

in company 2nd edition

Upper-intermediate

Case study: The sky's the limit

headword	pronunciation	translation/notes	example sentence
accelerate (v)	/æk'seləreɪt/	beschleunigen	The decline of her health seemed to suddenly accelerate .
alliance (n)	/ə'laɪəns/	Bündnis, Allianz	Independent companies are encouraged to form strategic alliances to help them compete.
answer (n) give sb a straight answer	/'ɑ:nsə/ /gɪv ˌsɪmbədi ə streɪt 'ɑ:nsə/	Antwort jdm. eine direkte / ehrliche Antwort geben	Tom never really gave me a straight answer when I asked about his driving test.
aspirational (adj)	/æspɪ'reɪʃənəl/	angestrebt	This housing development was built with aspirational young professionals in mind.
barrier (n) be no barriers to sth	/'bæriə/ /bi: nəʊ 'bæriəz tə ˌsɪmθɪŋ/	Hindernis, Barriere kein Hindernis für etw. darstellen	The removal of these regulations would mean there were no longer any barriers to genetic research .
bilateral (adj)	/baɪ'lætərəl/	bilateral, zweiseitig	We hope that current bilateral talks will result in a peace agreement.
board (n) come on board	/bɔ:d/ /ˌkʌm ɒn 'bɔ:d/	Bord an Bord kommen	We introduced the scheme last month and most of the department has come on board .

brand (n) brand identity stretch a brand	/brænd/ /'brænd aɪdentəti/ /stretʃ ə 'brænd/	Marke Markenidentität eine Marke ausdehnen	It is a reasonably priced airline with a distinctive brand identity . Mallya stretched an already familiar brand and introduced the Kingfisher 'funliner'.
brief (v)	/bri:f/	informieren, unterrichten, auf den aktuellen Stand bringen	Members of the committee were briefed on the plan last week.
brink (n) push sth to the brink of sth	/brɪŋk/ /pʊʃ ɪsəmθɪŋ tə ðə 'brɪŋk əv ɪsəmθɪŋ/	Rand etw. an den Rand von etw. drücken	The crisis pushed the two nations to the brink of war .
buzz (n)	/bʌz/	(hier:) Klatsch, Gerede	The film is getting a lot of good buzz in Hollywood.
capacity (n) at ... capacity	/kə'pæsəti/ /æt kə'pæsəti/	Kapazität mit ... Kapazität	Our flights are running at just 30% capacity .
capital (n)	/'kæpɪtəl/	Kapital	Jim invested 20% of his capital in the venture.
carve out (phr v)	/kɑ:v 'aʊt/	(hier:) herausarbeiten, sich etw. erkämpfen	It can be difficult to carve out a niche in the fashion industry.
catch (v)	/kætʃ/	fangen, schnappen, (hier:) erwischen	Margaret caught me just as I was leaving.
cater for (phr v)	/'keɪtə fɔ:/	versorgen	Football fans are well catered for .
cater to (phr v)	/'keɪtə tu:/	auf jdn. ausgerichtet sein	There are more and more TV shows catering to young male audiences .

charismatic (adj)	/kærɪz'mætɪk/	charismatisch	What the party needs is a more charismatic leader.
closure (n)	/'kləʊzə/	Schließung	The closure of the centre would be a terrible loss to the community.
code-share (v)	/'kəʊdʃeə/	Codesharing betreiben (wenn mehrere Fluggesellschaften einen Linienflug teilen)	Kingfisher and Jet now code-share flights.
commodity (n)	/kə'mɒdəti/	(Konsum-)Ware	People had to queue for hours to buy basic commodities like coal and potatoes.
conglomerate (n)	/kən'glɒməreɪt/	Mischkonzern, Konglomerat	The company was bought by a big mining conglomerate .
consolidation (n)	/kənsəlɪ'deɪʃən/	Konsolidierung	Now is not the time for expansion but for consolidation .
constraint (n)	/kən'streɪnt/	Ein-, Beschränkung	The organisation has to operate within the usual democratic constraints .
continue (v) be set to continue	/kən'tɪnjuː/ /biː set tə kən'tɪnjuː/	fortfahren, fortsetzen sich definitiv fortsetzen	The cold weather is set to continue into next week.
controversial (adj)	/kɒntrə'vɜːʃəl/	kontrovers, strittig, umstritten	The minister defended controversial plans to build a new motorway.
controversially (adv)	/kɒntrə'vɜːʃəli/	unstrittigerweise	Controversially , the government plans to use more nuclear energy.
conventional (adj) (opposite = unconventional)	/kən'venʃənəl/	konventionell (Gegenteil = unkonventionell)	You can cook the meat either in a microwave or in a conventional oven.

count on sb (phr v)	/'kaʊnt ɒn ˌsʌmbədi/	auf jdm. zählen	I knew I could count on you to be on time.
critical mass (n) gain critical mass	/'krɪtɪkəl mæs/ /geɪn 'krɪtɪkəl mæs/	kritische Masse eine kritische Masse erlangen	The company hopes to gain critical mass by buying another airline.
cross-over (n)	/'krɒsəʊvə/	Überkreuzverbindung	There is clearly a lot of untapped potential for cross-over from our other business interests.
day (n) call it a day	/deɪ/ /kɔ:l ɪt ə 'deɪ/	Tag Feierabend, lass uns / lassen Sie uns Schluss machen	We've been here since 7 a.m. Let's call it a day .
decline (v) decline to comment	/dr'klaɪn/ /dr'klaɪn tə ˌkɒment/	ablehnen einen Kommentar ablehnen	The President's wife declined to comment on the political situation.
delicate (adj)	/'delɪkət/	(hier:) heikel	The negotiations are at a very delicate stage.
differentiate (v)	/dɪfə'renʃɪeɪt/	unterscheiden, trennen	Present your main arguments in clearly differentiated paragraphs.
diligence (n) do due diligence on sth	/'dɪlɪdʒəns/ /du: dju: 'dɪlɪdʒəns ɒn ˌsʌmθɪŋ/	Sorgfalt, Eifer, Gewissenhaftigkeit eine (Unternehmens-) Bewertung vornehmen	We've done a lot of due diligence on this merger.
disposition (n)	/dɪspə'zɪʃən/	Gemüt, Sinnesart	He is not known for having a warm and friendly disposition .
diverse (adj)	/daɪ'vɜ:sɪs/	vielfältig, unterschiedlich, (hier:) breit	The newspaper aims to cover a diverse range of issues.
diversified (adj)	/daɪ'vɜ:sɪfaɪd/	diversifiziert	Over the years the company has built up a highly diversified and skilled workforce.

ego trip (n)	/ˈiːgəʊ trɪp/	Egotrip	She's a serious writer, not just some kid on an ego trip .
eliminate (v)	/ɪˈlɪmɪneɪt/	beseitigen, aus der Welt schaffen	Many infectious diseases have been virtually eliminated .
elite (n)	/ɪˈliːt/	Elite	Members of the political elite are meeting to discuss the situation.
elusive (adj)	/ɪˈluːsɪv/	schwer fassbar, vage, trügerisch	An agreement to end the fighting remains elusive .
enemy (n) sleep with the enemy	/'enəmi/ /sli:p wɪθ ðə 'enəmi/	Feind sich mit dem (ärgsten) Feind zusammenschließen / „ins Bett gehen“	They have shocked the business world by forming a partnership with their former rivals: a classic case of sleeping with the enemy!
exponential growth (n)	/ɛkspəˈnenʃəl grəʊθ/	exponentielles Wachstum	Analysts have predicted exponential growth from this new venture.
fanfare (n)	/'fænfə/	Fanfare, (hier:) Trara	The hotel complex opened with a fanfare of publicity.
favourable (adj) (opposite = unfavourable) at a favourable price	/'feɪvərəbəl/ /æt ə 'feɪvərəbəl praɪs/	günstig, vorteilhaft (Gegenteil = ungünstig, nachteilig) zu einem günstigen Preis	This package is available to our regular customers at a very favourable price .
feeling (n) no hard feelings	/'fi:lɪŋ/ /nəʊ hɑ:d 'fi:lɪŋz/	Gefühl nichts für ungut, (hier:) nicht nachtragend sein	I wanted to show you there are no hard feelings .
fierce (adj)	/'fiəs/	heftig, erbittert	We face fierce competition from overseas competitors.

fluctuate (v)	/ˈflʌktju:ert/	schwanken, pendeln zwischen	The price fluctuates between 50 pence and £1 per kilo.
fluctuation (n)	/ˈflʌktju:erɪʃən/	Schwankung, Fluktuation	Even a minor fluctuation in the water temperature can affect the fish.
free fall (n) in free fall	/fri: ˈfɔ:l/	freier Fall im freien Fall	The price of oil is in free fall at the moment.
fuel emissions (n pl)	/ˈfju:əl ɪ,mɪʃənz/	Kraftstoffemissionen	If your vehicle's fuel emissions exceed a certain limit, you will be charged to enter the city.
gap (n) a gap in the market	/gæp/ /ə ˈgæp ɪn ðə ˌmɑ:kɪt/	Lücke Marktlücke	We hope that our relaunched airline will fill a gap in the market , catering for business customers who want quality travel at a reasonable price.
gloomy (adj)	/ˈglu:mi/	düster, finster, (hier:) bedrückt, niedergeschlagen	He became very gloomy and depressed.
greenfield (n)	/ˈɡri:nfi:ld/	grüne Wiese	Greenfield development is carefully regulated.
ground (n) lose ground to sb/sth	/graʊnd/ /lu:z ˈgraʊnd tə ˌsʌmbədi/ ˌsʌmθɪŋ/	Boden jdm. gegenüber an Boden verlieren	He led from lap one but then lost ground to Alonso after several pit stops.
healthy (adj) (opposite = unhealthy) healthy competition	/ˈhelθi/ /ˈhelθi kɒmpəˌtɪʃən/	gesund (Gegenteil = ungesund, krank) gesunder Wettbewerb	We expect a certain amount of healthy competition between brothers and sisters.
household name (n)	/ˈhaʊshəʊld neɪm/	allgemein bekannter Begriff	Microsoft has become a household name .

implement (v)	/ˈɪmpləmənt/	umsetzen, realisieren	Attempts to implement change have met with strong opposition.
increase (v) increase ...fold	/ˈɪnkriːs/ /ˈɪnkriːs ...fəʊld/	zunehmen -fach zunehmen	Since 2000 the number of middle-class families in India has increased eightfold .
intense (adj)	/ɪnˈtens/	heftig, immens	He's been under intense pressure.
ironically (adv)	/aɪˈrɒnɪkli/	ironischerweise	Ironically , the women's downhill ski race was postponed because of heavy snow.
justified (adj)	/ˈdʒʌstɪfaɪd/	gerechtfertigt	Our fears proved to be justified .
layoff (n)	/ˈleɪɒf/	Entlassung	The factory managers have announced that there will be further layoffs before the end of the month.
lock in (phr v) be locked into sth	/lɒk ˈɪn/ /biː lɒkt ˈɪntə ˌsʌmθɪŋ/	einschließen (hier:) an etw. gebunden sein	Their strategy is to lock subscribers into long-term contracts .
media exposure (n)	/ˈmiːdiə ɛksˌpəʊʒə/	Medienaufmerksamkeit	Both candidates are getting a lot of media exposure .
mission (n)	/ˈmɪʃən/	(hier:) Reise, Auftrag	The President leaves on Tuesday for a trade mission to the Middle East.
mogul (n)	/ˈmɒʊgəl/	Magnat, Multimillionär	The supermarket mogul owns apartments in New York and London as well as a mansion in Kent.
mounting (adj)	/ˈmaʊntɪŋ/	steigend, wachsend	Mounting debts have forced them to sell part of the company.
negative profit (n)	/ˈnegətɪv ˌprɒfɪt/	negativer Gewinn	' Negative profit ' is just a polite way of saying 'loss'.
niche (n)	/niːʃ/	Nische	It can be difficult to carve out a niche in the fashion

			industry.
number-cruncher (n)	/ˈnʌmbəˌkrʌnʃə/	Zahlenfresser, Rechenfreak	Let's focus on the main points of the plan. We can leave the financial details to the number-crunchers .
objection (n)	/əbˈdʒekʃən/	Einwand	I would like to put forward several objections to this proposal.
oppose (v)	/əˈpəʊz/	sich jdm. / etw. widersetzen, ablehnen	There was a major campaign to oppose the building of a nuclear reactor.
outweigh (v)	/aʊtˈweɪ/	überwiegen, schwerer wiegen als	The possible benefits outweigh the risks involved.
overbooked (adj) (opposite = underbooked)	/əʊvəˈbʊkt/	überbucht (Gegenteil = nicht ausgebucht)	Our flight's overbooked . We'll have to wait two hours for the next one.
overcome (v)	/əʊvəˈkʌm/	überwinden	Jimmy overcame his difficulties to graduate with a first-class degree.
overcrowded (adj)	/əʊvəˈkraʊdəd/	überfüllt	Conditions in the camp are very overcrowded .
overheads (n pl)	/ˈəʊvəhedz/	Gemeinkosten	Our overheads are not much lower than those of the premium-priced carriers.
overreact (v)	/ˌəʊvəriːˈækt/	überreagieren	It's important not to overreact to a perceived threat.
oversupplied (adj) (opposite = undersupplied)	/əʊvəsəˈplaɪd/	überversorgt, mit einem Überangebot versehen (Gegenteil = unter- versorgt, mit einem Unterangebot versehen)	The sportswear market is massively oversupplied .

phenomenal (adj)	/fə'nomənəl/	phänomenal, außer- gewöhnlich	The film had phenomenal success in the States.
pioneer (v)	/paɪə'niə/	(hier:) den Weg bereiten	The approach was pioneered by American therapist Dr Bruce Fisher.
portfolio (n)	/pɔ:t'fəʊliəʊ/	Portfolio, (hier:) Bestand	They're looking to expand their portfolio of customers.
predict (v)	/prə'dɪkt/	vorhersagen, prognostizieren	Industry leaders predict that another 8,000 jobs could be lost by the end of the year.
premium-priced (adj)	/'pri:mɪəmpraɪst/	im oberen Preis- segment, hochpreisig	Our overheads are not much lower than those of the premium-priced carriers.
profit (n) turn a profit	/'prɒfɪt/ /tʒ:n ə 'prɒfɪt/	Gewinn, Profit einen Gewinn erzielen	Investors have turned a 14% profit in just 3 months.
promise (n)	/'prɒmɪs/	versprechen	Her invention failed to fulfil its initial promise .
promising (adj)	/'prɒmɪsɪŋ/	vielversprechend, erfolgversprechend	The foundation funds promising young artists.
prove (v) prove sb right	/'pru:v/ /'pru:v ,sʌmbədi raɪt/	(hier:) sich erweisen als jdn. (als richtig) bestätigen	His injuries proved fatal. Unfortunately, the critics were proved right when the restaurant failed.
publicise (v)	/'pʌblɪsaɪz/	bekannt / publik machen	They started publicising the concert last August.
publicity stunt (n)	/'pʌb'lɪsəti stʌnt/	Werbegag	Some people have suggested that what seemed like an accident was in fact a publicity stunt .
rationally (adv)	/'ræʃənli/	rational, vernünftig	She was too tired to think rationally .

(opposite = irrationally)		(Gegenteil = irrational, unvernünftig)	
razor-thin (adj) razor-thin margin	/ˈreɪzəθɪn/ /ˈreɪzəθɪn ˌmɑːdʒɪn/	hauchdünn hauchdünne Marge	Low-cost carriers operate on razor-thin margins .
reality TV (n)	/riːæləti tiːviː/ 	Reality-TV	Reality TV does not use actors but shows real events and situations involving ordinary people.
redeem (v)	/riːdiːm/	(hier:) einlösen	You can redeem these vouchers at any of our stores.
renewed (adj)	/riːnjuːd/	abermalig	Renewed efforts have finally led to an agreement.
reposition (v)	/riːpəˈziːʃən/	umpositionieren	The company has been successfully repositioned .
restriction (n)	/riːstriksjən/	Ein-, Beschränkung	The county faces restrictions on the use of water for irrigating crops.
rethink (v)	/riːˈθɪŋk/	überdenken, neu durchdenken	Competitive pressures are forcing managers to rethink their strategies.
ripe (adj) ripe for sth	/raɪp/ /ˈraɪp fə ˌsʌmθɪŋ/	reif reif für etw.	Some of the smaller firms are ripe for takeover.
scale (n) economy of scale	/skeɪl/ /ɪˌkɒnəmi əv ˈskeɪl/	Waage, Maßstab, Skala Skaleneffekt, Mengendegression	To achieve economies of scale we need to bring two other refineries on stream.
sector (n)	/'sektə/	Branche, Sektor	The country's industrial sector continues to grow.
segment (n)	/'segmənt/	Segment, (hier:) Schicht	The decision was very popular among certain segments of the population.

serial (adj)	/ˈsɪəriəl/	Reihen-, Serien-, (hier:) dauerflirtende Frau	Hannah is a serial flirt.
side with sb (phr v)	/ˈsaɪd wɪθ ˌsʌmbədi/	zu jdm. halten	She always sided with my brother.
sky (n) the sky is the limit	/skaɪ/ /ðə skaɪ ɪz ðə ˈlɪmɪt/	Himmel nach oben sind keine Grenzen gesetzt	The sky is the limit to what professional athletes can earn.
slash (v) slash prices	/slæʃ/ /slæʃ ˈpraɪsəz/	(auf-)schlitzen, (hier:) senken, kürzen Preise senken	Car salesrooms have slashed their prices .
slick (adj)	/slɪk/	raffiniert, schlau	They ran a very slick promotion campaign.
spectacularly (adv)	/spekˈtækjələli/	spektakulär	George failed spectacularly to meet his targets.
speculation (n)	/spekjəˈleɪʃən/	Spekulation	There has been a great deal of speculation about what will happen after the elections.
split (n) split in the market	/splɪt/ /ˈsplɪt ɪn ðə ˌmɑːkɪt/	Spaltung, Teilung Spaltung des Marktes	The split in the market may be just what we need for the relaunch of our airline.
squeeze out (phr v)	/skwiːz ˈaʊt/	ausquetschen	The company tried hard to squeeze out competitors and raise prices.
stake (n) controlling stake	/steɪk/ /kənˌtrəʊɪŋ ˈsteɪk/	Anteil Kontrollpaket	They took a 40% stake in the company last year. RCS Video still holds a controlling stake in Majestic Films International.
state-of-the-art (adj)	/steɪtəvðɪˈɑːt/	topaktuell, auf dem neusten Stand der Technik	Rob's just bought a state-of-the-art camera.

steer (v)	/ˈstiə/	steuern, lenken	He steered the country through a transitional period to the elections.
step in (phr v)	/step ˈɪn/	einschreiten	It is time for the government to step in .
strategic (adj)	/strəˈtiːdʒɪk/	strategisch	She was responsible for the firm's strategic planning.
strategy (n)	/ˈstrætədʒi/	Strategie	The countries hope to devise a common strategy to provide aid.
streamline (v)	/ˈstriːmlaɪn/	straffen, rationalisieren	Recently they have streamlined operations by selling off some of their smaller subsidiaries.
struggling (adj)	/ˈʃtrʌɡəlɪŋ/	(hier:) ums wirtschaftliche Überleben kämpfend	The government has introduced measures to assist struggling farmers through this latest health scare.
subsidiary (n)	/sʌbˈsɪdʒəri/	Tochtergesellschaft, -unternehmen	The company started out as a subsidiary of General Motors.
substantial (adj)	/səbˈstænʃəl/	beträchtlich, erheblich	There has been a substantial increase in inflation.
sunny (adj) (opposite = gloomy)	/ˈsʌni/	sonnig (Gegenteil = düster, trüb)	It was always good to see her sunny smile.
synergy (n)	/ˈsɪnədʒi/	Synergie	Profitability is expected to benefit from synergies between the two operations.
target (v)	/ˈtɑːɡət/	ins Visier nehmen, (als Zielgruppe) anpeilen	The billboards had been targeting travellers at airports.
target market (n)	/ˈtɑːɡət ˌmɑːkɪt/	Zielmarkt	The airline's target market is India's young upwardly mobile professional elite.
threat (n)	/θret/	(Be-)Drohung	

represent a significant threat	/reprɪzənt ə sɪɡnɪfɪkənt 'θret/	eine erhebliche Bedrohung darstellen	The dispute represents a significant threat to peace.
trend (n)	/trend/	Trend, Entwicklung	We've seen a trend towards more violent films this year.
buck the trend	/bʌk ðə 'trend/	gegen den Trend gehen, sich dem Trend widersetzen	Scottish industry bucked the UK trend with a 5% rise in exports.
turbulence (n)	/'tɜːbjələns/	Turbulenz, Unruhe	People are being advised not to book holidays to the island because of the political turbulence .
turn sth around (phr v)	/tɜːn ˌsʌmθɪŋ ə'raʊnd/	etw. umdrehen	The £400 million loan will help turn the Russian economy around .
underutilised (adj) (opposite = overutilised)	/ˌʌndə'juːtɪlaɪzd/	unausgelastet, zu gering genutzt (Gegenteil = über- lastet, zu viel genutzt)	There is little doubt that our public sports facilities are underutilised .
undisputed (adj) (opposite = disputed)	/ˌʌndɪs'pjuːtəd/	unumstritten (Gegenteil = umstritten)	The facts of the case are undisputed .
unionise (v)	/'juːnjənaɪz/	gewerkschaftlich organisiert	The airline industry is so highly unionised , one pilot's strike could shut us down.
untapped (adj)	/ˌʌn'tæpt/	(hier:) ungenutzt	There is clearly a lot of untapped potential for cross-over from our other business interests.
up (adv) be up there with sb/sth	/ʌp/ /biː 'ʌp ðeə wɪθ ˌsʌmbədi/	oben, hoch auf einer Ebene mit jdm. sein	As an entrepreneur, Mallya is not yet up there with Richard Branson .
upmarket (adv)	/ʌp'mɑːkɪt /	anspruchsvoll,	

go upmarket	/gəʊ ʌp'mɑ:kɪt/	exklusiv, (hier:) gehoben den gehobenen Markt erreichen	The firm's image has gone upmarket .
upwardly mobile (adj)	/'ʌpwədli ,məʊbaɪl/	zunehmend / wachsend mobil	The airline's target market is India's young upwardly mobile professional elite.
value-added (adj)	/'vælju:ədəd/	mit Zusatznutzen, Mehrwert-	The carrier has been relaunched as a value-added airline offering reasonably priced flights with an extra 'something special'.
venture (n)	/'ventʃə/	(hier:) Vorstoß, Projekt, Versuch	This is their first venture into e-commerce.
viral marketing (n)	/'vaɪrəl ,mɑ:kɪtɪŋ/	Viralmarketing	Viral marketing depends on an organisation's customers advertising a product simply by talking to other people about it.
visual (n)	/'vɪʒʊəl/	Bildmaterial, (hier:) Folie	If I can't get my laptop to work, I won't have any visuals for my presentation.