɪd əv ðə ˈstɔːri/	jds. Sicht der Dinge	This journalist offered to interview me to get 'my <b>side of the story</b> '. What story?
<b>stuck</b> (adj)	/stʌk/	festsitzen	
be stuck on sth		an etw. festhängen	We have almost reached agreement with the Baumann Studio but we're still <b>stuck on</b> price.
<b>success</b> (n)	/sʌk'ses/	Erfolg	
the secret of sb's success	/ðə ˈsɪkrət əv ˌsʌmbədɪz sʌk'ses/	jds. Erfolgsgeheimnis	Kumar claimed that <b>the secret of his success</b> is regularly skipping work and going off on one of his adventures.
<b>suit</b> (v)	/su:t/	passen	Let me know if Thursday 20 <sup>th</sup> <b>suits</b> you or if we'll just have to reschedule.
<b>sure thing</b> (n)	/ˈʃʊə θɪŋ/	sichere Sache	This is a <b>sure thing</b> , a completely safe investment.
<b>take off</b> (phr v)	/teɪk ˈɒf/	abheben	If you are going to buy shares in that Web TV company, you have to do it fast because the price is about to <b>take off</b> .
<b>talk</b> (n)	/tɔːk/	Gespräch	
in talks with sb		im Gespräch/in Gesprächen mit jdm.	Rama Gaming Systems are already <b>in talks with</b> Dell India.
<b>talk</b> (v)	/tɔːk/	reden, sprechen	This mistake could cost us a lot of money. We could be <b>talking</b> millions!
<b>terms</b> (n pl)	/tɜːmz/	Bedingungen	
accept sb's terms	/ək'sept ˌsʌmbədɪz	jds. Bedingungen akzeptieren	We should go ahead and <b>accept their terms</b> before one of our competitors does.

	'tʒ:mz/		
<b>tie</b> (v) be tied up with sb/sth	/tai/	(ver-)binden durch etw. blockiert sein	I will <b>be tied up with</b> Sony Pictures all next week.
<b>think</b> (n) have a think about sth	/θɪŋk/	Gedanke, Meinung über etw. nachdenken	Anyway, <b>have a think about</b> making this film and I'll call you in a few days to see if you'd like to go ahead.
<b>think</b> (v) be thinking of	/θɪŋk/	denken, meinen an etw. denken, etw. im Sinn haben	I don't know what your team <b>were thinking of</b> when they negotiated this deal.
<b>think through</b> (phr v)	/θɪŋk 'θru:/	etw. durchdenken	I need some time to <b>think through</b> this Pixar deal.
<b>no wonder</b> ....	/nəʊ 'wʌndə/	kein Wunder ...	<b>No wonder</b> you scheduled a meeting to sign the band the week after we asked the bank to lend us 20 billion rupees.