

Case Study: High Flier

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

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

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

follow sb around (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 following you around with a camera to see you in action.
formality (n)	<i>/'fɔː'mæləti/</i>	Förmlichkeit	The formality of an e-mail will vary depending on who has sent it.
forthcoming (adj)	<i>/'fɔːθkʌmɪŋ/</i>	anstehend, kommend	I wanted to speak to you about a forthcoming event.
friend (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 friends in high places .
get back to sb (phr v)	<i>/get 'bæk tə ˌsʌmbədi/</i>	auf jdn. zurückkommen	Get back to me as soon as you can because I have to set things up and there's very little time.
get sb interested in sth (phr v)	<i>/get ˌsʌmbədi 'ɪntərestəd ɪn ˌsʌmθɪŋ/</i>	jdn. für etw. interessieren	There's a real chance we may finally get a Hollywood studio interested in our latest movie.
get things moving	<i>/get θɪŋz 'muːvɪŋ/</i>	die Dinge anstoßen, in Gang bringen	I'm meeting Rama Gaming Systems in the morning just to get things moving and then flying home in the afternoon.
go-ahead (n) give sb the go-ahead	<i>/'gəʊəhed/</i>	(hier:) grünes Licht jdm. grünes Licht geben	Just give me the go-ahead to buy the shares for you and I'll do the rest.
go ahead (phr v)	<i>/gəʊ ə'hed/</i>	etw. umsetzen	The people in Berlin always want me to OK big decisions before they go ahead .
go through (phr v)	<i>/gəʊ 'θruː/</i>	durchgehen	If the Sony deal goes through , it would be nice to get some publicity for that.

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

offer (n)	/ˈɒfə/	Angebot	
final offer	/ˌfaɪnəl ˈɒfə/	verbindliches Angebot	I'd prefer to have your authorisation before making the final offer .
OK (v)	/əʊˈkeɪ/	genehmigen	The people in Berlin always want me to OK big decisions before they go ahead.
pain (n)	/peɪn/	Schmerz	
be a real pain		eine Nervensäge sein	The guy from the Indian Embassy in Washington is a real pain .
the paparazzi (n pl)	/ðə pæpəˈrætsi/	Paparazzi	I would like to organize something special for the paparazzi . Something which will be in all the newspapers.
paperwork (n)	/ˈpeɪpəwɜ:k/	Büroarbeit	I've kept Friday pretty much free to catch up with some paperwork .
point (n)	/pɔɪnt/	Argument	You have to admit, he has a point !
portfolio (n)	/pɔ:ˈtɪfəʊliəʊ/	Portfolio, Produktangebot	The company has some exciting new products - games for mobile phones. I think they'd make an excellent addition to our portfolio .
preliminary (adj)	/prəˈlɪmɪnəri/	vorläufig	Our creative team has come up with some preliminary ideas I'd like to share with you.
prioritise (v)	/praɪˈbrətaɪz/	priorisieren, nach Wichtigkeit ordnen	Prioritise the e-mails according to how important or urgent they are.
priority (n)	/praɪˈbrəti/	Priorität	Our meetings with the bank and with Sony are our big priorities over the coming weeks.
promote (v)	/prəˈməʊt/	(hier:) fördern, stärken	At RippleEffect we specialise in using social networks to promote brand awareness online.
promotion (n)	/prəˈməʊʃən/	Werbung	We've got a meeting with indiamusic.com about an online promotion .

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

	/ˌsʌmθɪŋ/		networks to promote brand awareness online.
story (n)	/ˈstɔːri/	Geschichte	
the inside story	/ðə ɪnsaɪd ˈstɔːri/	Insider-Geschichte	The actress promises to tell the inside story 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 side of the story '. What story?
stuck (adj)	/stʌk/	festsitzen	
be stuck on sth		an etw. festhängen	We have almost reached agreement with the Baumann Studio but we're still stuck on price.
success (n)	/sʌk'ses/	Erfolg	
the secret of sb's success	/ðə ˈsɪkrət əv ˌsʌmbədɪz sʌk'ses/	jds. Erfolgsgeheimnis	Kumar claimed that the secret of his success is regularly skipping work and going off on one of his adventures.
suit (v)	/suːt/	passen	Let me know if Thursday 20 th suits you or if we'll just have to reschedule.
sure thing (n)	/ˈʃʊə θɪŋ/	sichere Sache	This is a sure thing , a completely safe investment.
take off (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 take off .
talk (n)	/tɔːk/	Gespräch	
in talks with sb		im Gespräch/in Gesprächen mit jdm.	Rama Gaming Systems are already in talks with Dell India.
talk (v)	/tɔːk/	reden, sprechen	This mistake could cost us a lot of money. We could be talking millions!
terms (n pl)	/tɜːmz/	Bedingungen	
accept sb's terms	/ək'sept ˌsʌmbədɪz	jds. Bedingungen akzeptieren	We should go ahead and accept their terms before one of our competitors does.

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