

Unit 16

headword	pronunciation	translation/notes	example sentence
advantageous (adj) (opposite = disadvantageous)	/ædvɑ:m'teɪdʒəs/	vorteilhaft, günstig (Gegenteil = unvorteilhaft, ungünstig)	It may be advantageous for new workers to receive prior training.
adverse publicity (n)	/'ædvɜ:s pʌb,lɪsəti/	Negativwerbung, Negativ- schlagzeilen	The scandal resulted in a lot of adverse publicity for the firm.
affirm (v)	/ə'fɜ:m/	bestätigen, bekräftigen, versichern, beteuern	The school affirmed its commitment to its students.
airborne (adj)	/'eəbɔ:n/	luftgetragen, luftgestützt, (hier:) in der Luft	Once the plane was airborne , drinks were brought round.
analysis (n)	/ə'næləsis/	Auswertung, Analyse	The study included an analysis of accident statistics.
appraisal (n)	/ə'preɪzəl/	Bewertung, Beurteilung, Leistungsbeurteilung	All employees will have an appraisal interview with their supervisor twice yearly.
assembly line (n)	/ə'sembli laɪn/	Fließband, Montageband	I test components on an assembly line .
autonomy (n)	/ɔ:'tɒnəmi/	Eigen-, Selbstständigkeit, Autonomie	New regulations have severely restricted the autonomy of doctors.
back up (phr v)	/bæk 'ʌp/	zurückgehen,	Traffic is backing up on all out-of-town

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		unterstützen, (hier:) (auf)stauen, verstopfen	routes.
backlog (n)	/ˈbækɫɒɡ/	Rückstand, -stau, Überhang	We're working weekends in order to clear a backlog of orders.
batch (n)	/bætʃ/	Partie, Charge, Bündel, Stapel	We'll send the work out in batches .
blue-chip (adj)	/ˈbluːtʃɪp/	erstklassig, (hier:) Unternehmen ersten Ranges	We mainly invest in blue-chip companies.
bottleneck (n)	/ˈbɒtlɛk/	Flaschenhals, (hier:) Engstelle, Engpass	Our Turin plant is reporting bottlenecks in production, resulting from a lack of spare parts.
brief (n)	/brɪːf/	Kurzanweisung, - darstellung	His brief was to write a book on 'black holes' for the ordinary reader.
burnout (n)	/ˈbɜːnaʊt/	völlige Erschöpfung, Burnout	After all her hard work on the launch, Lisa's taking a few days off to recover from burnout .
business model (n)	/ˈbɪznəs/ /ˈbɪznəs ˌmɒdəl/	Geschäftsmodell	You need to continuously transform your business model to maintain competitive edge.
can (n) in the can	/kæn/ /ɪn ðə ˈkæn/	Dose, Büchse, Konserve im Kasten	The moment the film's in the can , I'll fly back to Sydney.
ceiling (n)	/ˈsiːlɪŋ/	(Zimmer-)Decke, Obergrenze, Höchstbetrag	A ceiling of £100 was put on all donations.
chair (v)	/ˈtʃeə/	leiten, den Vorsitz führen	She subsequently chaired the executive

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			board of the UN Children's Fund.
change management (n)	/ˈtʃeɪndʒ ˌmæniʒmənt/	(Ver-)Änderungsmanagement, Change Management	In a global market in which nothing stays the same, change management has a crucial role to play.
collaborate with sb (phr v)	/kəˈlæbəreɪt wɪθ ˌsʌmbədi/	mit jdm. zusammenarbeiten	She directed the film and collaborated with Goldman on the script.
collaboration (n)	/kəˈlæbərəɪʃən/	Zusammenarbeit	The tale was written in collaboration with Wilkie Collins.
commission (n)	/kəˈmɪʃən/	Provision, Umsatzbeteiligung	Our reps are paid a 5% commission on every sale they make.
commit to sth (phr v)	/kəˈmɪt tə ˌsʌmθɪŋ/	sich zu etw. verpflichten, sich festlegen auf etw.	I do not want to commit to any particular date .
comply with sth (phr v)	/kəmˈplaɪ wɪθ ˌsʌmθɪŋ/	etw. einhalten, sich nach etw. richten	Management denied allegations that the company had not complied with safety regulations .
component (n)	/kəmˈpəʊnənt/	Bestandteil, (Bau-)Element, Komponente	Some of the components are smaller than a grain of rice.
compromise (n)	/ˈkɒmprəmaɪz/	Übereinkunft, Ausgleich, Kompromiss	Both sides have agreed to meet, in the hope of reaching a compromise .
consultation (n)	/kɒnsəlˈteɪʃən/	Beratung, Rücksprache, Konsultation	We can go ahead only after consultation with the management.
continuity (n)	/kɒntɪˈnjuːəti/	(Fort-)Dauer, Koninuität	The school was like a second family, providing continuity and stability.
contractual (adj)	/kənˈtræktʃuəl/	vertraglich, vertragsgemäß	Provided we have paid the original booking fee we have fulfilled our contractual

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			obligations.
contributory (adj)	/kən'trɪbjətəri/	beitragend, beisteuernd	My employer will add 20% to any payments I make into my contributory pension plan.
control (n) bring sth under control	/kən'trəʊl/ /brɪŋ ˌsʌmθɪŋ ʌndə kən'trəʊl/	Lenkung, Steuerung, Kontrolle beherrschen, unter Kontrolle bringen	It's taken me four months to bring this crisis under control .
copy sb in on sth (phr v)	/'kɒpi sʌmbədi ɪn ɒn ˌsʌmθɪŋ/	jd. bei etw. auf cc setzen	I'll copy you in on our emails about the conference.
count on sb (phr v)	/'kaʊnt ɒn ˌsʌmbədi/	mit jdm. rechnen, sich auf jd. verlassen	The whole team was counting on me , and I let them down.
decisiveness (n) (opposite = indecisiveness)	/dɪ'saɪsɪvənəs/	Entscheidungsfreude, Ent- schlusskraft, Entschieden- heit (Gegenteil = Unent- schlossenheit, mangelnde Entschlusskraft	Decisiveness and the ability to motivate others are key leadership qualities.
defect (n)	/'di:fekt/	Defekt, Fehler, Mangel, Schwäche	There are a few minor design defects .
demotivated (adj) (opposite = motivated)	/di:'məʊtɪvətəd/	demotiviert (Gegenteil = motiviert	Demotivated employees are prone to absenteeism.
deny (v)	/də'naɪ/	leugnen, ab-, bestreiten, dementieren	A spokesman denied that the company had acted irresponsibly.
desperately (adv)	/'desprətli/	dringend, verzweifelt, händeringend	John desperately wanted to go to university.
dispute (v)	/dɪs'pjʊ:t/	ab-/bestreiten, anfechten	He disputed claims that the drug had not

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			been adequately tested.
drastic (adj)	/'dræstɪk/	einschneidend, durchgreifend, drastisch	The company will be taking drastic measures to reduce its debt.
earth (n) who on earth?	/ɜ:θ/ /hu: ðn 'ɜ:θ/	Erde, Welt wer um alles in der Welt?	Who on earth could be visiting us at this time?
edge (n)	/edʒ/	Kante, Rand, Grenze, (hier:) Vorsprung	Training can give you the edge over your competitors.
eliminate (v)	/ɪ'lɪmɪneɪt/	beseitigen, entfernen, aus der Welt schaffen	Many infectious diseases have been virtually eliminated .
endorse (v)	/ɪn'dɔ:s/	befürworten, unterstützen, gutheißen, billigen	The cereal is endorsed by a famous cricketer.
ensure (v)	/ɪn'ʃʊə/	gewährleisten, sicher stellen, garantieren, bewirken	Our new system ensures that everyone gets paid on time.
evacuate (v)	/ɪ'vækju:et/	räumen, evakuieren	We were all evacuated because of a bomb scare.
exceed (v)	/ɪk'si:d/	übertreffen, -steigen, -schreiten	You will need to fill in a form for any claim exceeding £500.
excel (v)	/ɪk'sel/	überbieten, sich auszeichnen, sich hervortun, überragend sein	Robbie had always excelled at sport.
follow up (phr v)	/fɒləʊ 'ʌp/	nachfassen, (nach-) verfolgen	The police are now following up some new leads.
footage (n)	/'fʊtɪdʒ/	Film-, Bildmaterial	The agency has provided video footage for

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			a number of documentary projects.
fringe benefit (n)	/ˈfrɪndʒ ˌbenəfɪt/	(Gehalts-)Nebenleistungen, Lohnzulagen	Fringe benefits include a company car and health insurance.
global (adj)	/ˈɡləʊbəl/	global, weltweit	The global economy has become increasingly unstable.
go up (phr v)	/gəʊ ˈʌp/	aufsteigen, hinaufgehen, hochgehen, in die Luft gehen	The whole building went up in just a few minutes.
go-ahead (n) give sb the go-ahead	/ˈɡəʊəhed/ /ɡɪv ˌsʌmbədi ðə ˈɡəʊəhed/	Vorangehen, Führung übernehmen jdm. grünes Licht / freie Fahrt geben	Rosenthal had been given the go-ahead by his doctor to resume training.
grapevine (n)	/ˈɡreɪpvʌɪn/	Weinstock, Weinreben, (hier:) etw. durch Mundpropaganda erfahren	I heard on the grapevine that you left your job.
halt (n) grind to a halt	/hɔːlt/ /ˈɡraɪnd tʊ ə ˈhɔːlt/	Halt, Stillstand zum Stillstand kommen	There are signs that the economy is grinding to a halt .
hazard (n)	/ˈhæzəd/	Gefahr, Risiko Gefährdung	That broken glass in the playground is a safety hazard .
hell (n) all hell breaks loose	/hel/ /ɔːl ˈhel breɪks luːs/	Hölle der Teufel ist los, die Hölle bricht aus	All hell will break loose when my parents hear about this.
hostile (adj)	/ˈhɒstəl/	feindlich, feindselig	The minister found himself in the middle of a hostile crowd.
hour (n)	/ˈaʊə/	Stunde	

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at an unearthly hour	/æt ən ʌnˌɜːθli 'aʊə/	zu einer ungemein frühen / "unchristlichen" Stunde	What are you doing here at this unearthly hour ?
human resources (n pl)	/ˌhjuːmən rɪ'zɔːsɪz/	Personalabteilung	All the training courses are organised by human resources .
imagine (v)	/ɪ'mædʒɪn/	vermuten, wännen, annehmen, sich vorstellen, ausmalen, sich einbilden	'There! I heard it again!' 'There's nothing there – you're just imagining things!'
implication (n)	/ɪmplɪ'keɪʃən/	Auswirkung, Folge, Bedeutung, Implikation	The economic implications for the steel industry will be far-reaching.
impractical (adj) (opposite = practical)	/ɪm'præktɪkəl/	unpraktisch, unbrauchbar (Gegenteil = praktisch, brauchbar)	It would be impractical to train so many people in one session.
incentive scheme (n)	/ɪn'sentɪv skiːm/	Prämien-, Bonussystem	We're considering introducing an incentive scheme to boost morale.
incessant (adj)	/ɪn'sesənt/	unaufhörlich	There is an incessant flow of traffic across the bridge.
innovate (v)	/ɪ'nəʊveɪt/	Änderungen treffen, Neuerungen vornehmen	If we can see no immediate solution to a problem then we innovate .
insist (v)	/ɪn'sɪst/	bestehen, beharren, insistieren	The school insists that it is doing everything it can to cooperate.
insufficient (adj) (opposite = sufficient)	/ɪnsə'fɪʃənt/	ungenügend, unzu- reichend, mangelhaft (Gegenteil = genügend, ausreichend)	The police had insufficient evidence to arrest him.
interact with sb (phr v)	/ɪntər'ækt wɪθ ˌsʌmbədi/	mit jdm. interagieren	In large classes, children feel that they cannot interact with the teacher properly.

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interaction (n)	/ˌɪntər'ækʃən/	Zusammenspiel, Wechselwirkung, Interaktion	I enjoy the constant interaction with people from other departments.
intolerance (n) (opposite = tolerance)	/ɪn'tɒlərəns/	Unduldsamkeit, Intoleranz (Gegenteil = Duldsamkeit, Toleranz)	The party was accused of stirring up a climate of fear and intolerance .
invite (v)	/ɪn'vaɪt/	einladen, auffordern, erbeten	Applications are invited from all qualified candidates.
lead time (n)	/'li:d taɪm/	Durchlaufzeit, Einführungszeit, Vorlaufzeit	Local firms learned how to reduce lead time by 75–95% while still reducing costs.
leadership (n)	/'li:dəʃɪp/	Führung, Führungs-	Decisiveness and the ability to motivate others are key leadership qualities.
location (n)	/ləʊ'keɪʃən/	Lage, Ort, Standort, Schauplatz	The castle has also been used as a film location .
logistical (adj)	/lə'dʒɪstɪkəl/	logistisch, Versorgungs-	Distribution is causing us very difficult logistical problems.
lukewarm (adj)	/lu:k'wɔ:m/	lauwarm, lau, halbherzig	Involvement in the war has received only lukewarm support.
man hour (n)	/'mæn ,aʊə/	Arbeitsstunde	Over 500 man hours have already been spent on this project.
mark (n)	/mɑ:k/	Markierung, Marke, Ziel	Average earnings have not yet reached the £25,000 mark .
moment (n) not a moment to lose	/'məʊmənt/ /nɒt ə 'məʊmənt tə lu:z/	Moment, Augenblick keine Sekunde verlieren	We must contact them before they get on the plane. There's not a moment to lose!

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monitor (v)	/ˈmɒnɪtə/	überwachen, beobachten, kontrollieren	The board are monitoring the situation on a regular basis.
motivation (n)	/məʊtɪ'veɪʃən/	Motivation, Antrieb	These methods can help to increase students' motivation and interest.
notice (n)	/'nəʊtɪs/	Mitteilung, Ankündigung, (hier:) jeden Augenblick, sofort, von jetzt auf gleich	Lucy was ready to leave at a moment's notice .
OK (v)	/əʊ'keɪ/	genehmigen, billigen, gutheißen	When he's OK'd the trip, I'll book the tickets.
oppose (v) (opposite = support)	/ə'pəʊz/	ablehnen, bekämpfen, (sich) entgegensetzen, (sich) widersetzen (Gegenteil = unterstützen, befürworten, fördern)	Plans to drill for oil in the Arctic region are fiercely opposed by conservationists.
opposition (n)	/ɒpə'zɪʃən/	Widerstand, Opposition	Initially there was some opposition to the wind farm, but local residents have now accepted it.
overrun (n)	/əʊvə'rʌn/	Überschreitung	We cannot ignore the huge cost overruns at the end of the project.
oversee (v)	/əʊvə'si:/	überwachen, beaufsichtigen	The government agencies that oversee the airline industry will issue a joint report on the incident.
overstretch (v)	/əʊvə'stretʃ/	überdehnen, -spannen, -strapazieren, -fordern	Police resources are overstretched in their fight against crime.
pain (n)	/peɪn/	Schmerz, Qual, (hier:) Quälgeist, Nervensäge	You're being a real pain!

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paradox (n)	/ˈpærədɒks/	Paradox	We get this apparent paradox of people migrating to an area that has very high unemployment.
participant (n)	/pɑːtɪsɪpənt/	Teilnehmer	We'll start the teleconference in ten minutes to give all the participants time to get organised.
perk (n)	/pɜːk/	Vergünstigung, Vorteil	Free theatre tickets are one of the perks of this job.
personalise (v)	/ˌpɜːsənəlaɪz/	(hier:) (persönlich) wertend darstellen	A news editor should not personalise current events.
pitch (n)	/pɪtʃ/	Ausschreibungsverfahren für Agenturen und Dienstleister, (hier:) sich bewerben	She only had ten minutes to make her pitch for the contract.
point out (phr v)	/pɔɪnt 'aʊt/	hinweisen	He pointed out that we had two hours of free time before dinner.
post (v) keep sb posted	/pəʊst/ /ki:p ˌsʌmbədi 'pəʊstəd/	versenden, absenden, aufstellen jdn. auf dem Laufenden halten, jdn. unterrichtet halten	Not much has happened so far, but I'll keep you posted .
postpone (v)	/pəʊst'pəʊn/	verschieben	Our exam has been postponed until next Monday.
procedure (n)	/prəʊ'siːdjə/	Verfahren, Vorgehensweise, Methode, Prozedur	Companies use a variety of testing procedures to select appropriate candidates.

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proposal (n)	/prə'pəʊzəl/	Vorschlag	Proposals for a new constitution are under discussion.
propose (v)	/prə'pəʊz/	vorschlagen	It was proposed that we postpone making a decision until next month.
prospects (n pl)	/'prɒspekts/	Chance, Aussicht, Perspektive	Your employment prospects would be much better if you finished your degree.
provision (n)	/prə'vɪʒən/	Provision, Regelung, Vorsorge	This contract includes a provision for salary increases over time.
quality circle (n)	/'kwɒləti ,sɜ:kəl/	Qualitätssicherungsgruppe	The company has set up a quality circle to improve its marketing strategy.
raw materials (n pl)	/rɔ: mə'tɪəriəlz/	Rohstoff, -material	An increase in the cost of raw materials will clearly have an effect on the price of the finished product.
reflection (n) on reflection	/rɪ'flekʃən/ /ɒn rɪ'flekʃən/	Betrachtung, Überlegung nach genauerem Nachdenken	At the time I thought I was right, but on reflection I think perhaps I wasn't.
reputation (n)	/repju:'teɪʃən/	Ruf, Ansehen, Reputation	He accused his opponents of trying to damage his reputation .
rescue plan (n)	/'reskju: plæn/	Rettungsplan	We have until midday to come up with a rescue plan which will satisfy our main clients.
reserve (n)	/rɪ'zɜ:v/	Rücklage, Reserve	The company has steadily drained its cash reserves .
resolve (v)	/rɪ'zɒlv/	lösen, (auf-)klären, beilegen	A meeting has been called to resolve the dispute.

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review (v)	/rɪ'vjʊ:/	überprüfen, begutachten	The progress of each child must be regularly reviewed .
rigorous (adj)	/'rɪgərəs/	streng, gründlich, rigoros	All our planes undergo rigorous daily safety checks.
run up (phr v)	/rʌn 'ʌp/	hochfahren, anhäufen	My son ran up a huge phone bill.
scout (v)	/skaʊt/	auskundschaften, ausspähen, erkunden	We spent hours scouting for a good fishing spot.
serial (adj)	/'sɪəriəl/	aufeinanderfolgen, seriell, reihenweise fortlaufend, Reihen-, Serien-	Maria is a serial flirt.
shoot (n)	/ʃu:t/	Schuss, (hier:) Fototermin, Shooting	The village has been used by <i>Hello</i> magazine as a location for a fashion shoot .
shortfall (n)	/'ʃɔ:tfɔ:l/	Fehlmenge, Defizit	How can we cover the temporary shortfall in supplies?
shut down (phr v)	/ʃʌt 'daʊn/	schließen	We're going to have to shut down the factory until the source of the contamination has been traced.
shutdown (n)	/'ʃʌtdaʊn/	Schließung	The school had a three-day shutdown because of bad weather.
sign (n)	/saɪn/	(Hinweis-)Schild, Zeichen, Anzeichen, Spur	When we came out of the station there was no sign of her.
smooth over (phr v)	/smu:ð 'əʊvə/	abwiegeln, glätten, ausgleichen, wieder ins Lot bringen	He's trying to smooth over differences between the two leaders.
sophisticated (adj)	/sə'fɪstɪkətəd/	hochentwickelt, ausge-	The police were using highly sophisticated

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(opposite = unsophisticated)		klügelt, raffiniert, kompliziert (Gegenteil = schlicht, einfach, unkompliziert)	surveillance equipment.
stock control (n)	/ˈstɒk kənˌtrəʊl/	(Lager-)Bestandskontrolle	Our stock control is not up to date because the computer went down this morning.
supply chain (n)	/səˈplaɪ tʃeɪn/	(Zu-)Lieferkette, Versorgungskette	The supply chain is the series of processes involved in supplying a product to someone.
teleconference (n)	/ˈtelɪˌkɒnfərəns/	Telekonferenz	We'll start the teleconference in ten minutes to give all the participants time to get organised.
teleconferencing (n)	/ˈtelɪˌkɒnfərənsɪŋ/	(Durchführung einer) Telekonferenz	We still travel abroad for business meetings, but more than 70% of them have been replaced by teleconferencing .
theory (n)	/ˈθɪəri/	Theorie	He had a theory that the germs caused disease.
track record (n)	/ˈtræk ˌrekɔːd/	Erfolgsbilanz, (hier:) für etw. bekannt sein	They have a long track record of being mean with their money.
transit (n) in transit	/ˈtrænzɪt/ /ɪn ˈtrænzɪt/	Durchgang, -reise, Transit beim Transport, unter- wegs, im Transit	Our suitcases were damaged in transit .
translate (v)	/ˈtrænsˈleɪt/	übersetzen, konvertieren, sich (in etw.) ummünzen	Recent economic problems are beginning to translate into a demand for reforms.
trust (v)	/trʌst/	vertrauen, hoffen	I trust that you've already completed the paperwork, Mrs Williams.
unanimous (adj)	/juːˈnænɪməs/	einhellig, einstimmig	The board made a unanimous decision to

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			reject the recommendations.
videoconferencing (n)	/ˈvɪdɪəʊ ˌkɒnfərənsɪŋ/	(Abhalten einer) Videokonferenz	Videoconferencing can provide companies with an effective and economical alternative to business travel.

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headword	pronunciation	translation/notes	example sentence
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acceptable (adj) (opposite = unacceptable)	/æk'septəbəl/	annehmbar, akzeptabel (Gegenteil = unannehmbar, inakzeptabel)	The proposals must be acceptable to the shareholders.
advance (n)	/əd'vɑ:ns/	Vorschuss, Vorauszahlung	The author has signed a publishing deal for an advance of £500,000.
agreement (n) be in agreement	/ə'gri:mənt/ /bi: in ə'gri:mənt/	Vereinbarung, Abkommen, Einigung, Absprache übereinstimmen, in Übereinstimmung sein	Management announced that it had reached an agreement with the unions. We are all in agreement that Mr Ross should resign.
airplay (n)	/'eəpleɪ/	Sendezeit	Each time their songs get airplay , the Rolling Stones collect 50 per cent of the royalties.

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answer (n) take no for an answer	/ˈɑːnsə/ /teɪk ˌnəʊ fər ən ˈɑːnsə/	Antwort ein Nein akzeptieren	You're coming to the wedding. I won't take no for an answer .
approach (v)	/əˈprəʊtʃ/	(sich) nähern, herantreten, ansprechen	I have already approached my boss about a pay rise.
argument (n)	/ˈɑːɡjʊ:mənt/	Streit(gespräch), Aus- einandersetzung	Every time we visit my family, he gets into an argument with my sister.
back catalogue (n)	/bæk ˈkætəlɒɡ/	(Musik-)Bestand, die vorhandenen Titel	The back catalogues of Sinatra and Elvis still bring in millions.
backlist (n)	/ˈbækliːst/	Verzeichnis der lieferbaren Bücher ohne Neuer- scheinungen	We don't stock that title but I'll check the backlist to see if it's still available.
bankability (n)	/ˈbæŋkəˌbɪləti/	Ertragsfähigkeit, Marktwert	A club's bankability partly depends on its position in the league.
bankable (adj)	/ˈbæŋkəbəl/	Gewinn bringend, einträglich	The cast includes several bankable actors so that should ensure the film's success.
bargain (v)	/ˈbɑːɡən/	handeln	You can get even better deals if you're prepared to bargain .
be (v) that's as may be	/biː/ /ðætʰs æz ˈmeɪ biː/	sein wie dem auch sei, sei es wie es mag, sei's drum, das kann schon sein	'Ollie really wants to come.' That's as may be , but have his parents given permission?'
best-selling (adj)	/bestˈselɪŋ/	Bestseller-, Erfolgs-	Dawkins, author of several best-selling books will be one of the sneakers at tonight's

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			event.
better off (adj)	/betər'ɒf/	besser dran	You'd be better off living on your own than quarrelling all the time with your dad.
blackmail (n)	/'blækmeɪl/	Erpressung	There's no point in looking all disappointed. I'm not going to give in to emotional blackmail .
blockbuster (n)	/'blɒkbʌstə/	Renner, Kassenschlager, Hit, Knüller	The latest Hollywood blockbuster is being released in the UK later this month.
bottom line (n)	/'bɒtəm laɪn/	Endeffekt, Quintessenz, (hier:) Untergrenze, Unterkante	We have to find out what the terrorists' bottom line is.
breakthrough (n)	/'breɪkθruː/	Durchbruch	The breakthrough came in the 20th minute with a header from Barnes.
bring in (phr v)	/brɪŋ 'ɪn/	einbringen, einspielen	The back catalogues of Sinatra and Elvis still bring in millions.
bubble (n) the bubble bursts	/'bʌbəl/ /ðə 'bʌbəl bɜːsts/	Blase, Luft-/Seifenblase die Blase platzt	When the economic bubble bursts , a lot of people are going to lose their jobs.
burn (v)	/bɜːn/	brennen	They filmed the presentation then burned it onto a DVD.
capitalise on sth (phr v)	/'kæpɪtəlaɪz ɒn ˌsʌmθɪŋ/	Kapitel aus etw. schlagen, aus etw. Nutzen ziehen	He is trying to capitalise on popular discontent with the government.
card (n)	/kɑːd/	Karte	

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play your cards close to your chest	/pleɪ jə 'kɑːdz kləʊs tə jə ˌtʃest/	sich nicht in die Karten schauen lassen	In business, it pays to play your cards close to your chest .
challenge (n)	/'tʃæləndʒ/	Herausforderung	The new government faces the daunting challenge of completing the building on time.
clash (n)	/klæʃ/	Aufeinandertreffen, Konflikt, Zusammenstoß, Schlagabtausch,	The Prime Minister faces a clash with business leaders tomorrow.
class act (n)	/klaːs 'ækt/	Spitze, erste Klasse, erste Sahne	We really should sign this band. They're a class act .
come on (phr v)	/kʌm/ /kʌm 'ɒn/	geh / komm schon	Oh, come on! You can't possibly expect us to pay the full amount in advance.
commission (v)	/kə'mɪʃən/	beauftragen, bestellen	He commissioned a series of portraits of his family.
commitment (n)	/kə'mɪtmənt/	Verpflichtung, Zusage, Verbindlichkeit	He couldn't join the class because of work commitments .
compromise (n)	/'kɒmprəmaɪz/	Übereinkunft, Ausgleich, Kompromiss	Both sides have agreed to meet, in the hope of reaching some kind of compromise .
concede (v)	/kən'siːd/	einräumen, zugestehen, zubilligen	The BBC will have to concede some of its broadcasting rights for sporting events.
concession (n)	/kən'seʃən/	Zugeständnis, Entgegenkommen	The company has already made several concessions on pay.
consignment (n)	/kən'saɪnmənt/	Lieferung, Sendung, Kommission	Another consignment of nuclear waste is due to arrive tomorrow.

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cop (n)	/kɒp/	Polizist	Try the good- cop , bad- cop approach where one of your team is friendly and flexible, the other unpleasant and unreasonable.
cost (n) at all costs	/kɒst/ /æt ɔ:l 'kɒsts/	Kosten um jeden Preis, koste es, was es wolle	She was determined to win at all costs .
cost (v) cost sb sth	/kɒst/ /'kɒst sʌmbədi ˌsʌmθɪŋ/	kosten jdn. etw. kosten, teuer zu stehen kommen	His decision to take the car cost him his life .
counter (v)	/'kaʊntə/	entgegenen, entgegenwirken, kontern	How can we counter these rumours?
counter-productive (adj) (opposite = productive)	/'kaʊntəprə'dʌktɪv/	kontraproduktiv (Gegenteil = produktiv)	Their efforts to persuade him to go have all been counterproductive .
counter-proposal (n) (opposite = proposal)	/'kaʊntəprə'pəʊzəl/	Gegenvorschlag (Gegenteil = Vorschlag)	We were getting nowhere. For everything we suggested, they came up with a counter-proposal .
crack open (phr v)	/kræk 'əʊpən/	aufknacken, aufbeißen (Champagner) aufmachen	As soon as they heard we'd won, they cracked open a bottle of champagne.
cross purposes (n pl) talk at cross purposes	/krɒs 'pɜ:pəsəz/ /ˌtɔ:k æt krɒs 'pɜ:pəsəz/	unterschiedliche / gegensätzliche Absichten aneinander vorbei- reden, sich miss- verstehen	Hold on, I think we may be talking at cross purposes .
dazzled (adj)	/'dæzəld/	geblendet	Paula's been dazzled by her sudden rise to

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			fame.
deadline (n)	/ˈdedlam/	(Abgabe-)Termin, Stichtag, Frist	We're working to a tight deadline .
deadlock (n)	/ˈdedlɒk/	Sackgasse, Festgefahrenheit, völliger Stillstand	There are real fears that the meeting will end in deadlock .
debate (n)	/dɪˈbeɪt/	Auseinandersetzung, Diskussion, Debatte	The proposals provoked a fierce debate .
deduct (v)	/dɪˈdʌkt/	ableiten, abziehen	Nothing will be deducted from your pay without your consent.
deduction (n)	/dɪˈdʌkʃən/	Abschlag, Abzug	Italian workers pay far more in tax and other deductions .
defensive (adj)	/dɪˈfensɪv/	abwehrend, defensiv, verteidigend	He got defensive when I asked why he had left.
demo (n) (= demonstration)	/ˈdeməʊ/	Vorführung, Demonstration, (hier:) Probeaufnahme	I liked their demo . They obviously have some musical talent but what's their image like?
diplomatic (adj)	/dɪpləˈmætɪk/	diplomatisch	When the boss asked me what I thought of Steve, I tried to give a diplomatic answer.
distinctive (adj)	/dɪsˈtɪŋktɪv/	charakterisch, markant, bezeichnend, ausgeprägt	Good visuals and diagrams are the magazine's most distinctive features.
documentation (n)	/ˌdɒkjʊːmenˈteɪʃən/	Dokumentation, Unterlagen, Papiere	The insurance company claims that he failed to provide the relevant documentation .
double (determiner)	/ˈdʌbəl/	doppelt	He now earns double the amount he used to.

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earth (n) no way on earth	/ɜːθ/ /nəʊ weɪ ɒn 'ɜːθ/	Erde auf keinen Fall, niemals	There's no way on earth that I'm going on a camping holiday.
essential (n) (opposite = non-essential)	/ɪ'senʃəl/	wesentlich, notwendig, wichtig, essenziell (Gegenteil = unwesentlich, unwichtig)	She packed a few essentials and headed for the airport.
exclusively (adv)	/eks'kluːsɪvli/	ausschließlich, exklusiv	The website is devoted exclusively to hip-hop music.
exploitation (n)	/eksplɔɪ'teɪʃən/	Ausbeutung	Working people will now be vulnerable to exploitation by unscrupulous employers.
face (n) keep a straight face	/feɪs/ /ki:p ə streɪt 'feɪs/	Gesicht keine Miene verziehen	She couldn't trust herself to keep a straight face .
fair (adj) I can't say fairer than that	/'feə/ /aɪ kɑːnt seɪ 'feərə ðən ˌdæt/	gerecht, fair (hier:) das müssen Sie / musst du mir glauben	I give you my word that everything you say will remain confidential. I can't say fairer than that.
favourable (adj) (opposite = unfavourable)	/'feɪvərəbəl/	günstig, vorteilhaft (Gegenteil = ungünstig)	We are offering very favourable terms to our regular customers.
feedback (n)	/'fiːdbæk/	Resonanz, Rückmeldung, Reaktion	Initial feedback from parents has been encouraging.
feeling (n)	/'fiːlɪŋ/	Gefühl	I have a good feeling about this interview.
fight back (phr v)	/'faɪt 'bæk/	sich verteidigen, sich wehren zurück-	The concert organisers have fought back against their critics.

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		schlagen	
flexibility (n) (opposite = inflexibility)	/ˈfleksɪˈbɪləti/	Beweglichkeit, Flexibilität (Gegenteil = Unbeweglichkeit, Inflexibilität)	Being self-employed allowed him the flexibility to work unusual hours.
flexible (adj) (opposite = inflexible)	ˈfleksɪbəl/	flexibel (Gegenteil = unflexibel)	A more flexible approach to childcare arrangements is needed.
fluctuation (n)	ˈflʌktjuːeɪʃən/	Schwankung, Fluktuation	Even a minor fluctuation in the water temperature can affect the fish.
frankly (adv)	ˈfræŋkli/	freiheraus, offen gesagt	Frankly , I couldn't care less what he thinks.
fulfil (v)	/fʊlˈfɪl/	erfüllen	The journey fulfilled a long-cherished dream.
generate (v)	ˈdʒenəreɪt/	erzeugen, entwickeln, hervorrufen, hervor- bringen	The advertising campaign generated a lot of interest in our work.
gig (n)	/gɪɡ/	Auftritt, Gig	Live gigs are the most enjoyable part of my work.
globally (adv)	ˈɡləʊbəli/	global, weltweit	This new investment will enable the company to compete globally .
gross (adj) (opposite = net)	/grəʊs/	brutto (Gegenteil = netto)	Last year the company's gross revenues were £50,000,000.
halfway (adv) meet sb halfway	/hɑːfˈweɪ/ /mit ˌsʌmbədi hɑːfˈweɪ/	halbwegs, auf halbem Weg jdn. in der Mitte / auf halbem Weg treffen	The deal depends heavily on you agreeing to meet them halfway .

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hassle (n)	/ˈhæsəl/	Mühe, Schererei, Ärger	It's was worth the hassle of organising the concert. We raised over £5,000!
head-on (adj)	/ˈhedɒn/	frontal, direkt, offen	We're trying to resolve the head-on conflict between the two departments.
high-profile (adj)	/haɪˈprəʊfaɪl/	im Fokus der Öffentlichkeit stehend, prominent, weit bekannt	The high-profile government campaign aims to raise awareness of the dangers of obesity.
hit (n)	/hɪt/	Hit	They only ever had one hit single.
ideal (n)	/aɪˈdɪəl/	Vorbild, Ideal	Sophie represented his ideal of beauty.
immortalise (v)	/ɪˈmɔːtəlaɪz/	verewigen, unsterblich machen	Rouen cathedral was immortalised by Monet in his paintings.
inch (n) give sb an inch and they'll take a mile	/ɪnʃ/ /gɪv ˌsʌmbədi ən ˌɪnʃ ænd ðeɪl teɪk ə ˈmaɪl/	Zoll jdm. den kleinen Finger geben und sie nehmen die ganze Hand	If you give the property developers an inch, they'll take a mile.
income stream (n)	/ɪnkʌm striːm/	Einkommens-, Einnahmensfluss	Although concerts make the most money, music rights provide the steadiest income stream.
inexperienced (adj) (opposite = experienced)	/ɪnɪkˈspɪəriənst/	unerfahren, ungeübt (Gegenteil = erfahren)	Scotland's championship team is promising but inexperienced.
interest (n)	/ˈɪntərəst/	Interesse, Zinsen, (hier:) Vorteil	All he cares about is protecting his own interests.
jeopardise (v)	/ˈdʒepədəɪz/	gefährden, aufs Spiel setzen	Cuts in funding could jeopardise this vital research work.

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justify (v)	/'dʒʌstɪfaɪ/	rechtfertigen	It was becoming increasingly difficult to justify such expenditure.
label (n)	/'leɪbəl/	Etikett, Aufkleber, Bezeichnung, (hier:) Marke, Label	They signed to one of the smaller independent labels .
last-minute (adj)	/lɑːst'mɪnɪt/	in letzter Minute, im letzten Moment, kurz- fristig	Chris made a last-minute request to accompany us on the trip.
lawsuit (n) file a lawsuit	/'lɔːsuɪt/ /faɪl ə 'lɔːsuɪt/	Gerichtsverfahren, Klage, Prozess ein Klage einreichen, klagen	The singer has filed a \$100 million lawsuit against his record company.
leave (v) take it or leave it	/liːv/ /teɪk ɪt ɔː 'liːv ɪt/	(ver-, be-)lassen, abfahren entweder Sie akzeptieren / du akzeptierst es, oder Sie lassen / du lässt es	That's our final offer. Take it or leave it .
legend (n)	/'ledʒənd/	Legende	Guests included the Hollywood legend , Elizabeth Taylor.
line-up (n)	/'laɪnʌp/	Reihe, Aufstellung, Mannschaftsaufstellung	The bass player is the only one missing from the band's original line-up .
lose out (phr v)	/luːz 'aʊt/	den Kürzen ziehen	If we don't act quickly, we'll lose out to another company.
manoeuvre (n) room for manoeuvre	/mə'nuːvə/ /rʊm fə mə'nuːvə/	Manöver Handlungsspielraum	The deal that was signed left us little room for manoeuvre .

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maximise (v)	/ˈmæksɪmaɪz/	maximieren	We aim to maximise profits over the next year.
megastar (n)	/ˈmegəstɑː/	Megastar	Several megastars have promised to support the charity concert in aid of the earthquake victims.
mind (n) have sth in mind	/maɪnd/ /hæv ˌsʌmθɪŋ ɪn ˈmaɪnd/	Verstand, Meinung, Absicht etw. im Sinn haben, vorhaben etw. zu tun	These images are not quite what we had in mind .
misunderstanding (n)	/mɪsʌndəˈstændɪŋ/	Missverständnis	There seems to have been a misunderstanding : Mr Jones isn't expecting you until tomorrow.
modify (v)	/ˈmɒdɪfaɪ/	ver-, abändern, modifizieren	The repair work involved modifying two of the windows.
movement (n)	/ˈmuːvmənt/	Bewegung	There has been little movement in the negotiations since January.
negotiable (adj) (opposite = non-negotiable)	/nəˈɡəʊʃəbəl/	verhandelbar (Gegenteil = nicht verhandelbar)	The salary is negotiable .
negotiate (v)	/nəˈɡəʊʃɪət/	handeln, verhandeln, aushandeln	The airline is negotiating a new contract with the union.
negotiating table (phr v)	/nəˈɡəʊʃɪətɪŋ ˌteɪbəl/	Verhandlungstisch	A threat to walk away from the negotiating table can be effective in closing a deal.
negotiation (n)	/nəˈɡəʊʃɪˈeɪʃən/	Verhandlung	We've reached a broad agreement, but the details are subject to negotiation .
negotiator (n)	/nəˈɡəʊʃɪətə/	Verhandlungsführer,	Negotiators for both sides agreed to meet

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		Vermittler, Unterhändler	again tomorrow.
net (adj) (opposite = gross)	/net/	netto (Gegenteil = brutto)	Net earnings per share amounted to £0.78.
non-negotiable (adj) (opposite = negotiable)	/nɒnnə'gəʊʃəbəl/	nicht verhandelbar (Gegenteil = verhandelbar)	The price is non-negotiable .
non-repayable (adj) (opposite = repayable)	/nɒnrɪ:'peɪəbəl/	nicht rückzahlbar (Gegenteil = rückzahlbar)	Your place on the course can be secured by a non-repayable deposit.
nowhere (adv) get sb nowhere	'nəʊweə/ /get ˌsʌmbədi 'nəʊweə/	nirgends, nirgendwo, nirgendwohin jdn. nicht voranbringen	Trying to bribe the officials got us nowhere .
off-limits (adj)	/ɒf'lɪmɪts/	tabu, nicht zu betreten, Zutritt verboten	The field behind the school is strictly off-limits .
offset (v)	/ɒf'set/	ausgleichen, aufheben, wettmachen, kompensieren	Falling sales in Thailand were offset by strong performances in other markets.
once-in-a-lifetime (adj)	/wʌnsɪnə'laɪftaɪm/	einmalig (im Leben)	The Hilton group has joined up with Air France to being you this once-in-a-lifetime offer.
one-off (adj)	/'wʌnɒf/	einmalig	This is a one-off arrangement because of the bad weather.
opener (n)	/'əʊpənə/	Öffner, (hier:) Auftakt	He told a funny story as an opener .
opponent (n)	/ə'pəʊnənt/	Gegner, Gegenspieler, Opponent	His opponent received only 36 per cent of the vote.

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option (n)	/ˈɒpʃən/	Möglichkeit, Option, Alternative Kaufoption	We've discussed all the marketing options and decided to go for television advertising. The airline has ordered 16 aircraft and has options on another 29.
out- (prefix)	/aʊt/	über-, aus-	By the time he was twenty he had out-earned both his parents.
overtake (v)	/əʊvə'teɪk/	überholen, einholen	Sales look like overtaking last year's total.
pay off (phr v)	/peɪ 'ɒf/	sich lohnen, abzahlen, (hier:) auszahlen, abfinden	Over 1,000 workers will be paid off if this factory closes.
penalty clause (n)	/'penəlti klɔ:z/	Strafklausel, Klausel, eine Vertragsstrafe betreffend	The contract includes a penalty clause to cover delays in the building work.
persuasive (adj)	/pə'sweɪsɪv/	überzeugend	He can be very persuasive so we ended up helping them to move house.
phase (n)	/feɪz/	Phase	The first phase of the project will be completed by 2002.
piracy (n)	/'paɪərəsi/	Piraterie	The authorities have recently cracked down on software piracy .
ploy (n)	/plɔɪ/	Trick, List, Masche	Laura desperately tried to think of a ploy to delay his departure.
pointless (adj)	/'pɔɪntləs/	sinn-, zweck-, nutzlos	It would be pointless to try and stop him.
position (n)	/pə'zɪʃən/	Haltung, Position, Lage, Standpunkt	The agency takes the position that the government's specifications were deficient.

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be in a position to do something	/bi: ɪn ə pə'zɪʃən tə du: ˌsʌmθɪŋ/	in der Lage sein, etw. zu tun, etw. dürfen	I'm not in a position to say who my sources are.
positional negotiating (n)	/pə'zɪʃənəl nəˌɡəʊʃɪeɪtɪŋ/	Verhandlungstechnik, bei der alle Argumente einem zentralen Standpunkt zugeordnet sind	During a positional negotiating process both sides end up trying to rationalise their position and justify themselves.
pre-empt (v)	/pri:'empt/	vorwegnehmen, zuvorkommen	He released a statement designed to pre-empt criticism.
pressurise (v)	/'preʃərəɪz/	bedrängen, unter Druck setzen	Now it's up to them to pressurise manufacturers.
principle (n) in principle	/'prɪnsɪpəl/ /ɪn 'prɪnsɪpəl/	Grundsatz, Regel, Prinzip grundsätzlich, prinzipiell	In principle , there is no reason why the same cloning techniques should not work on human cells.
probe (v)	/prəʊb/	nachforschen, sondieren, gründlich prüfen	Investigators are probing the causes of the plane crash.
procedure (n)	/prəʊ'si:dʒə/	Vorgehensweise, Prozedur	The procedure for doing this is explained fully in Appendix 3.
prolonged (adj)	/prə'lɒŋd/	anhaltend, andauernd, ausgedehnt	The study is investigating the effects of prolonged exposure to the sun's rays.
proposal (n)	/prə'pəʊzəl/	Vorschlag	Proposals for a new constitution are under discussion.

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prospect (n)	/ˈprɒspekt/	Chance, Aussicht, Perspektive	The prospects for employment in the technology sector are especially good right now.
publicise (v)	/ˈpʌblɪsaɪz/	bekannt / publik machen	The disagreements within the F1 team have been well publicised .
quote (v)	/kwəʊt/	anführen, angeben, anbieten	How much did they quote for the job?
rationalise (v)	/ˈræʃənəlaɪz/	rationalisieren, effizienter machen	We need to rationalise work processes and cut costs.
reason (n) see reason	/ˈriːzən/ /siː ˈriːzən/	Grund, Ursache, (hier:) Vernunft, Verstand Vernunft annehmen, zur Einsicht kommen	Maybe now they'll see reason and scrap the project.
receipt (n)	/rəˈsiːt/	Quittung, Beleg, Empfang, Eingang	Tax receipts exceeded £2 million.
recording contract (n)	/rɪˈkɔːdɪŋ ˌkɒntrækt/	Aufnahme-, Plattenvertrag	The band has been offered a recording contract worth \$500,000.
refocus (v)	/riːˈfəʊkəs/	neu konzentrieren, wieder befassen mit	Can we refocus on costings and have another look at the figures.
region (n) in the region of ...	/ˈriːdʒən/ /ɪn ðə ˈriːdʒən əv/	Gegend, Region, Bereich ungefähr, im Bereich von, so um die	We caught somewhere in the region of 80 fish.
rejection (n)	/rɪˈdʒekʃən/	Ablehnung	Approval or rejection of the project is up to the Italian cultural affairs minister.
release (v)	/rɪˈliːs/	freilassen, freigeben,	Jennifer's been released from her contract

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		entbinden	but she had to pay a penalty.
renegotiable (adj)	/ri:nə'gəʊʃəbəl/	wieder verhandelbar, neu zu verhandeln	After two years, the terms of the agreement will be renegotiable .
renew (v)	/ri'nju:/	erneuern	He failed to renew his contract, which expired last month.
reputedly (adv)	/ri'pjʊ:tədli/	angeblich	Conditions in the prison are reputedly very harsh.
respect (n) with respect	/ri'spekt/ /wɪθ ri'spekt/	Beziehung, Ansehen, Hinsicht, Respekt hinsichtlich, (hier:) bei allem Respekt, mit Verlaub	With respect , I think you're missing the point.
retain (v)	/ri'teɪn/	(bei)behalten, bewahren, halten	The US expects to retain control over the operation.
rethink (v)	/ri:'θɪŋk/	überdenken	Competitive pressures are forcing managers to rethink their strategies.
revenue (n)	/'revənju:/	Einkommen, Ein- nahmen, Ertrag, Umsatz, Einkünfte	The magazine had been losing advertising revenue for months.
reward (n)	/ri'wɔ:d/	Lohn, Vergütung, Gegenleistung, Belohnung	Financial rewards and promotion will be linked to performance.
rights (n pl) universal rights	/raɪts/ /ju:nɪ,vɜ:səl 'raɪts/	Rechte Universalrechte	I hear that she sold the film rights to her book for a substantial sum. The record company will have universal rights to the band's material globally.

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rip-off (n)	/ˈrɪpɒf/	Abzocke, Nepp, Wucher	Our meal in town was a complete rip-off .
rock-solid (adj)	/rɒkˈsɒlɪd/	bombensicher, stabil, unerschütterlich	The firm has a rock-solid reputation in advertising circles.
royalty (n)	/ˈrɔɪəlti/	Lizenzgebühr, Nutzungsgebühr, Autorenhonorar, Tantiemen	Each time their songs get airplay, the Rolling Stones collect 50 per cent of the royalties .
salami (n)	/səˈlɑːmi/	Salami	The salami technique of negotiating means making a small demand and getting agreement on it before you make the next, and the next ...
second-rate (adj)	/sekəndˈreɪt/	zweitklassig	Last season they were a second-rate football team and now they are unbeaten champions.
sell-out (n)	/ˈseləʊt/	ausverkauftes Haus	Their London concert was a sell-out .
shock (n)	/ʃɒk/	Schock, Schreck	The tournament started yesterday with two shock defeats.
side (n) set sth to one side	/ˈsaɪd/ /set ˌsɑːmθɪŋ tə wʌn ˈsaɪd/	Seite etw. beiseite tun / setzen / schieben	Let's set the question of blame to one side for a minute.
sign (v)	/saɪn/	unterschreiben, verpflichten	We really should sign this band. They signed to one of the smaller independent labels.
signing (n)	/ˈsaɪnɪŋ/	Unterzeichnung, (hier:) Verpflichtung	Two of the club's new signings will make their debut in tomorrow's match.

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small print (n)	/ˈsmɔ:l prɪnt/	Kleingedrucktes	He was so pleased about getting the job that he didn't read the small print in his contract.
snap up (phr v)	/snæp 'ʌp/	schnappen	I'd snap up his offer if I were you.
sniff around (phr v)	/ˈsnɪf əˌraʊnd/	herumschnüffeln	Military police have been sniffing around the bars.
sort out (phr v)	/sɔ:t 'aʊt/	lösen, klären	This matter could be sorted out if they would just sit down and talk.
soul (n) sell your soul	/səʊl/ /sel jə 'səʊl/	Seele seine Seele verkaufen	He would sell his soul for a seat in the cabinet.
sound out (phr v)	/saʊnd 'aʊt/	aus-, befragen, aushorchen, sondieren	Candidates will be sounding out voters during the months before the election.
split (n)	/splɪt/	Trennung, Teilung, Spaltung	There was a fifty-fifty split in the voting.
stake (n) at stake	/steɪk/ /æt 'steɪk/	Anteil, Einsatz in Gefahr, auf dem Spiel	Few voters had any idea of the issues at stake .
stand to do sth (phr v)	/'stænd tə du: ˌsʌmθɪŋ/	Gefahr laufen, etw. zu tun	Many small companies stand to lose financially if the new law is introduced.
stardom (n)	/'stɑ:dəm/	Berühmtheit, Ruhm, (hier:) Leben als Star	She seems destined for stardom .
strategy (n)	/'strætədʒi/	Taktik, Strategie, Methode, Vorgehens- weise	I picked up several successful language-learning strategies at the conference.
stretch (v)	/stretʃ/	strecken, dehnen,	I don't really think my salary will stretch to a

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		ausdehnen, (hier:) hinreichen	designer suit.
string (n)	/striŋ/	Kette, Serie, Reihung, Folge	The team had a string of 13 wins last season.
tactics (n pl)	/'tæktiks/	Taktik, Methode	The governor's tactics involved accusing his opponent of being too liberal.
talent scout (n)	/'tælənt skaut/	Talentsucher	A talent scout who had come to watch the match approached him.
terminate (v)	/'tɜ:mɪneɪt/	beenden, abschließen	The board terminated all research activities.
throw in (phr v)	/θrəʊ 'ɪn/	einwerfen, beisteuern, als Zugabe geben	Buy a computer now and get a free printer thrown in!
time-out (n)	/'taɪm'au̯t/	Unterbrechung, Pause	Let's take a ten-minute time-out to think about all the proposals.
timescale (n)	/'taɪmskeɪl/	Zeitmaßstab, (hier:) zeitlicher Rahmen	I don't think we can achieve all that within the proposed timescale .
tour (v)	/'tʊ:/	bereisen, eine Tour machen, auf Tournee gehen	The show was immensely popular and toured 33 European cities.
tradeable (n)	/'treɪdəbəl/	handelbares Gut, handelbare Ware	When negotiating, tradeables are things you'll take if you can get them but which are not that important to you.
trap (n)	/'træp/	Falle	I fell into the trap of putting work before family.
tune (n) to the tune of ...	/'tju:n/	Melodie, Lied in Höhe von	The company is in debt to the tune of £1 ?

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	/tu ðə 'tʃu:n əv/		billion.
uneasy (adj)	/ʌn'i:zi/	unbehaglich, unsicher	There has always been an uneasy relationship between workers and management.
unreasonable (adj) (opposite = reasonable)	/ʌn'ri:znəbəl/	unvernünftig, unangemessen, unverschämt, unzumutbar (Gegenteil = vernünftig, akzeptabel, realistisch, vertretbar)	Aren't you making unreasonable demands on her time?
up-and-coming (adj)	/ʌpən'kʌmɪŋ/	aufstrebend	They bought their new home in an up-and-coming neighbourhood.
vinegar and honey (n)	/'vɪnɪgər ən 'hʌni/	Essig und Honig	A vinegar and honey negotiating technique involves making unreasonable demands initially and then modifying them.
volume (n)	/'vɒljʊ:m/	Umfang, Volumen	They've increased the volume of their order by 40 per cent.
vulnerable (adj)	/'vʌlnərəbəl/	verwundbar, angreifbar, verletzbar, schutzlos	Their constant arguments left her feeling increasingly vulnerable and insecure.
way (n) stand in the way of ...	/weɪ/ /stænd ɪn ðə 'weɪ əv/	Weg im Weg von ... stehen	You can't stand in the way of progress.
why (n) the whys and the wherefores	/waɪ/ /ðə 'waɪz ən ðə 'weəfɔ:z/	warum das Warum und Weshalb	The prime minister should be able to make a decision without having to explain all the whys and wherefores to a bunch of

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			journalists.
win-win (adj)	/wɪn'wɪn/	für beide Seiten ein Gewinn sein, win-win-	It's a win-win situation: our children will be entertained for an afternoon and our neighbour will get his pond cleaned out.
zero-sum game (n)	/'zi:əʊsʌm geɪm/	Nullsummenspiel	A zero-sum game is where one side wins what the other side loses.

Unit 18

headword	pronunciation	translation/notes	example sentence
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account (n) take account of ...	/ə'kaʊnt/ /teɪk ə'kaʊnt əv/	Konto, Bericht, Berechnung beachten, einer Sache Rechnung tragen, etw. in Betracht ziehen	A good transport strategy must take account of the environmental issues.
admission (n) by sb's own admission	/æd'mɪʃən/ /baɪ ˌsʌmbədɪz əvən æd'mɪʃən/	Eintritt, Zulassung, Eingeständnis nach eigener Aussage	His contribution was, by his own admission , very small.
analyst (n)	/'ænəlɪst/	Analyst/in, Analytiker/in	Economic analysts have predicted that the recession will last for another 15 months.
anxiety (n)	/æŋ'zaiəti/	Angst, Sorge, Ängstlichkeit	Too much caffeine can cause anxiety , depression, and insomnia.

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artificial intelligence (n)	/ɑ:ti'fiʃəl ɪn,telɪdʒəns/	künstliche Intelligenz	Artificial intelligence is the use of computer technology to make computers and other machines think and do things in the way that people can.
assumption (n) make an assumption	/ə'sʌmpʃən/ /meɪk ən ə'sʌmpʃən/	Annahme, Vermutung, Unterstellung eine Vermutung anstellen	People tend to make assumptions about you based on your appearance.
backlash (n)	/'bækklæʃ/	Rückwirkung, Gegen- reaktion	They feared a backlash against the new laws.
balance (n)	/'bæləns/	Gleichgewicht, Balance	We're trying to strike a balance between fun and learning.
ball (n) have a ball	/bɔ:l/ /hæv ə 'bɔ:l/	Ball eine tolle Zeit haben, Spaß haben, sich bestens amüsieren	Everyone seemed to be having a ball .
bleak (adj)	/bli:k/	trostlos, öde, rau, düster	Textile workers face a bleak future.
boycott (n)	/'bɔɪkɒt/	Boykott	The group called for a boycott of French goods.
capacity (n)	/kə'pæsəti/	Fassungsvermögen, Kapazität	The fuel tanks have a capacity of 25,000 litres.
clone (v)	/kləʊn/	klonen	They were the first to clone a sheep from adult cells.
conscious (adj) (opposite = unconscious)	/'kɒnʃəs/	bewusst, bei Bewusstsein (Gegenteil = unhe-	The patient was fully conscious throughout the operation.

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		wusst, bewusstlos, nicht bei Bewusstsein, besinnungslos)	
consciousness (n) (opposite = unconsciousness)	/ˈkɒnʃənsəs/	Bewusstsein, Besinnung (Gegenteil = Bewusst- losigkeit, Ohnmacht)	The pain was so bad that I lost consciousness .
consequence (n)	/ˈkɒnsɪkwəns/	Folge, Auswirkung, Konsequenz	The consequence of such policies will inevitably be higher taxes.
consumerism (n)	/kənˈsjʊ:məɪzəm/	Verbraucherherrschaft, Konsumismus	The last ten years have seen a huge increase in green consumerism .
contradiction (n) contradiction in terms	/kɒntrəˈdɪkʃən/ /kɒntrəˈdɪkʃən ɪn tɜ:mz/	Widerspruch, Gegen- satz, Unvereinbarkeit logische Unverein- barkeit, Widerspruch in sich	‘Fair taxes’, a contradiction in terms if ever there was one.
cosmetic surgery (n)	/kɒzˈmetɪk ˌsɜ:dʒəri/	kosmetische / plastische Chirurgie, Schönheitschirurgie	More and more men are undergoing cosmetic surgery .
customisation (n)	/ˌkʌstəmaɪˈzeɪʃən/	kundenspezifische Anpassung	Customisation of your XK220 can be arranged for a reasonable fee.
demote (v) (opposite = promote)	/dɪˈməʊt/	zurückversetzen, -stufen, degradieren (Gegenteil = befördern, höher- stufen)	Our head of department has just been demoted because he lost £50,000 from company funds.
designer baby (n)	/dɪˈzɑ:nə ˌbeɪbi/	Designerbaby	Could it ever be justifiable for parents to select

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			genes to create a designer baby ?
distant (adj)	/'dɪstənt/	fern, weit, entfernt	One day, in the distant future, I might go and live abroad. I expect to return in the not-too-distant future.
distrust (n) (opposite = trust)	/dɪs'trʌst/	Misstrauen (Gegenteil = Vertrauen)	The experience has given him a deep distrust of the judicial system.
double (v)	/'dʌbəl/	(sich) verdoppeln	The number of people without work has doubled in the last five years.
downshift (v)	/'daʊnʃɪft/	herunterschalten	We're hoping to downshift to a simpler lifestyle.
era (n)	/'ɪərə/	Epoche, Zeitalter, Ära	We are living in an era in which technology is developing very rapidly.
ethical (adj)	/'eθɪkəl/	moralisch, sittlich, ethisch	Is it really ethical to keep animals in zoos?
ethically (adv)	/'eθɪkli/	ethisch, moralisch, (hier:) aus fairem Handel kommend	Many consumers are prepared to pay more for coffee and tea which have been ethically produced.
excess (n)	/'ekses/	Übermaß, Exzess, Ausschweifung,	The rest of the family led a life of excess .
exponential (adj)	/ekspə'nenʃəl/	Exponential-, exponentiell	There's been an exponential increase in Elvis impersonators since the artist's death.
faith (n)	/feɪθ/	Glaube, Vertrauen	Maybe we put too much faith in doctors and medicine.

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loss of faith	/ləʊ əv 'feɪθ/	Vertrauensverlust	The public's loss of faith in the government was only to be expected.
fantasy (n) live out your fantasy	/'fæntəsi/ /lɪv aʊt jə 'fæntəsi/	Fantasie seine Fantasien ausleben	The so-called reality TV show encourages contestants to live out their fantasies .
far-reaching (adj)	/fɑː'ri:tʃɪŋ/	weitreichend, -gehend, folgenscher	The consequences of the decision will be far-reaching .
feasible (adj) (opposite = unfeasible)	/'fiːzəbəl/	machbar, möglich, realisierbar, plausibel (Gegenteil = nicht machbar, unaus- führbar, unzumutbar)	It is financially feasible to use coal as an energy source.
flexitime (n)	/'fleksɪtaɪm/	Gleitzeit	Working flexitime often appeals to people with children of school age.
forecast (n)	/'fɔːkɑːst/	Vorhersage, Ausblick, Prognose	The UN has revised its forecast of global grain production.
foreseeable (adj)	/fɔː'siːəbəl/	absehbar, voraus- sehbar, erkennbar	There will certainly be more effective cancer treatments in the foreseeable future.
futurist (n)	/'fjuːtʃərɪst/	Zukunftsforscher, Futurist	A futurist studies the future and says what they think life will be like.
futurology (n)	/'fjuːtʃə'rɒlədʒi/	Futurologie, Zukunftsforschung	Futurology is the study of the future, including how people will live, work, and communicate.
giant (n)	/'dʒaɪənt/	Riese, Gigant	Karen is now working for the Dutch electronics giant Phillips.

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global (adj)	/'glɒbəl/	weltweit, global	There is no obstacle to making our company truly global .
grounded (adj)	/'graʊndəd/	verankert, vernünftig, fundiert, bodenständig	Harry is reliable and grounded so he inspires confidence in his colleagues.
hair (n) let your hair down	/'heə/ /let jə 'heə daʊn/	Haare sich gehen lassen, sich ungezwungen bewegen	We need a place where young folk can let their hair down and enjoy themselves.
haven (n)	/'heɪvən/	Hafen, Zuflucht(sort)	The park has become a haven for local wildlife.
horizon (n) on the horizon	/hə'reɪzən/ /ɒn ðə hə'reɪzən/	Horizont am Horizont, (hier:) in (Aus-)Sicht	I've got some job possibilities on the horizon .
hype (n)	/haɪp/	Hype, Rummel	He's supposed to be the new Pavarotti, if you believe the media hype .
immediate (adj)	/'ɪmi:diət/	sofortig, unmittelbar, direkt, augenblicklich	There doesn't seem to be any immediate danger.
immortality (n)	/'ɪmɔ:tə'ləti/	Unsterblichkeit, Unvergänglichkeit	Mozart hoped to achieve immortality through his music.
implant (n)	/'ɪmplɑ:nt/	Implantat	Scientists are researching insulin implants for treating diabetes.
implication (n)	/'ɪmplɪ'keɪʃən/	Auswirkung, Folge, Bedeutung, Implikation	The economic implications for the steel industry will be far-reaching.
indication (n)	/'ɪndɪ'keɪʃən/	Hinweis, Anzeichen, Indiz	The indications are that the economy has become more efficient and successful.

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individuality (n)	/ˌɪndɪvɪdʒuˈæləti/	persönliche Eigenart, Individualität	It was the car's individuality that appealed to me.
indulge (v)	/ɪnˈdʌldʒ/	nachgeben, verwöhnen, nachsichtig sein	Many people feel that their holiday is the time to indulge .
innovation (n)	/ɪnəʊˈveɪʃən/	Neuerung, Neuheit. Innovation	The exhibition will showcase the latest technological innovations .
juggle (v)	/'dʒʌgəl/	jonglieren, (hier:) stemmen	Only someone who has done it themselves can really understand the pressures of juggling a career and children.
life expectancy (n)	/'laɪf ɪkˌspektənsi/	Lebenserwartung, -dauer	Life expectancy has increased from 44 to 67 in only fifteen years.
light-hearted (adj)	/'laɪt'hɑ:təd/	fröhlich, heiter, unbeschwert	The programme takes a light-hearted look at the week's events.
like-minded (adj)	/'laɪk'maɪndəd/	gleichgesinnt	One of the best things about my job is the like-minded people I work with.
longevity (n)	/'lɒn'dʒevəti/	Langlebigkeit, Dauerhaftigkeit	She claims that the diet promotes health and longevity .
mantra (n)	/'mæntərə/	Motto, Standard-spruch, Mantra	They kept using the same old mantra that the Democrats raise taxes.
microchip (n)	/'maɪkrəʊtʃɪp/	Mikrochip	Microchip technology is now widely used in the motor industry.
misleading (adj)	/'mɪs'li:dɪŋ/	irreführend, täuschend	Statistics, as we know, can be very misleading .
multitasking (n)	/'mʌltɪtɑ:skɪŋ/	Multitasking, mehrere	It seems that multitasking actually slows you

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		Dinge zeitgleich tun	down.
near (adj)	/ˈniə/	nahe, in der Nähe. sich nähernd	They plan to start a family sometime in the near future.
nostalgia (n)	/ˈnɒsˈtælɪdʒə/	Nostalgie	Revisiting the village where we'd spent childhood holidays gave me a strong feeling of nostalgia .
outlook (n)	/ˈaʊtlʊk/	Perspektive, Aussicht, Prognose, Vorhersage	The outlook for the economy is still uncertain.
predict (v)	/prəˈdɪkt/	voraussagen, prognostizieren	Industry leaders predict that another 8,000 jobs could be lost by the end of the year.
prediction (n)	/prəˈdɪkʃən/	Vorhersage, Prognose	The government maintained its prediction that inflation will hold to 8.5% this year.
pressure group (n)	/ˈpreʃə ɡruːp/	Aktionsgruppe, Interessensverband	Local residents have formed a pressure group to fight the proposed wind farm.
pressured (adj)	/ˈpreʃəd/	unter Druck	We've been feeling even more pressured since half our department lost their jobs.
prospect (n)	/ˈprɒspekt/	Aussicht, Chance	Doctors say there is little prospect of any improvement in his condition.
purpose (n)	/ˈpɜːpəs/	Zweck, Absicht, Ziel, Aufgabe	The course gave her a new sense of purpose .
quest (n)	/kwɛst/	Streben, Suche	My son spends hours at the computer on an inter-galactic quest .
random (adj)	/ˈrændəm/	zufällig, beliebig, wahllos, willkürlich	They interviewed a random sample of voters.

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rationalise (v)	/ˈræʃənəlaɪz/	rationalisieren, effizienter machen	We need to rationalise work processes and cut costs.
realistically (adv) (opposite = unrealistically)	/rɪəˈlɪstɪkli/	realistisch(erweise), realitätsnah, wirklich- keitsgetreu (Gegenteil = unrealis- tisch, wirklichkeitsfern)	Realistically , only around 20 people will attend these classes.
rejection (n)	/rɪˈdʒekʃən/	Ablehnung, Absage, Zurückweisung	Their rejection of the peace plan raises the threat of a more general war.
retro (adj)	/ˈretroʊ/	retro, auf alt gemacht	I love Alicia's fashion sense, especially her retro hairstyle.
routine (adj)	/ruːˈtiːn/	Routine-	I usually spend the last hour of the working day catching up on routine tasks.
scary (adj)	/ˈskeəri/	erschreckend, unheim- lich, gruselig, beängsti- gend	Dad told us a scary story about werewolves.
sceptical (adj)	/ˈskeptɪkəl/	skeptisch, kritisch	Harrison approved the plan, but Riley remained sceptical .
self-evidently (adv)	/self ˈeɪvɪdəntli/	augenscheinlich, ganz offensichtlich, offen- kundig	Her claims to have found a cure are self-evidently untrue.
sentiment (n)	/ˈsentɪmənt/	Empfindung, Stimmung, Gefühl, Sentimentalität	I never throw anything away, partly out of sentiment .
social networking (n)	/ˌsəʊʃəl ˈnetwɜːkɪŋ/	soziales Netzwerk	I got back in touch with an old friend from university through a social networking site.

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social responsibility (n)	/ˌsəʊʃəl rɪspɒnsəˈbɪləti/	soziale Verantwortung	Nowadays, more people want to invest in companies with a proven record of social responsibility .
sound bite (n)	/'saʊnd baɪt/	kurzes, prägnantes Zitat, kurzer, prägnanter Auszug	A sound bite is a short comment by a famous person that is taken from a longer speech and broadcast alone because it is very interesting or effective.
spiritual (adj)	/'spɪrɪtʃuəl/	spirituell	Music provides an immensely satisfying spiritual experience for many people.
stable (adj) (opposite = unstable)	/'stɛbəl/	stabil, beständig (Gegenteil = instabil, unbeständig)	Children benefit from stable relationships within the family unit.
store (n) lie in store for sb/sth	/stɔ:/ /laɪ ɪn 'stɔ: fə ˌsʌmbədi/ˌsʌmθɪŋ/	Laden, Geschäft, Lager, Speicher auf jdn. zukommen, jdm. bevorstehen, jdn. erwarten	I'm afraid that unhappiness, even disaster, may lie in store for him.
superhuman (adj)	/su:pə'hju:mən/	übermenschlich	With a superhuman effort, Will managed to control his temper.
superior (adj) (opposite = inferior)	/su:'piəriə/	überragend, überlegen, außergewöhnlich (Gegenteil = unterlegen, mangelhaft, geringwertig)	We respected Bill's superior knowledge of the area.
sure (adj) to be sure	/ʃʊ:/ /tu bɪ 'ʃʊ:/	sicher allerdings, selbstverständlich, zwar	To be sure , most people are law-abiding, but crime remains a problem.

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switch (v)	/swɪtʃ/	wechseln	Then he switched sides and turned against his former allies.
teleworking (n)	/'telɪ,wɜ:kɪŋ/	Telearbeit	Although teleworking can make you feel isolated, not having to commute every day is a huge advantage.
tendency (n)	/'tendənsi/	Trend, Tendenz	We continue to see a tendency towards globalisation of brands.
tension (n)	/'tenʃən/	Spannung	Measures are needed to reduce tension between the two states.
town (n) go out on the town	/taʊn/ /gəʊ aʊt ɒn ðə 'taʊn/	Stadt in die Stadt gehen, in der Stadt unterwegs sein	We usually go out on the town on Friday nights.
trend (n)	/'trend/	Tendenz, Trend	We've seen a trend towards more violent films this year.
unpredictable (adj) (opposite = predictable)	/ʌnpɪrɪ'dɪktəbəl/	unverhersehbar, unberechenbar (Gegenteil = vorhersehbar, berechenbar)	The weather here is really unpredictable .
verge (n) on the verge of ...	/vɜ:ʒ/ /ɒn ðə 'vɜ:ʒ əv ,sʌmθɪŋ/	Rand, Schwelle am Rand von ..., nahe	The two countries were on the verge of war.
virtual (adj)	/'vɜ:tʃuəl/	virtuell	Students would get their degrees from virtual universities.
way (n) a long way off	/weɪ/	Weg weit entfernt, lang hin	Christmas is still a long way off .

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	/ə ɪn 'weɪ ɒf/		
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