

in company 2nd edition

Upper-intermediate

Case study: The future's unwritten

headword	pronunciation	translation/notes	example sentence
affluent (adj)	/ˈæfluːənt/	im Überfluss, wohlhabend	They live in an affluent area of Edinburgh.
agenda (n)	/əˈdʒendə/	Tagesordnung	Funding the health service is now back on the political agenda .
agile (adj)	/ˈædʒaɪl/	rege, flink, agil	Communications companies have to be agile just to survive.
alert sb to sth (phr v)	/əˈlɜːt ˌsʌmbədi tə ˌsʌmθɪŋ/	jd. auf etw. aufmerksam machen, jdm. vor etw. warnen	We will be assisting in alerting people to the dangers of cold weather.
biochemist (n)	/ˌbaɪəʊˈkɛmɪst/	Biochemiker/in	He works in a team of biochemists at a brewery.
biotech (n)	/ˌbaɪəʊtɛk/	Biotechnologie	The article speculates about technological advances in the fields of biotech and virtual reality.
bloc (n)	/blɒk/	Block	The former Soviet bloc nations still win many gymnastics medals.
boom (n) cycle of boom and recession	/buːm/ /ˌsaɪkəl əv ˈbuːm ən ˌrɛˌseʃən/	Hochkonjunktur, Boom Zyklus von Hochkonjunktur und Rezession	The global economic climate tends to shift in a cycle of boom and recession .

booming (adj) booming market	/'bu:miŋ/ /'bu:miŋ, ,mɑ:kɪt/	florierend, boomend florierender / boomender Markt	A reaction to too much technology has created a booming market for handmade goods and retro classics.
burden (n) under the burden of sth	/'bɜ:dən/ / ,ʌndə ðə 'bɜ:dən əv ,sʌmθɪŋ/	Last, Belastung unter der Belastung mit / von etw.	He's trying to keep the restaurant going under a huge burden of debt .
business acumen (n)	/'bɪznəs ,ækju:mən/	Geschäftssinn, -tüchtigkeit	We are looking for someone with both business acumen and technical expertise.
bust (adj) go bust	/bʌst/ /gəʊ 'bʌst/	kaputtgehen, platzen pleitegehen	The company went bust after only a year in business.
classic (n)	/'klæsɪk/	Klassiker	A reaction to too much technology has created a booming market for handmade goods and retro classics .
clean-tech (adj) (opposite = dirty)	/'kli:n tek/	mit sauberer Technologie (Gegenteil = unsauber, schmutzig, dreckig)	New regulations have forced industries to find clean-tech solutions for waste disposal.
coach (v)	/kəʊtʃ/	trainieren, (hier:) unter- richten	Ellen attends a stage school where they coach children in singing and dancing.
comply with sth (phr v)	/kəm'plai wɪθ ,sʌmθɪŋ/	etw. befolgen, einer Sache nachkommen, (hier:) kooperieren	You are legally obliged to comply fully with any investigations .
context (n) in the context of sth	/'kɒntekst/ /ɪn ðə 'kɒntekst əv ,sʌmθɪŋ/	Kontext, Zusammenhang im Zusammenhang mit etw.	In the context of Russian history, recent events are not so surprising.

counter-reaction (n)	/'kauntəri,ækʃən/	Gegenreaktion	In a counter-reaction to all the online entertainment that is available, sports like tennis are becoming more popular.
customise (v)	/'kʌstəmaɪzd/	(an Kundenwünsche) anpassen, individuell einrichten	You can use the Control Panel to customise Windows.
cutting edge (n)	/kʌtɪŋ 'eɟ sʌmθɪŋ/	auf dem neusten Stand, topaktuell, Spitzen-	These models are at the cutting edge of computer design.
cyberspace (n)	/'saɪbəspeɪs/	Cyberspace	Offline life is often seen to be boring compared with the many attractions of cyberspace .
digitised (adj)	/'dɪdʒɪtaɪzd/	digitalisiert	This is a digitised plan of how the new complex might look.
disintegrate (v)	/dɪs'ɪntəɡreɪt/	sich auflösen	By 1688, King James' regime was beginning to disintegrate .
dominance (n)	/'dɒmɪnəns/	Dominanz, Vorherrschaft	The males try to establish dominance over their rivals.
dominate (v)	/'dɒmɪneɪt/	dominieren, beherrschen	The earthquake once again dominated the news.
economic (adj) economic climate	/i:kə'nɒmɪk/ /i:kə'nɒmɪk ˌklaɪmət/	wirtschaftlich, Wirtschafts- Wirtschaftsklima	The global economic climate tends to shift in a cycle of boom and recession.
eliminate (v)	/ɪ'lɪmɪneɪt/	auslöschen, beseitigen, aus der Welt schaffen	Many infectious diseases have been virtually eliminated .
emission (n) carbon emissions	/'ɪmɪʃən/ /'kɑ:bən ɪ,mɪʃənz/	Emission, Ausstoß CO2-Emissionen	Manufacturers are required to produce cars with ever lower carbon emissions .

environmental (adj)	/ɪnˌvaɪrən'mentəl/	Umwelt-	Political factors include environmental pressure groups and terrorist threats.
evolution (n)	/i:və'lʊ:ʃən/	Entstehungsgeschichte, Evolution	His dissertation covers the evolution of the Celtic languages.
flexi-time worker (n)	/'fleksɪtaɪm ˌwɜ:kə/	Arbeitnehmer/in mit Gleitzeit	As a flexi-time worker , it is easier to arrange childcare.
flow (n)	/fləʊ/	Fluss	Reducing tariffs is the key to developing a substantial trade flow .
foothold (n) gain a foothold	/'fʊθəʊld/ /geɪn ə 'fʊθəʊld/	sichere Stellung, Halt einen Fuß in die Tür bekommen, Fuß fassen	They have managed to gain a foothold in the South American market.
foresee (v)	/fɔ:'si:/	vorhersehen	Who could have foreseen such problems?
fragment (v)	/'fræɡ'ment/	zerbrechen	After their European Cup success the team fragmented .
franchisee (n)	/'fræntʃaɪ'zi:/	Franchisenehmer/in	All franchisees will benefit from the company's success.
freeware (n)	/'fri:weə/	Freeware	Many games are available on the Internet as freeware .
gene therapy (n)	/'dʒi:n ˌθerəpi/	Gentherapie	It is hoped that the disease may be curable using gene therapy .
globalisation (n)	/'glɔ:bəlaɪ'zeɪʃən/	Globalisierung	With the globalisation of western culture, many traditional art forms may become lost.
guru (n)	/'gʊ:rʊ:/	Guru	Alice is my style guru ; she helped me buy this suit.
horizon (n) on the horizon	/hə'raɪzən/	Horizont am Horizont	I've got some job possibilities on the horizon .

	/ʊn ðə hə'raɪzən/		
implant (n)	/'ɪmplɑ:nt/	Implantat	Insulin implants may soon be widely used to treat diabetes.
individualistic (adj)	/ˌɪndɪvɪdʒʊə'lɪstɪk/	(hier:) persönlich, auf den jeweiligen Kunden bezogen	The bank has developed a more individualistic approach towards its customers.
influx (n)	/'ɪnflʌks/	Zustrom	There is always a huge influx of tourists into the city during the festival.
inside information (n)	/ɪnˌsaɪd ɪnfə'meɪʃən/	vertrauliche Informationen, Insiderinformationen	The thieves clearly had inside information that allowed them to know when the building would be unguarded.
isolationism (n)	/aɪsə'leɪʃənɪzəm/	Isolationismus	Isolationism is a country's policy of not having political or economic relationships with other countries.
leap (n) make the leap to sth	/li:p/ /meɪk ðə 'li:p tə ˌsʌmθɪŋ/	Sprung einen Sprung in etw. machen	Most publishing companies have made the leap into multimedia .
life expectancy (n)	/laɪf/ /'laɪf ɪkˌspektənsɪ/	Lebenserwartung	Increased life expectancy has economic implications.
line (n) think along the right lines	/laɪn/ /θɪŋk əˌlaɪn ðə raɪt 'laɪnz/	Linie, Richtung in die richtige Richtung denken	They are now considering alternative energy sources so they're thinking along the right lines .
lingua franca (n)	/'lɪŋgwə ˌfræŋkə/	Verkehrssprache, Lingua franka	German is a useful lingua franca for tourists in the Czech Republic.
literally (adv)	/'lɪtərəli/	buchstäblich	Now there are literally thousands of companies

			using our software.
marginalise (v)	/ˈmɑːdʒənəlaɪz/	(hier:) an den Rand drängen	Some of the directors have been marginalised by the takeover.
meaningless (adj) (opposite = significant)	/ˈmiːnɪŋləs/	bedeutungslos (Gegenteil = bedeutend)	The symbols are apparently meaningless .
modest (adj)	/ˈmɒdəst/	bescheiden	His income was modest compared with that of other chief executives.
mount (v)	/maʊnt/	steigen, zunehmen	Tension continues to mount between the two parties.
norm (n) the norm	/nɔːm/ /ðə ˈnɔːm/	Regel, Norm die Regel (sein)	These children live in communities where failure is the norm .
offline (adj) (opposite = online)	/ɒflaɪn/	offline, nicht im Netz (Gegenteil = online, im Netz)	Offline life is often seen to be boring compared with the many attractions of cyberspace.
outlook (n)	/ˈaʊtlʊk/	Ausblick, Perspektive	The outlook for the economy is still uncertain.
outsource (v)	/ˈaʊtsɔːs/	an externe Dienstleister vergeben	We outsource most of our graphic design.
overview (n)	/ˈəʊvəvjuː/	Überblick	The book gives an overview of the period of French rule.
picture (n) the big picture	/ˈpɪktʃə/ /ðə bɪɡ ˈpɪktʃə/	Bild das große Bild, die übergeordneten Zusammenhänge	It's important we don't lose sight of the big picture when we make these decisions.

pioneer (v)	/paɪə'niə/	den Weg bereiten, Pionierarbeit leisten	The approach was pioneered by American therapist Dr Bruce Fisher.
political (adj) political factor	/pə'lɪtɪkəl/ /pə'lɪtɪkəl ˌfæktə/	politisch politischer Faktor	Political factors include environmental pressure groups and terrorist threats.
pool (v)	/pu:l/	zusammenführen, -legen, -fassen, bündeln	It seemed sensible for us to pool our resources.
privatise (v)	/'praɪvətəɪz/	privatisieren	There are plans to privatise the postal service.
probational (adj)	/prəʊ'beɪʃənəl/	Probe-, auf Probe	After a probational period of two months, you will be given a contract.
problem (n) 'long fuse, big bang' problem	/'prɒbləm/ /lɒŋ ˌfjuːz bɪg bæŋ 'prɒbləm/	Problem "lange Zündschnur, großer Knall"-Problem	'Long fuse, big bang' problems may not happen for a while, but if and when they do, they could be explosive!
prospect (n)	/'prɒspekt/	Aussicht	The prospects for employment in the technology sector are especially good right now.
reel from sth (phr v)	/'ri:l frəm ˌsʌmθɪŋ/	(hier:) torkeln, wanken, taumeln	The banks were reeling from the unexpectedly large losses .
referendum (n)	/refə'rendəm/	Volksbefragung, Referendum	The government has promised to hold a referendum on the issue.
regulation (n)	/regju:'leɪʃən/	Bestimmung	Smoke detectors must be installed to comply with fire regulations .
renaissance (n)	/rə'nesəns/	Renaissance, Wiedergeburt	Miniskirts have seen something of a renaissance lately.

retro (adj) (= retrospective)	/ˈreɪtrəʊ/	Retro-, auf alt gemacht	A reaction to too much technology has created a booming market for handmade goods and retro classics.
revolutionise (v)	/revəˈluːʃənəɪz/	revolutionieren	Freud's ideas revolutionised our understanding of the mind.
scenario (n)	/səˈnɑːrɪəʊ/	Szenario	I am trying to think of all the possible scenarios .
sector (n)	/'sektə/	(hier:) Branche, Zweig	A number of key sectors of the economy are in trouble.
slimmed-down (adj)	/slɪmd 'daʊn/	verschlankt	The new slimmed-down customer services department deals with all complaints.
snapshot (n)	/'snæpʃɒt/	Momentaufnahme, Schnappschuss	The book gives a snapshot of life in the US military after Vietnam.
sociological (adj)	/ˌsəʊsɪə'lɒdʒɪkəl/	soziologisch, soziokulturell	Oxford University is conducting a long-term study into the sociological impact of poverty.
speculate about sth (phr v)	/'spekjəleɪt əbaʊt ˌsʌmθɪŋ/	über etw. spekulieren / mutmaßen	The article speculates about technological advances in the fields of biotech and virtual reality.
speculation (n)	/spekjə'leɪʃən/	Spekulation	Financial speculation is a risky career choice.
STEP (n) (= sociological, technological, economic and political) STEP analysis	/step/ /step ə'næləsɪs/	soziokulturell, techno- logisch, ökonomisch und politisch STEP-Analyse (Modell der externen Umweltanalyse)	We carried out a STEP analysis on the forces that shape our clients' businesses.
strategy (n) short-/long-term strategy	/'strætədʒi/ /ʃɔːt/lɒŋtɜːm/	Strategie Kurz- / Langfriststrategie	The short-term strategy is to try to isolate cases. Our longer-term strategy will be to develop a

	'strætədʒi/		vaccination against the disease.
supreme (adv) rule supreme	/su:'pri:m/ /ru:l su:'pri:m/	erstklassig absolut / uneingeschränkt herrschen	As a wine producer, France still rules supreme .
talk sb through sth (phr v)	/'tɔ:k sʌmbədi θru: sʌmθɪŋ/	jdm. bei etw. gut zureden	He talked me through the whole process of sending email.
technological (adj) technological development	/teknə'lɒdʒɪkəl/ /teknə'lɒdʒɪkəl dɪ'veləpmənt/	technologisch technologische Entwicklung	The article speculates about technological development in the fields of biotech and virtual reality.
threaten (v)	/'θretən/	(be-)drohen	The terrorists are threatening to kill the hostages.
track (v)	/træk/	(rück-)verfolgen	We've been tracking the careers of our top graduates.
trend (n)	/trend/	Trend, Entwicklung	We analyse competitive trends so that we can advise our clients on product development.
triumph (v)	/'traɪʌmf/	triumphieren	It was the youngest team ever to triumph at the Olympics.
uncertainty (n) (opposite = certainty)	/ʌn'sɜ:tənti/	Ungewissheit, Unsicherheit (Gegenteil = Gewissheit, Sicherheit)	Minimize uncertainty about the future by taking expert advice.
undersupplied (adj) (opposite = oversupplied)	/,ʌndəsə'plaɪd/	unterversorgt (Gegenteil = überversorgt)	Our labour market is still undersupplied .
unthinkable (n) think the unthinkable	/ʌn'θɪŋkəbəl/	undenkbar das Udenkbare denken	We have been forced to think the unthinkable and

	/Θιηκ δə λn'Θιηkəbəl/		consider closing down the company.
viable (adj)	/'vaiəbəl/	machbar	Hospitals plan to stop services that are not financially viable .
virtual reality (n)	/'vɜ:tʃuəl rɪ'æləti/	virtuelle Realität	The article speculates about technological advances in the fields of biotech and virtual reality .
WOOPIE (n) (= well-off older persons)	/'wʊpi/	wohlhabende ältere Person	These holiday packages are designed for WOOPIEs .