

Unit 11

headword	pronunciation	translation/notes	example sentence
addict (n)	/ˈædɪkt/	Suchtkranke/r	It is thought that text addicts cost offices billions of dollars in lost profits.
appreciate (v) I would appreciate it if ...	/əˈpriːʃiət/ /aɪ wəd əˈpriːʃiət ɪf/	etw. schätzen, würdigen ich wäre dankbar, wenn ...	I would appreciate it if you could send me a copy of the minutes.
asap (= as soon as possible)	/eɪseɪˈpiː/	so bald wie möglich, umgehend	Can you ask Accounts to chase up that invoice asap ?
assistance (n)	/əˈsɪstəns/	Unterstützung, Hilfe	If I can be of any further assistance , please contact me again.
attachment (n)	/əˈtætʃmənt/	Anhang	I'm not crazy about 20-megabyte attachments that take an hour to download.
backup (n)	/ˈbækʌp/	(hier:) Sicherung	I make backups at least twice a day.
behalf (n) on behalf of sb	/bəˈhɑːf/	(hier:) Namen, Auftrag im Namen/Auftrag von jdm.	On behalf of myself and my colleague, may I take this opportunity to thank you for your kind hospitality last week.
btw (= by the way)	/baɪ ðə ˈweɪ/	übrigens	By the way , did you hear that Dorthe has been promoted?
bug (v)	/bʌg/	nerven, stören	It bugs me that people expect an instant reply to

cc (v)	/si:'si:/	in den Verteiler aufnehmen, in Kopie bekommen	their e-mail. Being cc-ed on every little thing drives me nuts.
change of plan (n)	/tʃeɪndʒ əv 'plæn/	Planänderung	There's been a change of plan . They are going to meet us at the hotel instead.
chase sth up (phr v)	/tʃeɪs ɪsʌmθɪŋ 'ʌp/	(hier:) heraussuchen	Can you ask Accounts to chase up that invoice asap?
click on sth (phr v)	/'kɪk ən ɪsʌmθɪŋ/	etw. anklicken	Click on this icon to download a version for iMacs.
compensate (v)	/'kɒmpənsət/	ausgleichen, kompensieren	People are spending longer hours in the office and having less face-to-face contact with their friends, so they are compensating by cyber-socialising in work time.
confirm (v)	/kən'fɜ:m/	bestätigen	I am writing to confirm our appointment on May 3 rd .
connect (v)	/kə'nekt/	verbinden	Not only must your writing be clear, correct, complete and concise, but it also has to connect .
co-worker (n)	/'kəʊwɜ:kə/	Kollege	Your relationship with co-workers or customers may rest solely on your e-mail exchanges.
crash (v)	/kræʃ/	abstürzen	My computer has crashed three times this morning.
crazy (adj) be crazy about sth	/'kreɪzi/	verrückt, wahnsinnig nach etw. verrückt sein	I'm not crazy about 20-megabyte attachments that take an hour to download.
cyber-chat (n)	/'saɪbətʃæt/	Plausch/Unterhaltung im virtuellen Raum	After a fifteen-minute cyber-chat with your friend, your weekend plans may be intact but your report certainly isn't.
cyber-socialise (v)	/'saɪbəsəʊʃəlaɪz/	Kontakte im virtuellen Raum knüpfen	People are spending longer hours in the office and having less face-to-face contact with their friends,

			so they are compensating by cyber-socialising in work time.
deadline (n)	/'dedlam/	(End-)Termin	An e-mail has arrived. With one hour to go to the deadline for the report you are working on, you try to ignore the temptation to check who it's from.
direct (adj) (opposite = indirect)	/daɪ'rekt/	direkt, unverblümt	It's easy to sound more direct than you meant in an e-mail. That's how you get flames where people react to careless writing.
disconnection (n) (opposite = connection)	/dɪskə'nekʃən/	Abschaltung, gestörte Verbindung	In a world of emotional disconnection , people long to be treated as special, important individuals.
discount (n)	/'dɪskaʊnt/	Rabatt, Nachlass, Ermäßigung	We are offering substantial discounts on all orders over \$1,000. Please note our discount rates for returning customers.
disrupt (v)	/dɪs'rʌpt/	stören, unterbrechen	I've switched off the 'ping' which tells me an e-mail has arrived. It doesn't disrupt my day so much.
distracted (adj)	/dɪs'træktəd/	abgelenkt	The phenomenon of text addiction may be costing businesses all over the world billions of dollars in lost productivity and errors caused by distracted workers.
dominate (v)	/'dɒmɪneɪt/	beherrschen, dominieren	A text addict cannot resist messaging, e-mailing and texting, even if it disrupts and dominates their day.
download (v)	/daʊn'ləʊd/	herunterladen, "downloaden"	I'm not crazy about 20-megabyte attachments that take an hour to download . Click on this icon to download a version for iMacs.
drive (v) drive sb nuts	/'draɪv/	fahren, treiben jdn. in den Wahnsinn	Being cc-ed on every little thing drives me nuts .

	/draɪv ˌsʌmbədi 'nʌts/	treiben	
emoticon (n)	/ɪ'məʊtɪkɒn/	Emoticon	Those little smiley things, emoticons , really annoy me.
enclose (v)	/ɪn'kləʊz/	anhängen	With regard to my presentation on the 4 th , could you make the necessary arrangements? I enclose a list of the equipment I'll need.
exchange (n)	/ɪks'tʃeɪndʒ/	Austausch	Your relationship with co-workers or customers may rest solely on your e-mail exchanges .
explore (v)	/ɪk'splɔː/	(hier:) untersuchen, erforschen	We would like to explore the possibility of a joint venture between our companies.
face-to-face (adj)	/feɪstə'feɪs/	persönlich, direkt	People are spending longer hours in the office and having less face-to-face contact with their friends, so they are compensating by cyber-socialising in work time.
filter (n)	/'fɪltə/	Filter	Although I have a filter , I still seem to get a lot of spam.
flame (n)	/fleɪm/	Flamme	It's easy to sound more direct than you meant in an e-mail. That's how you get flames where people react to careless writing.
further to ...	/'fɜːðə tu/	in Ergänzung zu	Further to our telephone conversation this morning, I'd be grateful if you could send me a full description of the problem.
get back to sb (phr v)	/get 'bæk tə ˌsʌmbədi/	(hier:) zurückrufen	If you leave a voicemail, nobody gets back to you . An e-mail always gets through.
grateful (adj) (opposite = ungrateful)	/'ɡreɪtful/	dankbar	I would be grateful if you could send me a full description of the problem so that I can pass it on to

helpline (n)	/ˈhɛlpˌlaɪn/	telefonischer Beratungsdienst	our technical department. The helpline advised me to shut down my PC, switch off the printer and then restart.
hospitality (n)	/ˈhɒspɪˈtæləti/	Gastfreundschaft	On behalf of myself and my colleague, may I take this opportunity to thank you for your kind hospitality last week.
icon (n)	/ˈaɪkɒn/	Icon	Click on this icon to download a version for iMacs.
illiterate (adj) (opposite = literate)	/ɪˈlɪtərət/	des Lesens und Schreibens nicht mächtig (analphabetisch)	The course is designed to retrain people who consider themselves to be computer illiterate .
impact (n)	/ˈɪmpækt/	Wirkung, Effekt	It's more likely that someone will read your e-mail if you create a subject line with impact .
intact (adj)	/ɪnˈtækt/	intakt	After a fifteen-minute cyber-chat with your friend, your weekend plans may be intact but your report certainly isn't.
joint venture (n)	/ˌdʒɔɪnt ˈventʃə/	Gemeinschaftsunternehmen, Joint Venture	We would like to explore the possibility of a joint venture between our companies.
meantime (n) in the meantime	/ˈmiːntaɪm/	Zwischenzeit inzwischen	I hope to be in contact again next week. In the meantime , I would like to say that it was a great pleasure to meet you.
messaging (n)	/ˈmesɪdʒɪŋ/	SMS schreiben	A text addict cannot resist messaging , e-mailing and texting, even if it disrupts and dominates their day.
minutes (n pl)	/ˈmɪnɪts/	Protokoll	I would appreciate it if you could send me a copy of the minutes .
miskey (v)	/mɪsˈkiː/	falsche Taste drücken	The program shouldn't do that. I think you must have miskeyed .

opportunity (n) take the opportunity to do sth	/ɒpə'tju:nəti/ /teɪk ðə ɒpə'tju:nəti tə du: ˌsʌmθɪŋ/	Gelegenheit eine Gelegenheit nutzen etw. zu tun	On behalf of myself and my colleague, may I take this opportunity to thank you for your kind hospitality last week.
packaging (n)	/'pækɪdʒɪŋ/	Verpackung	We have received several complaints about damaged goods. I think we need to improve our packaging .
pain (n) be a pain	/peɪn/	Schmerz nerven, jdm. auf die Nerven gehen, eine Nervensäge sein	I'm sorry to be a pain but I think you need to make some changes to the report.
phenomenon (n)	/fə'nɒmənən/	Erscheinung, Phänomen	The phenomenon of text addiction may be costing businesses all over the world billions of dollars.
productive (adj) (opposite = unproductive)	/prə'dʌktɪv/	produktiv	The meeting was extremely short but highly productive .
productivity (n)	/'prɒdʌk'tɪvətɪ/	Produktivität	Messaging may be costing businesses all over the world billions of dollars in lost productivity and errors caused by distracted workers.
proofread (v)	/'pru:fri:d/	Korrektur lesen	Proofread e-mails before sending them. It creates a more professional image if there are no silly errors.
proposal (n)	/prə'pəʊzəl/	Vorschlag	I regret to inform you that the board turned down your proposal .
quarterly (n)	/'kwɔ:təli/	Quartalsbericht	I don't seem to have received your quarterlies yet. Have you sent them in?
react (v)	/'ri:ækt/	reagieren	It's easy to sound more direct than you meant in an e-mail. That's how you get flames where people react to careless writing.

regard (n) with regard to ...	/rɪ'gɑ:d/ /wɪθ rɪ'gɑ:d tə/	Bezug, Hinsicht bezüglich, hinsichtlich	With regard to my presentation on the 4 th , could you make the necessary arrangements? I enclose a list of the equipment I'll need.
regret (v)	/rɪ'gret/	bedauern	I regret to inform you that your application was unsuccessful.
retrain (v)	/ri:'treɪn/	neu ausbilden (umschulen)	The course is designed to retrain people who consider themselves to be computer illiterate.
scroll down (phr v)	/skrəʊl 'daʊn/	zurückrollen, den Fensterinhalt nach oben verschieben	If you put your signature on a message, it saves people scrolling down to see if there's more text.
shut down (phr v)	/ʃʌt 'daʊn/	herunterfahren, abschalten	The helpline advised me to shut down my PC, switch off the printer and then restart.
socialise (v)	/'səʊʃəlaɪz/	unter (die) Leute gehen, Kontakte knüpfen	A recent survey claims that 43% of office workers spend an average of four hours a day socialising online with friends instead of working.
sound (v)	/saʊnd/	klingen	It's easy to sound more direct than you meant in an e-mail. That's how you get flames where people react to careless writing.
spam (n)	/spæm/	unerwünschte E-Mails, Spam	Although I have a filter, I still seem to get a lot of spam .
spreadsheet (n)	/'spredsɪt/	Kalkulationstabelle	The company upgraded the software last week and now some of my spreadsheets won't work.
stand (v) stand to reason	/stænd/ /stænd tə 'ri:zən/	stehen naheliegen	The importance of writing stands to reason.
subject line (n)	/'sʌbdʒekt ˌlɪn/	Betreffzeile	It's more likely that someone will read your e-mail if you create a subject line with impact.

temptation (n)	/temp'teɪʃən/	Versuchung	An e-mail has arrived but you try to ignore the temptation to check who it's from.
texting (n)	/'tekstɪŋ/	Schreiben/Verfassen von SMS	A text addict cannot resist messaging, e-mailing and texting , even if it disrupts and dominates their day.
touch (n) be in touch	/tʌtʃ/	Berührung, Kontakt sich melden, Kontakt aufnehmen	I'll be in touch before the end of the week.
trash (n) empty the trash	/træʃ/ /ˌempti ðə 'træʃ/	Müll (hier:) (PC-)Papierkorb leeren	I've set up my e-mail to empty the trash every three hours.
turn down (phr v)	/tɜːn 'daʊn/	ablehnen	I regret to inform you that the board turned down your proposal.
upgrade (v)	/ʌp'ɡreɪd/	auf die nächsthöhere Version umstellen	The company upgraded the software last week and now some of my spreadsheets won't work.
voicemail (n)	/'vɔɪsmel/	Voicemail	If you leave a voicemail , nobody gets back to you. An e-mail always gets through.
workload (n)	/'wɜːkləʊd/	Arbeitspensum	80 per cent of our time is spent managing just 20 per cent of our workload . It is not unusual for people to have 2,000 e-mails in their inboxes.

Unit 12

headword	pronunciation	translation/notes	example sentence
access (n)	/ˈæksɪs/	Zugang	The slow access speed of the website meant that people were getting bored waiting for pages to load.
agenda (n)	/əˈdʒɛndə/	Tagesordnung	This brings us on to the next item on our agenda this morning.
anticipate (v)	/ænˈtɪsɪpeɪt/	vorhersehen, antizipieren	By using rhetorical questions, you invite your audience to try to anticipate your answer.
background (n)	/ˈbækgraʊnd/	Hintergrund	To give you the background on this, we have been in preliminary talks with them for a month and now we're ready to move on to the next stage.
body language (n)	/bɒdi ˈlæŋgwɪdʒ/	Körpersprache	Expressive body language will help to engage your audience.
boom (n)	/bu:m/	Hochkonjunktur, Boom	The outsourcing boom has caused a steady decline in white-collar jobs in the West.
bottom out (phr v)	/ˈbɒtəm ˌaʊt/	Tiefstand/Talsole erreichen	The figure was fluctuating for the first three months and then fell sharply to bottom out at just 10,000.
bring sb on to sth (phr v)	/brɪŋ ˌsʌmbədi ɒn tə ˌsʌmθɪŋ/	jdn. zu etwas führen	This brings us on to the next item on our agenda this morning.
build up (phr v)	/bɪld ˈʌp/	(hier:) auflaufen, sich sammeln	So many messages built up on the company's server that it crashed.

celebrity (n)	/sə'leibrəti/	Berühmtheit	A celebrity guest speaker is coming to give a motivational speech to the company.
climb (v)	/klaɪm/	klettern	There was a slump in the housing market as interest rates climbed to 7%.
come up (phr v) come up with a bright idea	/kʌm 'ʌp wɪθ ə braɪt aɪdɪə/	etw. aufbringen einen intelligenten Vorschlag aufbringen	Alan came up with a bright idea to prevent his inbox filling up while he was away on holiday.
concerned (adj) (opposite = unconcerned) be concerned about sth	/kən'sɜ:nd/	betroffen, besorgt wegen etw. besorgt sein	I know some of you are concerned about the recent performance of E-Stock, our online subsidiary.
contrasting (adj) (opposite = similar)	/'kɒntrɑ:stɪŋ/	gegensätzlich, widersprüchlich	If you include pairs of contrasting points, you can emphasise what you're saying by using the power of opposites.
crash (v)	/kræʃ/	abstürzen	So many messages built up on the company's server that it crashed .
creative (adj)	/kri:'eɪtɪv/	kreativ, originell	A good presenter makes creative use of visuals.
decline (n)	/dr'klaɪn/	Rückgang, Abnahme	The outsourcing boom has caused a steady decline in white-collar jobs in the West.
design (v) be designed around sb/sth	/dr'zɑ:n/	entwerfen, gestalten, konzipieren auf jdn. zugeschnitten sein	Our bank is designed around you. It doesn't expect you to fit round it.
destabilise (v) (opposite = stabilise)	/di:'stɛɪbəlɪz/	destabilisieren	Wild fluctuations in the price of paper has destabilised the publishing industry.
detail (n) in more detail	/'di:teɪl/	Detail, Einzelheit genau	I'd like to go into this in more detail .

digress (v)	/daɪ'ɡres/	abschweifen, vom Thema abkommen	To digress for a moment, did anyone attend last year's conference?
drop out (phr v)	/drɒp 'aʊt/	aussteigen, abrechen	Max dropped out of university and decided to go into business instead.
e-business (n)	/i:'bɪznɪs/	E-Business	To succeed in online stock trading, to succeed in any area of e-business , you need a first-class website.
emphasise (v)	/'emfəsaɪz/	etw. betonen, auf etw. Wert legen	If you include pairs of contrasting points, you can emphasise what you're saying by using the power of opposites.
emphatic (adj)	/em'fætɪk/	nachdrücklich	You need to be more emphatic when you are speaking to an audience.
expand on (phr v)	/ɪk'spænd ɒn/	(hier:) etw. ausführen	That's a good point. I'd like to expand on it a little if I may.
expressive (adj)	/ɪk'spresɪv/	expressiv, ausdrucksstark	Expressive body language will help to engage your audience.
figures (n pl)	/'fɪɡəz/	Zahlen	As you can see, the figures speak for themselves.
fluctuate (v)	/'flʌktʃueɪt/	schwanken, ständig verändern	The figure was fluctuating for the first three months and then fell sharply to bottom out at just 10,000.
fluctuation (n)	/'flʌktʃu:'eɪʃən/	Schwankung, ständige Veränderung	Wild fluctuations in the price of paper has destabilised the publishing industry.
highlight (n)	/'haɪlaɪt/	Höhepunkt	One of the highlights of his career was becoming CEO of a multinational at the age of 30.
hit (n)	/hɪt/	Besuch auf einer Webseite	Improvements in our website have led to more hits and increased trading.
implication (n)	/ɪm'plɪ'keɪʃən/	Folge, Auswirkung, Kon-	I'm sure the implications of the housing slump are

inbox (n)	/ˈɪnbɒks/	sequenz E-Mail-Eingang	clear to all of you. Pete returned from holiday to find an inbox containing hundreds of e-mails.
innovative (adj)	/ˈɪnəvətɪv/	innovativ	Our sensor has been nominated for an award for the most innovative product.
item (n)	/ˈaɪtəm/	(hier:) (Tagesordnungs-) Punkt	This brings us on to the next item on our agenda this morning.
justice (n) do sth justice	/ˈdʒʌstɪs/	Gerechtigkeit einer Sache gerecht werden	Merely describing the device would fail to do it justice , so here it is in action!
level off (phr v)	/ˈlevəl ɒf/	sich abschwächen	The share price levelled off at the end of March.
look (n) have a look at sth	/lʊk/	(An-)Blick, Aussehen etw. ansehen	Have a look at this. It's a graph showing the number of trades our customers make per day on our website.
low (n)	/ləʊ/	Tiefpunkt, -stand, Talsohle	Asian stocks recovered yesterday after a sudden fall to a monthly low .
motivational (adj)	/məʊtɪ'veɪʃənəl/	Motivations-, motivierend, anregend	A celebrity guest speaker is coming to give a motivational speech to the company.
outsourcing (n)	/ˈaʊtsɔːsɪŋ/	Ausgliederung, Verlagerung, Outsourcing	The outsourcing boom has caused a steady decline in white-collar jobs in the West.
overview (n)	/ˈəʊvəˌvjuː/	Überblick	These figures give a brief overview of the problem.
peak (n)	/piːk/	Höhepunkt, Spitze	Oil prices have reached a new peak as the fear of terrorism increases.
performance (n)	/pə'fɔːməns/	(hier:) Ergebnis	I know some of you are concerned about the recent performance of E-Stock, our online subsidiary.

perspective (n)	/pɜː'spektɪv/	Perspektive	Let's put this crisis into some kind of perspective .
point out (phr v)	/pɔɪnt 'aʊt/	auf etw. hinweisen, etw. herausstellen	I'd like to point out that that image is the wrong way round.
proceed (v)	/prəʊ'siːd/	fortfahren, weitermachen	The two PCs proceeded to e-mail each other every few seconds for a fortnight!
public speaking (n)	/ˌpʌblɪk 'spiːkɪŋ/	Sprechen vor Publikum	In surveys, most managers say they are more afraid of public speaking than anything - even death!
quote (v)	/kwəʊt/	zitieren	He opened his talk by quoting Rockefeller.
rebound (n)	/'riːbaʊnd/	Wiederaufschwung	There has been a rebound in stocks after substantial losses in early trading.
recover (v)	/rɪ'kʌvə/	sich erholen	Asian stocks recovered yesterday after a sudden fall to a monthly low.
recruit (v)	/rɪ'krʊt/	anwerben, einstellen	Our bank recruits people who like to talk.
refer to (phr v)	/rɪ'fɜː tu/	verweisen auf	If anyone is interested in knowing more, I'd like to refer you to my report on renewable energy.
revolutionise (v)	/revə'lʊːʃənaɪz/	revolutionieren	E-booking has revolutionised the travel industry.
rhetorical question (n)	/rə'tɒrɪkəl ˌkwɛstʃən/	rhetorische Frage	By using rhetorical questions , you invite your audience to try to anticipate your answer.
server (n)	/'sɜːvə/	Server	So many messages built up on the company's server that it crashed.
slide (n)	/slaɪd/	Talfahrt	The Spanish market has stabilised following a two-month slide .
slump (n)	/slʌmp/	Einbruch, Abschwung	There was a slump in the housing market as interest rates climbed to 7%.

sort sth out (phr v)	/sɔ:t ˌsʌmθɪŋ ˈaʊt/	etw. regeln	Our bank believes in sorting your money out for you without you having to ask.
speak (v)	/spi:k/	reden, sprechen	As you can see, the figures speak for themselves.
stabilise (v) (opposite = destabilise)	/'sterbəlaɪz/	stabilisieren	The Spanish market has stabilised following a two-month slide.
stock trading (n)	/stɒk ˈtreɪdɪŋ/	Aktienhandel	To succeed in online stock trading , to succeed in any area of e-business, you need a first-class website.
structure (v)	/'strʌktʃə/	strukturieren, gliedern, aufbauen	By structuring your presentation carefully, you will keep your audience interested all the way through.
subsidiary (n)	/sʌb'sɪdjəri/	Tochter(unternehmen), Niederlassung	I know some of you are concerned about the recent performance of E-Stock, our online subsidiary .
substantial (adj) (opposite = insubstantial)	/səb'stænʃəl/	erheblich, substanziell	There has been a rebound in stocks after substantial losses in early trading.
sum up (phr v) to sum up ...	/sʌm ˈʌp/	zusammenfassen, ein Resümee ziehen in der Zusammenfassung	To sum up , e-trading in stocks is the future.
term (n) in terms of ...	/tɜ:m/	(hier:) Bezug, Hinsicht bezüglich, hinsichtlich, ... betreffend	So what does this mean in terms of spending?
toast (n)	/təʊst/	Trinkspruch	George Bernard Shaw gave a famous toast to Albert Einstein.
trade (n)	/treɪd/	Handel (Kauf und Verkauf)	Have a look at this. It's a graph showing the number of trades our customers make per day on our website.
trading (n)	/'treɪdɪŋ/	Handel	Improvements in our website have led to more hits and increased trading .

visual (n)	/'vɪʒuəl/	visuelles Mittel, bildliche Darstellung	To sum up, e-trading in stocks is the future. A good presenter makes creative use of visuals .
white-collar (adj) (opposite = blue-collar)	/waɪt'kɒlə/	die Angestellten betreffend	The outsourcing boom has caused a steady decline in white-collar jobs in the West.
win back (phr v)	/wɪn 'bæk/	zurückgewinnen	We hope that internet advertising will win back the customer confidence we've lost.

Unit 13

headword	pronunciation	translation/notes	example sentence
allege (v)	/ə'leɪdʒ/	behaupten, vorwerfen	Viacom, which is asking for \$1 billion in damages, alleges that YouTube does little or nothing to prevent users from posting copyrighted videos on its site.
bandwidth (n)	/'bændwɪðθ/	Bandbreite	Dial-up charges, from the days when everybody used conventional phone lines to access the Internet, have now been replaced by bandwidth costs.
blog (n)	/blɒg/	Blog	Online communities, consisting of businesses, their customers and other stakeholders, talk to one another online through things like blogs .
the blogosphere (n)	/ðə 'blɒgəsfiə/	Blogosphäre (Gesamtheit aller Weglogs und ihrer Verbindungen)	The blogosphere is a new platform for doing business.
broadband (n)	/'brɔ:dbænd/	Breitband	You have to pay more to get the fastest broadband connection.
buzz (n)	/bʌz/	(hier:) Aufmerksamkeit, Trubel	Companies like John West, by putting a series of funny videos on the Internet, create massive publicity. They create buzz .
chatroom (n)	/'tʃætʀʊm/	Chatroom	My teenage sister mainly uses the Internet for exchanging e-mails and socialising in chatrooms .

clip (n)	/klɪp/	kurzer Film	YouTube includes both amateur videos and clips produced by professionals.
collaborate (v)	/kə'læbəreɪt/	zusammenarbeiten	Companies find new ways to collaborate and that's why, from a business point of view, Web 2.0 is less about owning than about sharing.
collaboration (n)	/kə'læbə'reɪʃən/	Zusammenarbeit	In the worlds of academia, science, medicine and engineering, progress has been made by collaboration , not by keeping your best ideas secret.
come in (phr v)	/kʌm 'ɪn/	(hier:) zum Tragen kommen, sich nützlich erweisen	Search engines are getting less effective now that there are more than 100 million websites on the Internet. This is where social networking sites come in .
communicate with sb (phr v)	/kə'mju:nɪkeɪt wɪθ ,sʌmbədi/	mit jdm. kommunizieren	The Internet has changed the way we communicate with our customers.
community (n)	/kə'mju:nɪti/	Gemeinschaft	Online communities , consisting of businesses, their customers, competitors and other stakeholders, talk to one another online through things like blogs.
compelling (adj)	/kəm'pelɪŋ/	unwiderstehlich (fesselnd)	Viral advertising is a developing field in which companies try to create messages so compelling , funny or suggestive that consumers share them with friends.
competition (n)	/kɒmpə'tɪʃən/	Wettbewerb, Konkurrenz	In the past, companies protected their expertise, ideas and intellectual capital because they saw everything in terms of competition .
competitor (n)	/kəm'petɪtə/	Wettbewerber	Online communities, consisting of businesses, their customers, competitors and other stakeholders, talk to one another online through things like blogs.

confidential (adj)	/kɒnfɪ'denʃəl/	vertraulich	Mining companies like Goldcorp sometimes share their confidential data online in the hope that other companies and individuals can help them.
consumer (n)	/kən'sju:mə/	Verbraucher/in, Konsument/in	Large groups of consumers can use social networking sites to help each other and cut out advertising hype.
content (n)	/'kɒntent/	Inhalt, Content	Viacom has agreed to license much of its content to Joost, a YouTube rival.
copyright (n)	/'kɒprɪt/	Urheberrecht	Google says that YouTube is operating within the law because sharing copyright material is not stealing.
copyrighted (adj)	/'kɒprɪ,rɪtəd/	urheberrechtlich geschützt	Viacom, which is asking for \$1 billion in damages, alleges that YouTube does little or nothing to prevent users from posting copyrighted videos on its site.
court (n) take sth to court	/kɔ:t/	(hier:) Gericht jdn. verklagen	Viacom has taken its battle with YouTube to court .
custom publishing (n)	/'kʌstəm ˌpʌblɪʃɪŋ/	Custom Publishing (Nutzung von Fachinfor- mation für Marketing- zwecke)	Billion-dollar multinationals, local governments and individuals are all navigating the new communications landscape and experimenting with blogs, video and custom publishing .
damages (n pl)	/'dæmɪdʒəz/	Schadenersatz, Entschädigung	Viacom, which is asking for \$1 billion in damages , alleges that YouTube does little or nothing to prevent users from posting copyrighted videos on its site.
democratisation (n)	/dɪ,mɒkrətɪz'eɪʃən/	Demokratisierung	The so-called ' democratisation ' of the Net is supposed to have given us all a voice but who is going to quality control all the rubbish people put out there?

desktop computer (n)	<i>/'deskɒp kəmˌpjʊ:tə/</i>	(Schreib-)tischcomputer, Desktop-PC	Some experts think that desktop computers will soon be dead and people will just use laptops or handhelds.
dial-up charges (n pl)	<i>/'daɪəlʌp ˌtʃɑ:ʒəz/</i>	Verbindungsaufgebühren	Dial-up charges , from the days when everybody used conventional phone lines to access the Internet, have now been replaced by bandwidth costs.
drive (v)	<i>/draɪv/</i>	(hier:) lenken	Popular videos help drive viewers to the ads that appear on YouTube.
endorse (v)	<i>/ɪnˈdɔ:s/</i>	unterstützen, verstärken	The goal of viral marketing is the exponential spread of ads that are endorsed by consumers' own friends.
exchange (v)	<i>/ɪks'tʃeɪndʒ/</i>	Austausch	My teenage sister mainly uses the Internet for downloading music and exchanging e-mails.
expertise (n)	<i>/ekspɜ:'ti:z/</i>	Fachkenntnis, Expertise	In the past, companies protected their expertise , ideas and intellectual capital because they saw everything in terms of competition.
exponential (adj)	<i>/ekspə'nenʃəl/</i>	exponentiell	The goal of viral marketing is the exponential spread of ads that are endorsed by consumers' own friends.
field (n)	<i>/fi:ld/</i>	Feld, Bereich	Viral advertising is a developing field in which companies try to create messages so compelling, funny or suggestive that consumers share them with friends.
giant (n)	<i>/'dʒaɪənt/</i>	Riese	Thanks to networking, Goldcorp went from an underperforming \$100 million company into a \$9 billion giant .
go along with sth (phr v)	<i>/gəʊ ə'ldŋ wɪθ ˌsʌmθɪŋ/</i>	sich jdm. anschließen	I definitely go along with what Helena said about sharing copyright material.

google for sth (phr v)	/ˈɡuːɡəl fə ˌsʌmθɪŋ/	nach etw. googeln	I mainly use the Internet for googling for information and listening to podcasts.
go on about sth (phr v)	/ɡəʊ ˈɒn əbaʊt ˌsʌmθɪŋ/	sich über etw. auslassen, auf etw. beharren	The days of companies going on about patents, copyright and intellectual property may be over
handheld (n)	/'hændheld/	tragbares Gerät (Organizer)	Some experts think that desktop computers will soon be dead and people will just use laptops or handhelds .
hype (n)	/haɪp/	Publicity	Large groups of consumers can use social networking sites to help each other and cut out advertising hype .
illiterate (adj) (opposite = literate)	/ɪ'lɪtərət/	des Lesens und Schreibens nicht mächtig (analfabetisch)	It is thought that a new blog is posted every half second but some of the people publishing their views are just illiterate idiots.
impact (n) have an impact on sth	/'ɪmpækt/ /hæv ən 'ɪmpækt ən ˌsʌmθɪŋ/	Einfluss, (Aus-)Wirkung, Folge auf etw. erhebliche Auswirkungen haben	Web 2.0 is a term for the way in which technological changes have had an impact on the way the Internet works and what it's used for.
input (n) have some input into sth	/'ɪnpʊt/ /hæv sʌm 'ɪnpʊt ɪntu ˌsʌmθɪŋ/	Input, (hier:) Einfluss Einfluss nehmen auf etw. (durch eigenen Beitrag)	A 'prosumer' is a consumer who also produces, by having some input into the way you design and market whatever it is you're selling.
intellectual (adj) intellectual capital	/ɪntə'lektʃʊəl/ /ɪntə'lektʃʊəl ˌkæpɪtəl/	geistig, intellektuell geistiges Kapital	In the past, companies protected their expertise, ideas and intellectual capital because they saw everything in terms of competition.
intellectual property	/ɪntə'lektʃʊəl ˌprɒpəti/	geistiges Eigentum	The days of patents, copyright and intellectual property may be over. If you produce a rock video, within minutes someone may post it on

interactive (adj)	/ɪntər'æktɪv/	interaktiv	YouTube. Interactive viral campaigns use consumers to spread the word about a product.
key (adj)	/ki:/	Schlüssel	Being in direct contact with your consumers is key .
landscape (n)	/'lændskeɪp/	Landschaft	Billion-dollar multinationals, local governments and individuals are all navigating the new communications landscape and experimenting with blogs, video and custom publishing.
laptop (n)	/'læptɒp/	Laptop	Some experts think that desktop computers will soon be dead and people will just use laptops or handhelds.
license (v)	/'laɪsəns/	als/in Lizenz vergeben, lizensieren	Viacom has agreed to license much of its content to Joost, a YouTube rival.
media	/'mi:diə/	Medien	Traditional media channels are no longer the only means through which large audiences can be reached. Media sharing can be the best form of marketing there is.
media sharing	/'mi:diə ʃeərɪŋ/	gemeinsame Medien-nutzung	
multinational (n)	/mʌltɪ'næʃənəl/	multinationaler Konzern, Multi	Billion-dollar multinationals , local governments and individuals are all navigating the new communications landscape and experimenting with blogs, video and custom publishing.
navigate (v)	/'nævəgeɪt/	navigieren	
networking (n)	/'netwɜ:kɪŋ/	Netzwerk(nutzung)	Thanks to networking , Goldcorp went from an underperforming \$100 million company into a \$9 billion giant.
operate (v)	/'ɒpəreɪt/	handeln	Google says that YouTube is operating within the law because sharing copyright material is not
operate within the law	/'ɒpəreɪt wɪθɪn ðə	innerhalb der gesetzlichen Vorgaben (des gesetzlichen	

	,lɔ:/	Rahmens) handeln	stealing.
patent (n)	/'peɪtənt/	Patent	The days of patents , copyright and intellectual property may be over. If you produce a rock video, within minutes someone may post it on YouTube.
platform (n)	/'plætfɔ:m/	Plattform	The blogosphere is a new platform for doing business.
podcast (n)	/'pɒdkɑ:st/	Podcast (Audio- oder Videodatei mit redaktionellem Inhalt)	I mainly use the Internet for googling for information and listening to podcasts .
point (n) take sb's point	/pɔɪnt/ /teɪk sʌmbəʊɪnz 'pɔɪnt/	(hier:) Argument mit etw. übereinstimmen, ein Argument akzeptieren	I take your point about viral advertising but ...
post (v)	/pəʊst/	(hier:) ins Leben rufen, einrichten	It is thought that a new blog is posted every half second but some of the people publishing their views are just illiterate idiots.
prosumer (n)	/prəʊ'sju:mə/	Prosument/in (Konsument, der gleichzeitig Produzent = Hersteller des von ihm Verwendeten ist)	A ' prosumer ' is a consumer who also produces, by having some input into the way you design and market whatever it is you're selling.
publicity (n)	/pʌb'lɪsəti/	Publicity, Aufmerksamkeit	Companies like John West, by putting a series of funny videos on the Internet, create massive publicity . They create buzz.
quality control (v)	/'kwɒləti kən'trəʊl/	Qualitätskontrolle	The so-called 'democratisation' of the Net is supposed to have given us all a voice. But who is going to quality control all the rubbish people put out there?
rival (n)	/'raɪvəl/	Rivale, Gegenspieler	Viacom has agreed to license much of its content to Joost, a YouTube rival .

sceptic (n)	/ˈskeptɪk/	Skeptiker	During the early days of Internet advertising, sceptics often argued that Web ads would never sell goods effectively.
search engine (n)	/ˈsɜːtʃ ˌɛnʒɪn/	Suchmaschine	Social networking sites are beginning to take over from search engines .
socialise (v)	/ˈsəʊʃəlaɪz/	unter (die) Leute kommen, Kontakte knüpfen	My teenage sister mainly uses the Internet for exchanging e-mails and socialising in chatrooms.
social networking (n)	/ˈsəʊʃəl ˌnetwɜːkɪŋ/	soziales Netzwerk	Large groups of consumers can use social networking sites to help each other and cut out advertising hype.
spread the word about sth (phr v)	/sprɛd ðə ˈwɜːd əbaʊt ˌsʌmθɪŋ/	etw. allen mitteilen, weiter erzählen, kommunizieren	Interactive viral campaigns use consumers to spread the word about a product.
stakeholder (n)	/ˈsteɪkˌhəʊldə/	(hier:) Beteiligte/r	Online communities, consisting of businesses, their customers, competitors and other stakeholders , talk to one another online through things like blogs.
sue (v)	/suː/	jdn. verklagen	The entertainment giant Viacom is suing the video website, YouTube, over what it calls copyright violations.
suggestive (adj)	/səˈdʒestɪv/	suggestiv	Viral advertising is a developing field in which companies try to create messages so compelling, funny or suggestive that consumers share them with friends.
take over from sth (phr v)	/teɪk ˈəʊvə frəm ˌsʌmθɪŋ/	etw. von jdm. übernehmen	Social networking sites are beginning to take over from search engines.
technophile (n)	/ˈteknəʊfəɪl/	Technikanhänger	What impact has the Internet had on your own life?
technophobe (n)	/ˈteknəʊfəʊb/	Technikgegner	Are you a technophile or a technophobe ?

term (n)	/tɜ:m/	Bezug, Hinsicht, Bedingung hinsichtlich, bezüglich	In the past, companies protected their expertise, ideas and intellectual capital because they saw everything in terms of competition.
in terms of sth			
turn sth around (phr v)	/tɜ:n ˌsʌmθɪŋ ə'raʊnd/	etw. umdrehen	Burger King and Dove soap have practically turned their businesses around using viral marketing.
two-way (adj)	/'tu:weɪ/	wechsel-, gegenseitig, Zwei-Wege-	A blog involves writing. It's a two-way thing.
underperforming (adj)	/ˌʌndəpəʹf ɔ:mɪŋ/	(hier:) mäßig laufend	Thanks to networking, Goldcorp went from an underperforming \$100 million company into a \$9 billion giant.
violation (n)	/vaɪə'leɪʃən/	Verstoß, Verletzung	The entertainment giant Viacom is suing the video website, YouTube, over what it calls copyright violations .
viral (adj)	/'vaɪrəl/	viral	Viral advertising is a developing field in which companies try to create messages so compelling, funny or suggestive that consumers share them with friends.
viral advertising	/'vaɪrəl ˌædvətaɪzɪŋ/	virale Werbung, Viral- werbung	
viral marketing	/'vaɪrəl ˌmɑ:kətɪŋ/	virales Marketing, Viralmar- keting	Burger King and Dove soap have practically turned their businesses around using viral marketing .
wired (adj)	/'waɪəd/	draht-, kabelgebunden	Wired internet access is increasingly giving way to wireless connections.
(opposite = wireless)	/'waɪələs/		

Unit 14

headword	pronunciation	translation/notes	example sentence
action plan (n)	/ˈækʃən plæn/	Aktionsplan	There is not much point in holding a meeting if you don't finish by drawing up an action plan of what everyone is expected to do next.
agenda (n)	/əˈdʒendə/	Tagesordnung	That brings us on to item two on the agenda : restructuring the Human Resources department.
aggressive (adj) (opposite = friendly)	/əˈɡresɪv/	aggressiv	In Singapore, strong eye contact is considered aggressive .
agreement (n) (opposite = disagreement) reach an agreement	/əˈɡri:mənt/ /ˈri:tʃ ən əˈɡri:mənt/	Vereinbarung, Abschluss zu einem Abschluss kommen	We held three meetings and exchanged about fifty e-mails before we managed to reach an agreement .
allocate (v)	/ˈæləkeɪt/	(hier:) planen, zuteilen	We have allocated ninety minutes to the meeting.
apology (n)	/əˈpɒlədʒi/	Entschuldigung	Our company president has been on television to make a public apology .
assertive (adj) (opposite = unassertive)	/əˈsɜ:tɪv/	durchsetzungsfähig, bestimmt	You need to learn to be more assertive . You always let other people make the decisions.
back sth up (phr v)	/ˈbæk ˌsʌmθɪŋ ʌp/	unterstützen	I used last year's figures to back up the proposal.
bankrupt (adj)	/ˈbæŋkrʌpt/	bankrott, pleite	

be declared bankrupt	/bi: dɪˌkleəd ˈbæŋkrʌpt/	Bankrott erklären	The company has been officially declared bankrupt .
brainstorm (v)	/'breɪnstɔ:m/	Ideen sammeln	Let's get together this afternoon to brainstorm ideas about the marketing campaign.
break-even point (n)	/breɪk'ɪ:vən pɔɪnt/	Gewinnschwelle	To sum up, by the end of the year we should be nearing the break-even point.
bring sb on to sth (phr v)	/brɪŋ ˌsʌmbədi ɒn tə ˌsʌmθɪŋ/	jdn. auf etw. bringen	That brings us on to item two on the agenda: restructuring the Human Resources department.
centre of attention (n)	/ˌsentə ɒv ə'tenʃən/	Mittelpunkt der Aufmerksamkeit	Can you ask Nils to give the presentation? I don't like being the centre of attention .
channel (v)	/'tʃænəl/	leiten, abführen	In theory we'll make a loss but that's because we're channelling so much money back into the business.
charges (n pl) on charges of sth	/'tʃɑ:ʒəz/	(hier:) Anschuldigung, Anklage, Vorwurf unter der Anklage von	Our chief executive officer has been arrested on charges of corruption.
clarify (v)	/'klærɪfaɪ/	klären, klarstellen	Ask the speaker to clarify anything which isn't absolutely clear.
come in (phr v)	/kʌm 'ɪn/	(hier:) sich an einem Gespräch beteiligen	Can I just come in here to explain why the figures have dropped.
concession (n) make a concession	/kən'seʃən/ /meɪk ə kən'seʃən/	Zugeständnis Zugeständnisse machen	Their initial demands seemed unrealistic, but slowly they began to make concessions .
conflict (n)	/'kɒnflikt/	Konflikt	Don't interrupt so much - it just creates conflict .
contractual (adj)	/kənˌtræktʃuəl/	vertraglich	We needn't worry about the contractual details at

count (v)	/kaʊnt/	zählen	this stage. I'm sure we can work something out. It's a waste of time discussing this when apparently only the boss's opinions count .
creative (adj)	/kri:'eɪtɪv/	kreativ	Soon everybody was joining in the discussion with wildly creative ideas of their own.
cut in (phr v)	/kʌt 'ɪn/	jdn. unterbrechen	The salesman had barely started his presentation before someone cut in .
decision (n)	/dɪ'sɪʒən/	Entscheidung	We can't make any key decisions until the marketing director arrives.
make a decision	/meɪk ə dɪ'sɪʒən/	eine Entscheidung treffen/ fällen	
press sb for a decision	/pres ˌsʌmbədi fɔː ə dɪ'sɪʒən/	bei jdm. auf eine Entscheidung dringen	The salesman decided to press the Brazilians for a decision .
delegation (n)	/delə'geɪʃən/	Delegation	Delegation is an efficient way to reduce your workload.
detail (n)	/'di:teɪl/	Einzelheit, Detail	Once the second meeting was in progress , we were able to go into details .
disappoint (v)	/dɪsə'pɔɪnt/	enttäuschen	Even 'Yes' and 'No' can cause problems. In Monterrey they may be anxious not to disappoint . In Nagoya they don't want to disrupt the harmony of the meeting.
discount (n)	/'dɪskaʊnt/	Rabatt, Ermäßigung, Nachlass	We're offering generous discounts to our biggest customers as part of our introductory offer.
offer a discount	/ɒfə ə 'dɪskaʊnt/	einen Nachlass anbieten	
discussion (n)	/dɪs'kʌʃən/	Diskussion	Several subjects seemed to be under discussion at once.
under discussion	/ʌndə dɪs'kʌʃən/	zur Diskussion stehend	

disrupt (v)	/dɪs'rʌpt/	(zer-)stören	Even 'Yes' and 'No' can cause problems. In Monterrey they may be anxious not to disappoint. In Nagoya they don't want to disrupt the harmony of the meeting.
dos and don'ts (n pl)	/duːz ən 'dəʊnts/	was man tun und nicht tun sollte	If you do business across culture, you'll be faced with a minefield of dos and don'ts .
draw up (phr v)	/drɔː 'ʌp/	entwerfen, zusammenstellen	There is not much point in holding a meeting if you don't finish by drawing up an action plan of what everyone is expected to do next.
environment (n)	/ɪn'vaɪənmənt/	Umgebung, Umfeld	Meetings are a safe environment in which to discuss important issues.
essentially (adv)	/ɪ'senʃəli/	im Grunde (genommen), im Wesentlichen	Essentially , did people like the idea of open-plan offices?
etiquette (n)	/'etɪket/	Etikette, Umgangsformen	It is easier to learn intercultural business etiquette from experience than from a course.
exchange (v)	/ɪks'tʃeɪndʒ/	Austausch	Meetings are an ideal opportunity to exchange points of view.
excuse (n)	/ɪk'skjuːs/	Entschuldigung, Ausrede	Peter sees the meetings as a perfect excuse to waste a whole morning!
eye contact (n)	/'aɪ kɒntækt/	Augenkontakt	In Singapore, strong eye contact is considered aggressive.
face (v)	/feɪs/	begegnen, gegenüberstellen	If you do business across cultures, you'll be faced with a minefield of dos and don'ts.
be faced with sth	/biː 'feɪst wɪθ sʌmθɪŋ/	sich einer Sache gegenübersehen	
figures (n pl)	/'fɪgəz/	Zahlen(werk)	Has everyone looked at the quarterly sales figures ?
flowchart (n)	/'fləʊtʃɑːt/	Flussdiagramm	His prospective client's magnetic whiteboard was

follow-up (n)	/'fɒləʊwʌp/	(hier:) Folge-, Anschlussarbeiten bzw. -aktivitäten	covered in flowcharts and technical diagrams. We should have drawn up an action plan. It isn't clear what the follow-up is meant to be.
gesture (v)	/'dʒestʃə/	mit Gesten zeigen	One of my strategies to avoid being interrupted is to gesture that I haven't finished.
get back to sb (phr v)	/get 'bæk tə ˌsʌmbədi/	auf jdn. zurückkommen	We'll get back to you with those figures.
get going (phr v)	/get 'gəʊɪŋ/	in Gang kommen, loslegen, anfangen	When I finally got going , they seemed to raise objections to nearly everything in my proposal.
globalisation (n)	/'gləʊbəlaɪzɪʃən/	Globalisierung	In these times of globalisation and the networked economy, can there really be such a thing as a business lunch when in New York it's all about business and in Paris it's all about lunch?
go through (phr v)	/gəʊ 'θruː/	(hier:) durchgehen, finalisieren	After the deal went through , the German manager invited the salesman to dinner at his home.
haggle (v)	/'hæɡəl/	feilschen	After a lively haggling session, we were able to negotiate terms.
hand (n) have sth on your hands	/hænd/ /hæv ˌsʌmθɪŋ ɒn jə 'hændz/	Hand mit etw. zu tun haben	Obviously, we don't want to have a strike on our hands.
hard facts (n pl)	/hɑːd 'fæktz/	nackte/harte Tatsachen	The salesman found the Saudis more easily persuaded by rhetoric than hard facts .
harmony (n)	/'hɑːməni/	Harmonie, Gleichklang	In Britain the best route to harmony is thought to be humour.
hear sb out (phr v)	/'hɪə ˌsʌmbədi aʊt/	jdn. aussprechen lassen	I tried to apologise but he wouldn't even hear me out .

hierarchy (n)	/ˈhaɪəˌrɑːki/	Hierarchie	If the team you are negotiating with has a hierarchy , always find out who is where in it.
hold sth up (phr v)	/həʊld ˌsʌmθɪŋ ˈʌp/	aufhalten, verzögern	The arrival of yet another visitor held up the conversation by a further 40 minutes.
implement (v)	/ˈɪmpləment/	umsetzen	We need to implement the action plan before our next regional meeting.
inappropriate (adj) (opposite = appropriate)	/ɪnəˈprəʊpriət/	unangemessen	The airport bar was an inappropriate venue for such an important meeting.
incidentally (adv)	/ɪnsɪˈdentəli/	übrigens, im Übrigen	Incidentally , did you get in touch with our agent in Warsaw?
initial (adj)	/ɪnɪʃəl/	anfänglich	Their initial demands seemed unrealistic, but slowly they began to make concessions.
innovative (adj)	/ɪnəˈvətɪv/	innovativ	BabySlim is an innovative addition to our product line.
intercultural (adj)	/ɪntəˈkʌltʃərəl/	interkulturell	It is easier to learn intercultural business etiquette from experience than from a course.
interrupt (v) be interrupted	/ɪntəˈrʌpt/	unterbrechen unterbrochen werden	That's precisely what I was trying to say - before I was interrupted .
interruption (n)	/ɪntəˈrʌpʃən/	Unterbrechung	When the meeting finally got under way there were almost constant interruptions and it was difficult to stick to any kind of agenda.
introductory offer (n)	/ɪntrəˈdʌktəri ˌpɒə/	Anfangsangebot	We're offering generous discounts to our biggest customers as part of our introductory offer .
invite (v)	/ɪnˈvaɪt/	einladen	The senior executive invited comments on the proposal.
issue (n)	/ˈɪʃuː/	Thema, Frage	Meetings are a safe environment in which to

jet-lagged (adj)	/'dʒetlægd/	Jetlagbeschwerden haben, unter der Zeitumstellung leiden	discuss important issues . He felt too jet-lagged to go on to a nightclub after dinner, especially as he had a meeting scheduled for 9 am the next day.
keep the peace (phr v)	/ki:p ðə 'pi:s/	Frieden stiften	It is usually Sabine who keeps the peace at meetings when things get a bit heated.
key (adj)	/ki:/	Schlüssel-, von zentraler Bedeutung	We can't make any key decisions until the marketing director arrives.
lacking (adj) be lacking in sth	/'lækɪŋ/	beschränkt an etw. mangeln	We didn't make much progress at the meeting because the Italian team were lacking in preparation.
make sense (phr v)	/meɪk 'sens/	sinnvoll sein, Sinn ergeben	This article doesn't make sense . It must have been written before the stock market crashed.
minefield (n)	/'maɪnfi:ld/	Minenfeld, gefährliches Terrain	If you do business across culture, you'll be faced with a minefield of dos and don'ts.
negotiate (v)	/nə'gəʊʃieɪt/	verhandeln	After a lively haggling session, we were able to negotiate terms.
negotiation (n)	/nə'gəʊʃi'eɪʃən/	Verhandlung, Gespräch	The negotiations would have been easier if the Brazilians had worked as a team.
net (adj) (opposite = gross)	/net/	netto	It seems that we are going to make a net loss.
the networked economy (n)	/'dʌ 'netwɜ:kɪ ɪ,kɒnəmi/	vernetzte Wirtschaft	In these times of globalisation and the networked economy , can there really be such a thing as a business lunch when in New York it's all about business and in Paris it's all about lunch?
objection (n) raise an objection to sth	/əb'dʒekʃən/	Einwand einen Einwand gegen etw.	When I finally got going, they seemed to raise

	/reɪz ən ɒb'dʒekʃən tə ,sʌmθɪŋ/	vorbringen	objections to nearly everything in my proposal.
objective (n)	/ɒb'dʒektɪv/	Ziel	My objective is to sign up ten new clients before the end of the month.
overrun (v)	/,əʊvə'rʌn/	(hier:) zu viele Teilnehmer haben	We sometimes hold meetings without chairs to stop them overrunning!
point (n) score points	/pɔɪnt/ /skɔ: 'pɔɪnts/	Punkt Punkte machen	The facts don't seem to matter. It's all about scoring points , looking better than your colleagues and impressing the boss.
stick to the point	/stɪk tə ðə 'pɔɪnt/	beim Thema bleiben	People are always getting sidetracked. The chair is hopeless at getting them to stick to the point .
precisely (adv)	/prə'saɪsli/	genau, exakt	That's precisely what I was trying to say - before I was interrupted.
progress (n) be in progress	/'prəʊɡres/	Fortschritt im Gange sein, laufen	Once the second meeting was in progress , we were able to go into details.
projection (n)	/prə'dʒekʃən/	Prognose, Vorhersage	We need to discover why sales are 30% down on projections .
promotional (adj)	/prə'məʊʃənəl/	Werbe-, werblich	I need to look at a 200-page printout of production quotas and a promotional DVD before the meeting.
proposal (n)	/prə'pəʊzəl/	Vorschlag	As I understand it, this is only a proposal at this stage.
prospective (adj)	/prɒs'pektɪv/	voraussichtlich, zu erwartend (hier:) potenziell	His prospective client's magnetic whiteboard was covered in flowcharts and technical diagrams.
push sb around (phr v)	/pʊʃ ,sʌmbədi	jdn. herumstoßen,	Natalia always lets other people push her around .

	ə'raʊnd/	-kommandieren	
quarterly (adj)	/'kwɔ:təli/	vierteljährlich	Has everyone looked at the quarterly sales figures?
quota (n)	/'kwɔ:tə/	Menge, Kontingent	I need to look at a 200-page printout of production quotas and a promotional DVD before the meeting.
reconsider (v)	/ri:kən'sɪdə/	(noch einmal) überlegen, -überdenken	Would you be prepared to reconsider that decision?
restructure (v)	/ri:'strʌktʃə/	umstrukturieren	That brings us on to item two on the agenda: restructuring the Human Resources department.
rethink (v)	/ri:'θɪŋk/	überdenken	We may have to rethink our proposal.
rhetoric (n)	/'retərɪk/	Redekunst	The salesman found the Saudis more easily persuaded by rhetoric than hard facts.
rubbish (n) talk rubbish	/'rʌbɪʃ/ /tɔ:k 'rʌbɪʃ/	Müll, Quatsch, Blödsinn Unsinn/Blödsinn reden	If someone's talking rubbish , you just have to stop them.
schedule (v)	/'ʃedju:l/	planen, arrangieren	He felt too jet-lagged to go on to a nightclub after dinner, especially as he had a meeting scheduled for 9 am the next day.
seniority (n)	/sɪn'jɔ:riəti/	(Dienst-)alter	Traditionally, the Chinese enter a room in order of seniority .
set up (phr v)	/set 'ʌp/	(hier:) hochfahren, aktivieren	When I tried to set up my PowerPoint presentation there was a problem loading the disc.
sidetracked (adj) get sidetracked	/'saɪdtrækt/ /get 'saɪdtrækt/	abgelenkt abgelenkt werden	People are always getting sidetracked . The chair is hopeless at getting them to stick to the point.
small talk (n)	/'smɔ:l tɔ:k/	Konversation, Smalltalk	The first hour of the meeting passed in little more than small talk .

start (n) get sb off to a bad start	/stɑ:t/ /get ˌsʌmbədi ɒf tu ə bəd 'stɑ:t/	anfangen, beginnen jdm. einen schwierigen Start bereiten/bescheren	Just saying hello can get you off to a bad start when you're doing business in another culture.
status (n)	/'stetəs/	Status	The facts don't seem to matter. It's all about status and impressing the boss.
stick to sth (phr v)	/'stɪk tə ˌsʌmθɪŋ/	beibehalten, einhalten	When the meeting finally got underway there were almost constant interruptions and it was difficult to stick to any kind of agenda.
strategy (n)	/'strætədʒi/	Strategie, Politik, Leitlinie	Perhaps sales are down because our marketing strategy is all wrong.
sum up (phr v) to sum up, ...	/sʌm 'ʌp/	etw. zusammenfassen zusammenfassend, als Resümee festhalten	To sum up , by the end of the year we should be nearing the break-even point.
superstition (n)	/su:pə'stɪʃən/	Aber-, Irrglaube	According to Austro-German superstition , you must look people directly in the eye whenever you say cheers in a bar.
survival (n)	/sə'vaɪvəl/	Überleben	You often get several people talking at the same time in meetings. It's survival of the loudest!
terms (n pl)	/tɜ:m/	(hier:) Bedingung, Kondition	After a lively haggling session, we were able to negotiate terms .
theory (n) in theory ...	/'θiəri/	Theorie theoretisch	In theory , we'll make a loss but that's because we're channelling so much money back into the business.
time (n) take your time	/taɪm/ /teɪk jə 'taɪm/	Zeit lassen Sie sich Zeit	Always think before you speak - take your time .
universal (n)	/ˌju:nɪ'vɜ:səl/	Universalgesetz,	Perhaps there is a cultural universal , after all:

		Allgemeingültigkeit	cultures that have less fun feel the need to be funny.
venue (n)	/'venju:/	Veranstaltungs-, Durchführungsort	The airport bar was an inappropriate venue for such an important meeting.
way (n)	/weɪ/	Weg	When the meeting finally got under way there were almost constant interruptions and it was difficult to stick to any kind of agenda.
get under way	/get ˌʌndə 'weɪ/	in Gang kommen	
win sb over (phr v)	/'wɪn ˌsʌmbədi ˌəʊvə/	jdn. für etw. gewinnen	The salesman was surprised how easy it seemed to be to win the Brazilians over .
word (n)	/wɜ:d/	Wort	Once Ramón gets going, nobody else can get a word in!
get a word in	/get ə 'wɜ:d ɪn/	zu Wort kommen	
work sth out (phr v)	/'wɜ:k ˌsʌmθɪŋ aʊt/	sich etw. einfallen lassen, etw. erarbeiten	We needn't worry about the contractual details at this stage. I'm sure we can work something out .

Unit 15

headword	pronunciation	translation/notes	example sentence
accordance (n) in accordance with sth	/ə'kɔ:dəns/	Übereinstimmung in Übereinstimmung mit etw.	We are investigating the complaints in accordance with our normal procedures.
account (n) on account of sth	/ə'kaunt/	(An-)Forderung, Annahme aufgrund, wegen	Plan A has been rejected on account of the considerable costs involved.
addition (n) in addition to sth	/ə'dɪʃən/	Ergänzung, Addition zusätzlich zu etw.	There are one or two points, in addition to those we discussed, which we now need to address.
address (v)	/ə'dres/	ansprechen	I need you to address the issue of refunds.
add up (phr v)	/æd 'ʌp/	(hier:) aufgehen, passen	I try to settle invoices as quickly as possible, but I query them immediately if the figures don't add up .
after-sales service (n)	/ɑ:ftə'seɪlz 'sɜ:vɪs/	Kundendienst	The manager who is responsible for our after-sales service is new to the department and not yet familiar with all our procedures, but this is no excuse for such a long delay.
agreement (n) (opposite = disagreement) be in agreement with sth	/ə'gri:mənt/	Übereinstimmung mit etw. übereinstimmen	We are basically in agreement with the main points in your proposal.
aim to (phr v)	/'eɪm tu/	(hier:) wollen,	Ideally, you should aim to sound neither too formal

apology (n) accept an apology	/ə'pɒlədʒi/ /ək'sept ən ə'pɒlədʒi/	etw. anstreben Entschuldigung eine Entschuldigung annehmen	nor too friendly. Please accept my apologies for the difficulties you have had getting your alarm system repaired.
appointment (n)	/ə'pɔɪntmənt/	(hier:) Termin	I am writing to confirm our appointment on Dec 7.
assistance (n) be of assistance	/ə'sɪstəns/	Unterstützung, Hilfe behilflich sein	If I can be of any further assistance , do please contact me again.
assured (adj)	/ə'ʃʊəd/	gewiss, versichert sein	Rest assured , the manager is now aware of the problem and will arrange for an engineer to call at whatever time is most convenient to you.
authorise (v)	/'ɔ:θəraɪz/	(hier:) billigen, genehmigen	I have authorised a 10% refund of the purchase price.
behalf (n) on behalf of sb	/bə'hɑ:f/	(im) Namen, Auftrag im Namen/Auftrag von jdm.	May I, on behalf of the whole team and myself, thank you for making our visit so enjoyable.
break off (phr v)	/breɪk 'ɒf/	abbrechen	I suggest breaking off the meeting here.
case (n) in case of sth	/keɪs/	Fall im Falle von etw.	The goods have been insured in case of damage in transit.
circulate sth to sb (v)	/'sɜ:kju:lət ,sʌmθɪŋ tə ,sʌmbədi/	in den Umlauf geben	I used to circulate memos to other people in the department, but these days I just e-mail them.
complaint (n)	/kəm'pleɪnt/	Beschwerde, Reklamation	We are investigating the complaints in accordance with our normal procedures.
concern (v)	/kən'sɜ:n/	an(be-)langen, betreffen	I've been in touch with our distributors in Poland concerning your enquiry.

confirm (v)	/kən'fɜ:m/	bestätigen	I am writing to confirm our appointment on Dec 7.
consider (v)	/kən'sɪdə/	betrachten, in Betracht ziehen	May I suggest that you consider upgrading to the DCS2?
contact (v)	/'kɒntækt/	Kontakt aufnehmen	If I can be of any further assistance, do please contact me again.
convenient (adj) (opposite = inconvenient)	/kən'vi:njənt/	passend, angenehm	Rest assured, the manager is now aware of the problem and will arrange for an engineer to call at whatever time is most convenient to you.
currently (adv)	/'kʌrəntli/	momentan, derzeit	I regret to inform you that the DCS1 is currently out of stock.
damage (n)	/'dæmɪdʒ/	Schaden	The goods have been insured in case of damage in transit.
delay (n)	/dɪ'leɪ/	Verzögerung, Verzug	The manager who is responsible for our after-sales service is new to the department and not yet familiar with all our procedures, but this is no excuse for such a long delay .
distributor (n)	/dɪs'trɪbjʊtə/	(Groß-)Händler, Lieferant	I've been in touch with our distributors in Poland concerning your enquiry.
draft (v)	/drɑ:ft/	entwerfen, aufsetzen, formulieren	I usually draft important letters several times before finally sending them.
draw up (phr v) draw up a contract	/drɔ: 'ʌp/ /drɔ: ,ʌp ə 'kɒntrækt/	an-, ausfertigen, erstellen einen Vertrag ausfertigen	I work in the legal department, drafting and drawing up contracts .
effect (n) with effect from ...	/ɪ'fekt/	Wirkung, Effekt mit Wirkung vom ..., ab ...	There will be a 3% price increase with effect from January 1 st .
enclose (v)	/ɪn'kləʊz/	anhängen	If you have a lot of information, consider enclosing a separate document.

exceed (v)	/ek'si:d/	übersteigen, -schreiten	Try not to exceed 10-15 words per sentence.
expenses (n pl)	/ɪk'spensəz/	(hier:) Spesen	I have to keep a record of all my expenses , so I always ask for receipts.
familiar (adj) (opposite = unfamiliar) be familiar with sth	/fə'mɪljə/	vertraut mit etw. vertraut sein	The manager who is responsible for our after-sales service is new to the department and not yet familiar with all our procedures, but this is no excuse for such a long delay.
favour (n) be in favour of sth	/'feɪvə/	Gefallen, Vergünstigung zugunsten von etw.	No one at the meeting was in favour of the idea.
figures (n pl)	/'fɪgəz/	Zahlen(werk)	I try to settle invoices as quickly as possible, but I query them immediately if the figures don't add up.
follow up on sth (phr v)	/'fɒləʊw ʌp ɒn ˌsʌmθɪŋ/	(hier:) im Nachgang zu etw., nachfassen	I made some phone calls to follow up on the sales presentation we made last week.
form (n) fill in a form	/fɔ:m/ /fɪl ɪn ə 'fɔ:m/	(hier:) Formular, Formblatt ein Formular ausfüllen	I can't stand filling in forms - they never give you enough space to write your answers!
free of charge (n)	/'fri: əv 'tʃɑ:ʒ/	kostenlos, gebührenfrei, gratis	The repair will be free of charge .
get back to sb (phr v)	/get 'bæk tə ˌsʌmbədi/	auf jdn. zurückkommen	I'll get back to you as soon as I can with the prices.
guru (n)	/'gʊ:ru:/	Guru	According to management guru Henry Mintzberg, even in the age of the electronic office most of us still spend a third of our time doing routine paperwork.
hesitate (v)	/'hezɪteɪt/	zögern	If you have any questions, please do not hesitate

hospitality (n)	/ˌhɒspɪˈtæləti/	Gastfreundschaft	to contact me again. I sent a letter to the German manager thanking him for his hospitality .
incoming (adj)	/'ɪnkʌmɪŋ/	eingehend	Reply to incoming mail promptly. Don't put off writing back for more than a couple of days.
inconvenience (n) (opposite = convenience)	/ɪnkən'vi:njəns/	Unannehmlichkeit	My apologies once again for the inconvenience this has caused you.
introduce (v)	/ɪntrə'dju:s/	vorstellen	I wrote a letter introducing our company to a prospective client.
invoice (n) settle an invoice	/'ɪnvɔɪs/ /ɪˌsetəl ən 'ɪnvɔɪs/	Rechnung Rechnung begleichen	I try to settle invoices as quickly as possible, but I query them immediately if the figures don't add up.
keep up with sth (phr v)	/ki:p 'ʌp wɪθ ɪˌsʌmθɪŋ/	an etw. dranbleiben, mit etw. Schritt halten	I try to read as many trade journals as possible - just to keep up with what's going on.
look forward to sth (phr v)	/'lʊk ɪˈfɔ:wəd tə ɪˌsʌmθɪŋ/	sich auf etw. freuen	I look forward to hearing from you.
market research (n)	/'mɑ:kɪt 'ri:sɜ:tʃ/	Marktforschung	I design market research questionnaires, which usually means putting together some kind of report afterwards.
meantime (adv) in the meantime ...	/'mi:ntaɪm/	zwischenzeitlich, inzwischen	In the meantime , I enclose a copy of our latest catalogue.
open with sth (phr v)	/'əʊpən wɪθ ɪˌsʌmθɪŋ/	(er-)öffnen	Always remember to open with a proper salutation.
overheads (n pl)	/'əʊvəhedz/	Gemeinkosten	We are under pressure from head office to reduce overheads .

paperwork (n)	/ˈpeɪpəwɜ:k/	klassische Büroarbeit, "Papierkram"	According to management guru Henry Mintzberg, even in the age of the electronic office most of us still spend a third of our time doing routine paperwork .
pressure (n) be under pressure	/'preʃə/	Druck unter Druck sein/stehen	We are under pressure from head office to reduce overheads.
procedure (n)	/prə'si:dʒə/	Vorgehen(sweise), Verfahren	The manager who is responsible for our after-sales service is new to the department and not yet familiar with all our procedures , but this is no excuse for such a long delay.
proposal (n)	/prə'pəʊzəl/	Vorschlag	We are basically in agreement with the main points in your proposal .
prospective (adj)	/prɒs'pektɪv/	potenziell, voraussichtlich	I wrote a letter introducing our company to a prospective client.
put off (phr v)	/put 'ɒf/	(hier:) aufschieben	Reply to incoming mail promptly. Don't put off writing back for more than a couple of days.
put sth together (phr v)	/'put ˌsʌmθɪŋ tə'geðə/	zusammenstellen	It's taken me two weeks to put together the proposal for the Milan job.
query (v)	/'kwɪəri/	hinterfragen, in Frage stellen	I try to settle invoices as quickly as possible, but I query them immediately if the figures don't add up.
questionnaire (n)	/kwestʃə'neə/	Fragebogen	I design market research questionnaires , which usually means putting together some kind of report afterwards.
raise (v) raise the subject of ...	/reɪz/ /'reɪz ðə ˌsʌbdʒekt əv/	(an-)heben das Thema ... aufbringen	I think I'll raise the subject of a salary increase in an e-mail first.

receipt (n)	/rɪ'si:t/	Quittung, (Einzahlungs-) Beleg	Can I have a copy of the receipt for my records, please?
record (n)	'rekɔ:d/	(hier:) Unterlage, Aufzeichnung	I have to keep a record of all my expenses, so I always ask for receipts.
keep a record of sth	/ki:p ə 'rekɔ:d əv ,sʌmθɪŋ/	etw. aufzeichnen, belegen	
redraft (v)	/ri:'dra:ft/	umformulieren, neu entwerfen	Think about redrafting a difficult letter several times before you send it.
reduce (v)	/rɪ'dju:s/	verringern, verkleinern	We are under pressure from head office to reduce overheads.
reference (n)	'refərəns/	(hier:) Bezug, Verweis	With reference to your fax of 3 rd June, I can confirm that the plans do not need any alterations.
with reference to ...	/wɪθ 'refərəns tʊ/	bezüglich, unter Bezugnahme auf	
refund (n)	'ri:fʌnd/	Rück-, Kostenerstattung, Rückzahlung	I have authorised a 10% refund of the purchase price.
regard (n)	/rɪ'gɑ:d/	Bezug, Hinblick	I am writing with regard to your advertisement in <i>Marketing Week</i> .
with regard to sth	/wɪθ rɪ'gɑ:d tʊ/	bezüglich, hinsichtlich	
regret (v)	/rɪ'gret/	bedauern	I regret to inform you that the DCS1 is currently out of stock.
reject (v)	/rɪ'dʒekt/	ablehnen, zurückweisen	Plan A has been rejected on account of the considerable costs involved.
rely on sth (phr v)	/rɪ'laɪ ɒn ,sʌmθɪŋ/	auf etw. verlassen	You may regret relying on a grammar check.
renewal (n)	/rɪ'nju:əl/	Verlängerung, Erneuerung	I'm writing with regard to our contract which is up for renewal at the end of this month.
repackage (v)	/ri:'pækɪdʒ/	neu verpacken	I advise you to repackage the product.

responsible (adj) (opposite = irresponsible) be responsible for sth	/rɪs'pɒnsəbəl/	verantwortlich, zuständig für etw. verantwortlich sein	The manager who is responsible for our after-sales service is new to the department and not yet familiar with all our procedures, but this is no excuse for such a long delay.
review (v)	/rɪ'vjuː/	überprüfen, bewerten	We agreed to review the situation in a month.
routine (adj)	/ruː'tiːn/	routinemäßig, Routine-	According to management guru Henry Mintzberg, even in the age of the electronic office most of us still spend a third of our time doing routine paperwork.
salutation (n)	/sæljʊ'teɪʃən/	Begrüßung	Always remember to open with a proper salutation .
send off (phr v)	/send 'ɒf/	ver-, abschicken	I sent off a job application and CV, together with a covering letter.
sound (v)	/saʊnd/	klingen	Ideally, you should aim to sound neither too formal nor too friendly.
stock (n) out of stock	/stɒk/ /aʊt əv 'stɒk/	Lager nicht mehr lieferbar	I regret to inform you that the DCS1 is currently out of stock .
subject line (n)	/'sʌbdʒekt ˌlaɪn/	Betreffzeile	Remember to include a subject line .
suggest (v)	/sə'dʒest/	vorschlagen	May I suggest that you consider upgrading to the DCS2?
sum up (phr v)	/sʌm 'ʌp/	zusammenfassen	Can you send them an e-mail summing up what we agreed at the meeting?
term (n) in terms of ...	/tɜːm/	Bedingung, Bezeichnung hinsichtlich, bezüglich	In terms of experience, she's the best candidate we've seen so far.

touch (n) be in touch with sb	/tʌtʃ/	Kontakt, Berührung Kontakt mit jdm. aufnehmen	I've been in touch with our distributors in Poland concerning your enquiry.
trade journal (n)	/treɪd 'dʒɜːnəl/	Fachzeitschrift, Fachblatt	I try to read as many trade journals as possible - just to keep up with what's going on.
transit (n) in transit	/'trænzɪt/	Transit, Transport auf dem Transportweg	The goods have been insured in case of damage in transit .
unable (adj) (opposite = able) be unable to do sth	/ʌn'eɪbəl/	unfähig, außerstande etw. nicht können, außerstande sein etw. zu tun	I'm sorry you were unable to attend our presentation in Caracas.
upgrade (v)	/ʌp'ɡreɪd/	auf die nächsthöhere Version umsteigen	May I suggest that you consider upgrading to the DCS2?
view (n) in view of sth	/vjuː/	Sicht, Blick angesichts, mit Blick auf etw.	We decided, in view of the political difficulties, not to export to Iraq.