

## Case Study: Toy Story

headword	pronunciation	translation/notes	example sentence
<b>accusation</b> (n) make an accusation	/ækjʊ'zeɪʃən/ /ˌmeɪk ən ækjʊ'zeɪʃən/	Anschuldigung, Anklage eine Anschuldigung erheben	There's something very suspicious going on and I want all the facts in front of me before I start <b>making accusations</b> .
<b>allegation</b> (n)	/ælə'geɪʃən/	Anschuldigung, Vorwurf	Would you care to comment on these <b>allegations</b> ?
<b>apologetic</b> (adj)	/æpɒlə'dʒetɪk/	entschuldigend, bedauernd	The CEO sounded <b>apologetic</b> but confident.
<b>apology</b> (n)	/æ'pɒlədʒi/	Entschuldigung	The Chinese manufacturers claim you are blaming them to cover up your own responsibility. They are demanding a public <b>apology</b> .
<b>authorise</b> (v)	/'ɔ:θəraɪz/	autorisieren, genehmigen	Were you <b>authorised</b> to use subcontractors to manufacture Thompson Toys?  It seems this particular subcontractor did not use the <b>authorised</b> paints.
<b>aware</b> (adj) be aware of sth	/ə'weə/	bewusst etw. bewusst sein	I <b>am</b> very much <b>aware of</b> our contractual obligations, but it is also in the spirit of that contract that we work together to solve our present difficulties.
<b>ban</b> (n)	/bæn/	Sperre, Verbot	The stockholders are in a panic. We may be looking at a worldwide product <b>ban</b> if we don't act

<b>boycott</b> (v)	/ˈbɔɪkɒt/	boycottieren	fast. Concerned parents are <b>boycotting</b> Thompson Toys throughout the USA.
<b>brand</b> (n)	/brænd/	Marke	The Thompson Toys website tries to communicate the message that its <b>brand</b> is safe and reliable and its values are socially responsible.
<b>care</b> (v) care to do sth	/'keə/	mögen, sorgen etw. tun mögen	Would you <b>care to</b> comment on these allegations?
<b>cause</b> (n)	/kɔːz/	Grund	The company has everything under control and customers have no <b>cause</b> for alarm.
<b>clarify</b> (v)	/'klærɪfaɪ/	klären, klarstellen	Please <b>clarify</b> what the new safety procedures will be.
<b>commitment</b> (n)	/kə'mɪtmənt/	(hier:) Verbindlichkeit	Contractual <b>commitment</b> is vital to the US executive.
<b>common practice</b> (n)	/'kɒmən 'præktɪs/	gang und gäbe sein, üblich sein	It's <b>common practice</b> in China to use subcontractors.
<b>communicate</b> (v)	/kə'mjuːnɪ'keɪt/	kommunizieren	The Thompson Toys website tries to <b>communicate</b> the message that its brand is safe and reliable and its values are socially responsible.
<b>communication</b> (n)	/kə'mjuːnɪ'keɪʃən/	Kommunikation	It is possible to predict some of the <b>communication</b> problems you may face in cross-cultural business discussions.
<b>compensate</b> (v)	/'kɒmpənsert/	kompensieren, eine Ausgleichszahlung leisten	The company will have to <b>compensate</b> parents who have bought defective Thompson Toys.
<b>competitor</b> (n)	/kəm'petɪtə/	Wettbewerber/in, Konkurrent/in	Your company, and your <b>competitors</b> as well, outsource manufacturing to China to reduce your production costs.

<b>confidence</b> (n) lose confidence in sb/sth	/ˈkɒnfɪdəns/ /luːz ˈkɒnfɪdəns ɪn ˌsʌmθɪŋ/	Vertrauen das Vertrauen in etw. ver- lieren	There are many ways customers can <b>lose confidence</b> in a company.
<b>content</b> (n)	/ˈkɒntent/	Inhalt, Gehalt	The paint on the toys has an extremely high lead <b>content</b> . It could be toxic.
<b>contractual obligations</b> (n pl)	/kənˌtræktʃʊəl ɒblɪˈɡeɪʃənz/	vertragliche Verpflichtungen	I am very much aware of our <b>contractual obligations</b> , but it is also in the spirit of that contract that we work together to solve our present difficulties.
<b>control</b> (n) under control	/kənˈtrəʊl/ /ˌʌndə kənˈtrəʊl/	Kontrolle unter Kontrolle	The company has everything <b>under control</b> and customers have no cause for alarm.
<b>costs</b> (n pl) cut costs	/kɒsts/ /kʌt ˈkɒsts/	Kosten, Aufwand Kosten senken/reduzieren	With wages rising in China, we have to <b>cut</b> our <b>costs</b> by subcontracting other factories to do some of the work.
<b>cover up</b> (phr v)	/ˌkʌvə ˈʌp/	vertuschen	The Chinese manufacturers claim you are blaming them to <b>cover up</b> your own responsibility. They are demanding a public apology.
<b>creative</b> (adj)	/kriːˈeɪtɪv/	kreativ	Thompson Toys sponsors an annual awards ceremony for <b>creative</b> children.
<b>crisis</b> (n) be in crisis	/ˈkraɪsɪs/	Krise in einer Krise sein	Thompson toys is <b>in crisis</b> at the worst possible time of year, the run-up to Christmas.
<b>criticism</b> (n)	/ˈkrɪtɪˌsɪzəm/	Kritik	These recalls have opened us up to a lot of criticism from <b>the media</b> .
<b>cross-cultural</b> (adj)	/krɒsˈkʌltʃərəl/	interkulturell	It is possible to predict some of the communication problems you may face in <b>cross-cultural</b> business discussions.

<b>damage</b> (v)	<i>/'dæmɪdʒ/</i>	schaden, Schaden zufügen	The Chinese are making a political issue out of this. They're saying we overreacted to the paint problems and have <b>damaged</b> their reputation.
<b>defect</b> (n)	<i>/'di:fekt/</i>	Fehler	This sudden increase in serious product <b>defects</b> could be the result of sabotage by someone within the company.
<b>defective</b> (adj)	<i>/dɪ'fektɪv/</i>	fehlerhaft	All the high-powered magnets that we put in the toys are <b>defective</b> . Children could swallow them.
<b>directness</b> (n)	<i>/daɪ'rektnəs/</i>	Direktheit	There is more <b>directness</b> in the US approach to business and more formality in the Chinese.
<b>donation</b> (n)	<i>/dəʊ'neɪʃən/</i>	Spende	Thompson Toys has made a \$5 million <b>donation</b> to a UNICEF project in Africa.
<b>environmentally unfriendly</b> (adj) (opposite = <b>environmentally friendly</b> )	<i>/ɪnvaɪrən'mentəli ʌn'frendli/</i>	umweltschädlich	They have been fined for using <b>environmentally unfriendly</b> packaging.
<b>face</b> (v)	<i>/feɪs/</i>	sich etw. gegenübersehen, sich mit etw. konfrontiert sehen	It is possible to predict some of the communication problems you may <b>face</b> in cross-cultural business discussions.
<b>fault</b> (n)	<i>/fɔ:lt/</i>	Fehler	The Chinese say that this time it is not their responsibility because there is a design <b>fault</b> .
<b>formality</b> (n)	<i>/'fɔ:lti/</i>	Förmlichkeit	There is more directness in the US approach to business and more <b>formality</b> in the Chinese.
<b>get back to sb</b> (phr v)	<i>/get 'bæk tə ˌsʌmbədi/</i>	auf jdn. zurückkommen	I haven't got all the figures with me. Can I <b>get back to you</b> on that?
<b>go on</b> (phr v)	<i>/gəʊ 'ɒn/</i>	passieren, sich abspielen/ ereignen	There's something very suspicious <b>going on</b> and I want all the facts in front of me before I start

<b>head</b> (v)	/hed/	(hier:) ansteuern	making accusations. Fiona plans to <b>head</b> straight out to the Hangzhou plant as soon as she touches down.
<b>hostile</b> (adj) (opposite = <b>friendly</b> )	/'hɒstail/	feindlich	Do not react to <b>hostile</b> questions in a <b>hostile</b> way.
<b>let sb down</b> (phr v)	/let ˌsʌmbədi 'daʊn/	jd. im Stich lassen	Chen Enterprises have <b>let us down</b> rather badly by not using the correct paint in this case.
<b>margin</b> (n) profit margins	/'mɑ:ʒɪn/ /'prɒfɪt ˌmɑ:ʒɪnz/	Spanne, Marge Gewinnspanne, Marge	Questions are being raised about Thompson's <b>profit margins</b> and working conditions in their Asian plants.
<b>materials</b> (n pl)	/mə'tɪəriəlz/	Material	Our contract is very clear about safety standards and the use of proper <b>materials</b> .
<b>the media</b> (n pl)	/ðə 'mi:diə/	die Medien	<b>The media</b> have been quick to criticise Thompson Toys about their safety record.
<b>nightmare</b> (n)	/'naɪtmə/	Albtraum	Whoever's responsible for this, it's our worst <b>nightmare</b> come true!
<b>nominate</b> (v)	/'nɒmɪneɪt/	nominieren	<b>Nominate</b> your child for a creative award and you could win \$3000 of Thompson toys and games!
<b>open sb up to sth</b> (phr v)	/'əʊpən ˌsʌmbədi ʌp tə ˌsʌmθɪŋ/	jd. für etw. öffnen, (hier:) jd. angreifbar machen	These recalls have <b>opened us up to</b> a lot of criticism from the media.
<b>option</b> (n)	/'ɒpʃən/	Möglichkeit, Alternative, Option	I'm afraid I really <b>have no option</b> . We must withdraw all the faulty toys from the market.
have no option	/hæv nəʊ 'ɒpʃən/	keine Alternative/Wahl haben	

<b>output</b> (n)	/ˈaʊtpʊt/	Ausstoß, Produktion	This may affect the entire <b>output</b> of the Hangzhou plant since the last safety check.
<b>outsource</b> (v)	/ˈaʊtsɔ:s/	ausgliedern, “outsourcen”	Many Western companies <b>outsource</b> manufacturing to China to reduce their production costs.
<b>overpriced</b> (adj)	/ˌəʊvəˈpraɪst/	überteuert	Their products are <b>overpriced</b> compared with their competitor's.
<b>overreact to sth</b> (phr v)	/ˌəʊvəriːˈækt/	auf etw. überreagieren	The Chinese are making a political issue out of this. They're saying we <b>overreacted</b> to the paint problems and have damaged their reputation.
<b>panic</b> (n) be in a panic	/ˈpænik/	Panik durchdrehen, in Panik geraten	The stockholders <b>are in a panic</b> . We may be looking at a worldwide product ban if we don't act fast.
<b>plant</b> (n)	/plɑ:nt/	Werk, Betrieb	This may affect the entire output of the Hangzhou <b>plant</b> since the last safety check.
<b>point</b> (n) come straight to the point	/pɔɪnt/ /kʌm ˌstreɪt tə ðə ˈpɔɪnt/	Thema, Punkt, Aspekt direkt zum Thema kommen	I'm glad you raised that <b>point</b> . I'll <b>come straight to the point</b> . Your actions have put Thompson Toys in a very difficult position.
<b>political issue</b> (n)	/pəˌlɪtɪkəl ˈɪʃuː/	politisches Thema	The Chinese are making a <b>political issue</b> out of this. They're saying we overreacted to the paint problems and have damaged their reputation.
<b>position</b> (n)	/pəˈzɪʃən/	Lage, Situation	I'm afraid I'm not in a <b>position</b> to answer that.
<b>post</b> (v)	/pəʊst/	(hier:) veröffentlichen	Thompson Toys has <b>posted</b> record results for the third quarter of this year.
<b>precaution</b> (n)	/priːˈkɔ:ʃən/	Vorsichtsmaßnahme	We will withdraw all toys manufactured by this plant since our last safety inspection. I'm sure you'll see

<b>predict</b> (v)	/prə'dɪkt/	vorhersagen	that this is a necessary <b>precaution</b> .
<b>prepared</b> (adj) (opposite = <b>unprepared</b> )	/prə'peəd/	vorbereitet	It is possible to <b>predict</b> some of the communication problems you may face in cross-cultural business discussions.
<b>press</b> (n) press conference	/pres/ /'pres ˌkɒnfərəns/	Presse Pressekonferenz	Sorry, I'm not <b>prepared</b> to answer that at the moment.
press pack	/'pres pæk/	Pressemappe, -dokumentation	The PR team is holding an international <b>press conference</b> in New York to reinforce its message that the company has everything under control and that customers have no cause for alarm.
<b>prime objective</b> (n)	/ˌpraɪm əb'dʒektɪv/	Hauptziel	You'll find more detailed information in your <b>press packs</b> .
<b>product recall</b> (n)	/ˌprɒdʌkt 'ri:kɔ:l/	Produktrückruf	The <b>prime objective</b> of the US executive is to do business, while the Chinese executive wants to build up a relationship first.
<b>question</b> (n) raise a question	/'kwestʃən/ /reɪz ə 'kwestʃən/	Frage eine Frage stellen/aufbringen	It would be very bad for Liang Manufacturing's reputation if you were to order a total <b>product recall</b> .
<b>rapport</b> (n)	/ræ'pɔ:/	gutes Verhältnis/Klima	<b>Questions are being raised</b> about Thompson's profit margins and working conditions in their Asian plants.
<b>reassure</b> (v)	/ri:ə'ʃʊ:/	jdm. etw. versichern, jdn. beruhigen	You can create a <b>rapport</b> with a questioner by showing that you share their concerns.
			The CEO of Thompson Toys wants to <b>reassure</b> parents that the company has withdrawn all unsafe products from sale.

<b>recall</b> (v)	/ri:'kɔ:l/	rückrufen	We are going to have to <b>recall</b> 18 million products.
<b>record</b> (adj)	/'rekɔ:d/	Rekord-, Spitzen-	Thompson Toys has posted <b>record</b> results for the third quarter of this year.
<b>regardless</b> (adv) regardless of ...	/rɪ'gɑ:dləs/	ungeachtet, gleichgültig ohne Rücksicht auf ...	It is important to get your message across at a press conference, <b>regardless of</b> the questions you're asked.
<b>reinforce</b> (v)	/ri:m'fɔ:s/	bekräftigen	The PR team is holding an international press conference in New York to <b>reinforce</b> its message that the company has everything under control and that customers have no cause for alarm.
<b>relations</b> (n pl)	/rɪ'reɪʃənz/	Beziehung	It would be a great pity if this were to damage our <b>relations</b> .
<b>rephrase</b> (v)	/ri:'freɪz/	umformulieren	Try to <b>rephrase</b> negative questions in a positive way.
<b>reputation</b> (n)	/repju:'teɪʃən/	Ruf	It would be very bad for Liang Manufacturing's <b>reputation</b> if you were to order a total product recall.
<b>responsibility</b> (n)	/rɪs,pɒnsɪ'bɪlɪtɪ/	Verantwortung	The Chinese say that this time it is not their <b>responsibility</b> because there is a design fault.
<b>responsible</b> (adj) be responsible for something	/rɪs'pɒnsɪbəl/	verantwortlich für etw. verantwortlich sein	Whoever's <b>responsible for</b> this, it's our worst nightmare come true!
<b>run</b> (v) run tests	/rʌn/ /rʌn 'tests/	(hier:) durchführen Tests durchführen	I <b>ran</b> some <b>tests</b> and it seems the paint on the toys is not our usual paint.
<b>run-up</b> (n) the run-up to sth	/'rʌnʌp/	Anlauf(phase) die Anlaufphase von etw.,	Thompson toys is in crisis at the worst possible



		in den letzten Tagen vor etw.	time of year, <b>the run-up to</b> Christmas.
<b>sabotage</b> (n)	/'sæbətɑ:ʒ/	Sabotage	This sudden increase in serious product defects could be the result of <b>sabotage</b> by someone within the company.
<b>safety</b> (n)	/'seɪfti/	Sicherheit	
safety procedures	/'seɪfti prə'si:dʒəz/	Sicherheitsverfahren	Please clarify what the new <b>safety procedures</b> will be.
safety regulations	/'seɪfti regjʊ'leɪʃənz/	Sicherheitsbestimmungen	Thompson Toys has the strictest <b>safety regulations</b> in the business.
safety standards	/'seɪfti ,stændədz/	Sicherheitsstandard	Our contract is very clear about <b>safety standards</b> and the use of proper materials.
<b>scare</b> (n)	/'skeə/	Schreck, Hysterie	1.5 million toys have been removed from shelves because of a <b>scare</b> that they may be toxic.
<b>share price</b> (n)	/'ʃeə praɪs/	Aktienkurs	The <b>share price</b> of Thompson Toys has fallen by 39%.
<b>sort out</b> (phr v)	/sɔ:t 'aʊt/	etw. regeln	I hope we are able to <b>sort out</b> this unfortunate business.
<b>speculate</b> (v)	/'spekjʊ'leɪt/	spekulieren, Mutmaßungen anstellen	When holding a press conference don't <b>speculate</b> about anything you can't answer.
<b>spirit</b> (n)	/'spɪrɪt/	Geist	
in the spirit of sth		im Geiste/Sinne von etw.	I am very much aware of our contractual obligations, but it is also <b>in the spirit of</b> that contract that we work together to solve our present difficulties.
<b>sponsor</b> (v)	/'spɒnsə/	Sponsor	Thompson Toys <b>sponsors</b> an annual awards ceremony for creative children.

<b>stockholder</b> (n)	/ˈstɒkheʊldə/	Aktionär/in, Anteilseigner/in	The <b>stockholders</b> are in a panic. We may be looking at a worldwide product ban if we don't act fast.
<b>subcontract</b> (v)	/sʌbkənˈtrækt/	an jdn. einen Untervertrag vergeben, einen Subunternehmer verpflichten	With wages rising in China, we have to cut our costs by <b>subcontracting</b> other factories to do some of the work.
<b>subcontractor</b> (n)	/sʌbkənˈtræktə/	Subunternehmer/in	Were you authorised to use <b>subcontractors</b> to manufacture Thompson Toys?
<b>suspicious</b> (adj)	/səˈspɪʃəs/	verdächtig	There's something very <b>suspicious</b> going on and I want all the facts in front of me before I start making accusations.
<b>touch down</b> (phr v)	/ˈtʌtʃ daʊn/	landen	Fiona plans to head straight out to the Hangzhou plant as soon as she <b>touches down</b> .
<b>toxic</b> (adj)	/ˈtɒksɪk/	giftig	The paint on the toys has an extremely high lead content. It could be <b>toxic</b> .
<b>unethically</b> (adv) (opposite = <b>ethically</b> )	/ʌnˈeθɪkəli/	ethisch nicht vertretbar	The supermarket chain has promised not to stock any items which are <b>unethically</b> produced.
<b>unreliable</b> (adj) (opposite = <b>reliable</b> )	/ʌnrɪˈlaɪəbəl/	unzuverlässig	Their systems have a reputation for being <b>unreliable</b> .
<b>values</b> (n pl)	/ˈvæljuːz/	Werte	The Thompson Toys website tries to communicate the message that its brand is safe and reliable and its <b>values</b> are socially responsible.
<b>view</b> (n) in view of ...	/ˈvjuː/	(An-)Sicht im Lichte ..., in Anbetracht	<b>In view of</b> what we discussed at our last meeting, I've asked Simon to join us.
<b>widespread</b> (adj)	/ˈwaɪdspred/	weit verbreitet	The problem is more <b>widespread</b> this time.
<b>withdraw</b> (v)	/wɪθˈdrɔː/	zurückziehen	We will <b>withdraw</b> from sale all toys manufactured by this plant since our last safety inspection. I'm

**working conditions** (n pl)

/'wɜ:kɪŋ kən,dɪʃənz/

Arbeitsbedingungen

sure you'll see that this is a necessary precaution.

Questions are being raised about Thompson's profit margins and **working conditions** in their Asian plants.

**worldwide** (adj)

/wɜ:ld'waɪd/

weltweit

The stockholders are in a panic. We may be looking at a **worldwide** product ban if we don't act fast.