

Unit 16

headword	pronunciation	translation/notes	example sentence
<b>answer phone</b> (n)	/ˈɑːnsə ˌfəʊn/	Anrufbeantworter	Leaving the <b>answer phone</b> on for a couple of hours creates a bad impression.
<b>appreciate</b> (v) I'd appreciate it if ...	/əˈpriːʃieɪt/ /aɪd əˈpriːʃieɪt ɪf/	etw. begrüßen, für etw. dankbar sein ich würde es begrüßen wenn ...	<b>I'd appreciate it if</b> you could look into the possibility of my having an upgrade to business class.
<b>authorised</b> (adj) be authorised to do sth	/ˈɔːθəˌraɪzd/ /biː ˈɔːθəˌraɪzd tə duː ˌsʌmθɪŋ/	autorisiert, befugt, bevollmächtigt autorisiert sein etw. zu tun	I'm afraid I'm not <b>authorised to</b> offer you a discount on your room.
<b>business</b> (n) business class	/'bɪznəs/ /'bɪznəs ˌklɑːs/	(hier:) Betriebswirtschaft BWL-Kurs	I was wondering if there was any chance of an upgrade to <b>business class</b> .
<b>choice</b> (n) not have much choice	/tʃɔɪs/ /nɒt hæv mʌtʃ ˌtʃɔɪs/	Auswahlmöglichkeit, Wahl keine echte Wahl haben	"If you do it, I'll see it as a personal favour." "I see, I <b>don't</b> really <b>have much choice</b> , do I?"
<b>contract</b> (n)	/'kɒntrækt/	Vertrag	If you do it, I'll see it as a personal favour, and remember your <b>contract's</b> up for renewal next month.
<b>discount</b> (n) offer a discount	/'dɪskaʊnt/ /ɔfə ə ˈdɪskaʊnt/	Rabatt, Nachlass, Ermäßigung einen Rabatt anbieten	I'm not authorised to <b>offer you a discount</b> on your

<b>face on to</b> (phr v)	/ˈfeɪs ɒn tə/	zu etw. hinausgehen	room. My room <b>faces on to</b> the road and it's far too noisy.
<b>favour</b> (n) ask sb a favour	/'feɪvə/ /ˌɑːsk ˌsʌmbədi ə 'feɪvə/	Gefallen jdn. um einen Gefallen bitten	"I wonder if I could <b>ask you a favour</b> ?" "It depends on what it is."
<b>get sth back</b> (phr v)	/get ˌsʌmθɪŋ 'bæk/	zurückbekommen	"Could I borrow your dictionary?" "Yes, as long as I <b>get it back</b> before the end of the afternoon."
<b>give sth back</b> (phr v)	/gɪv ˌsʌmθɪŋ 'bæk/	zurückgeben	Could you lend me your pen? I'll <b>give it back</b> later.
<b>impression</b> (n) create a bad impression	/ɪmˈpreʃən/ /kriː,et ə bæd ɪmˈpreʃən/	Eindruck einen schlechten Eindruck erzeugen	Leaving the answer phone on for long periods <b>creates a bad impression</b> .
<b>inconvenient</b> (adj) (opposite = <b>convenient</b> )	/ɪnkənˈviːnjənt/	unangenehm, ungünstig	I realise this is <b>inconvenient</b> but I need your help.
<b>keen</b> (adj) (not) be keen on sth	/kiːn/ /(nɒt) biː 'kiːn ɒn ˌsʌmθɪŋ/	eifrig, heftig von etw. (nicht gerade) be- geistert sein (auf etw. nicht scharf sein)	"My car's being repaired and I wondered if you'd lend me yours." "Well, actually, I'm <b>not very keen on</b> the idea."
<b>lift</b> (n) give sb a lift	/lɪft/ /gɪv ˌsʌmbədi ə 'lɪft/	(hier:) Mitfahrgelegenheit jdn. mitnehmen	Could you <b>give me a lift</b> ? I need to be at the airport at five.
<b>ready</b> (adj) have sth ready	/redi/ /hæv ˌsʌmθɪŋ 'redi/	fertig, abgeschlossen etw. fertig haben	"Could you post the letter for me?" "All right, as long as you <b>have it ready</b> by five o'clock."
<b>renewal</b> (n)	/rɪˈnjuːəl/ /biː ʌp fɔː rɪˈnjuːəl/	(hier:) Verlängerung, Pro- longation	

be up for renewal

zur Verlängerung anstehen

If you do it, I'll see it as a personal favour, and remember your contract's **up for renewal** next month.

**time** (n)

take the time

/taɪm/

/teɪk ðə 'taɪm/

Zeit

sich für etw. Zeit nehmen

"I can't work from 2.00 to 4.00 - it's not my hours."  
"I know, but you can **take the time** later on."

**trouble** (n)

put sb to any trouble

/'trʌbəl/

/pʊt ɪˌʌmbədi tə eni

'trʌbəl/

Ärger, Mühe, Unannehmlichkeit

jem. mit etw. belästigen

I'm sorry to **put you to any trouble** but I'd really like an upgrade to business class.

**upgrade** (n)

an upgrade to

/'ʌpgreɪd/

/ən 'ʌpgreɪd tu/

Höherstufen, Upgrade  
eine Höherstufung auf

I'd like **an upgrade to** business class.

**worry** (v)

Not to worry.

/'wʌri/

/nɒt tə 'wʌri/

Ärger, Beunruhigung, Sorge  
Keine Sorge (Bange).

"I don't feel happy about other people using my car." "Oh, all right. **Not to worry.**"

Unit 17

headword	pronunciation	translation/notes	example sentence
<b>attitude</b> (n)	/ˈætɪtju:d/	Haltung, (Grund-)Einstellung	The employees' future depends on their individual performance and <b>attitude</b> .
<b>ban</b> (v) ban sb from doing sth	/bæn/ /ˈbæn ˌsʌmbədi frəm du:ɪn ˌsʌmθɪŋ/	untersagen, verbieten jdm. untersagen etw. zu tun	Municipal employees in the city of Cascavel <b>have been banned from</b> gossiping during working hours.
<b>colleague</b> (n)	/ˈkɒli:g/	Kollege, Kollegin	People enjoy the social aspects of work, the personal interaction with <b>colleagues</b> .
<b>communal</b> (adj) (opposite = <b>individual</b> ) communal space	/ˈkɒmjənəl/ /ˈkɒmjənəl ˌspeɪs/	kommunal, die Gemeinde betreffend Gemeindefläche, -grundstück	Providing <b>communal space</b> such as coffee areas allows employees to share information and build relationships.
<b>company</b> (n) company car	/ˈkʌmpəni/ /ˌkʌmpəni ˈkɑ:/	Firma, Unternehmen Firmenwagen	The new job means a big increase in salary and a brand new <b>company car</b> .
company policy	/ˌkʌmpəni ˈpɒləsi/	Firmenpolitik	What do think of the <b>company policy</b> on coffee breaks?
company strategy	/ˌkʌmpəni ˈstrætədʒi/	Firmenstrategie	Gossip is often the only way of finding out about <b>company strategy</b> .
<b>consultant</b> (n)	/kənˈsʌltənt/	Berater/in	Somebody overheard one of the bosses talking to a

<b>costs</b> (n pl) bring down costs	/kɒsts/ /brɪŋ daʊn 'kɒsts/	Kosten Kosten reduzieren	management <b>consultant</b> about restructuring.  The company is trying to improve efficiency and <b>bring down costs</b> .
fixed costs	/'fɪkst kɒsts/	Fixkosten	The <b>fixed costs</b> include the office rent and equipment hire.
<b>cutback</b> (n) staff cutbacks	/'kʌtbæk/ /stɑ:f 'kʌtbæks/	Abbau, Verringerung, Kürzung Personalabbau	There have been a lot of rumours about <b>staff cutbacks</b> .
<b>damaging</b> (adj) be damaging to sth	/'dæmədʒɪŋ/ /bi: 'dæmədʒɪŋ tə ,sʌmθɪŋ/	schädlich für etw. schädlich sein	Gossip can <b>be</b> very <b>damaging to</b> relations among work colleagues.
<b>economy</b> (n) make a false economy	/i:'kɒnəmi/ /meɪk ə 'fɔ:ls i:'kɒnəmi/	(hier:) Einsparung an der falschen Stelle sparen	Perhaps in the long term, with these drives for efficiency, companies are <b>making false economies</b> .
<b>efficiency</b> (n) drive for efficiency	/ə'fɪʃənsi/ /ˌdraɪv fə ə'fɪʃənsi/	Effizienz Effizienzsteigerung	As part of the <b>drive for efficiency</b> many companies have removed the opportunity to socialise at work.
<b>efficient</b> (adj) (opposite = <b>inefficient</b> )	/ə'fɪʃənt/	effizient, produktiv	There are theories about removing chairs from meeting rooms so that meetings are more <b>efficient</b> and finish more quickly.
<b>effort</b> (n) make an effort (not) to do sth	/'efət/ /meɪk ən 'efət (nɒt) tə du: ,sʌmθɪŋ/	Mühe, Anstrengung, Ver- such sich anstrengen etw. (nicht) zu tun	Please <b>make an effort not to</b> waste time.

<b>encourage</b> (v)	/en'kʌrɪdʒ/	bestärken, ermutigen	We <b>encourage</b> employees to share their ideas.
<b>environment</b> (n)	/ɪn'vaɪrənmənt/	Umgebung, Umfeld	The city council of Cascavel has banned gossip in the workplace, saying employees have the right to work in a <b>professional environment</b> .
professional environment	/prə'feʃənəl ɪn'vaɪrənmənt/	professionelles Umfeld	
work environment	/,wɜ:k ɪn'vaɪrənmənt/	Arbeitsumgebung	A friendly <b>work environment</b> makes employees happy.
<b>forum</b> (n)	/'fɔ:rəm/	Forum	These comments were posted on the <b>forum</b> yesterday.
<b>gossip</b> (n)	/'gɒsɪp/	klatschen, tratschen	Public employees who <b>spread gossip</b> about their colleagues will face the sack.
spread gossip	/sprɛd 'gɒsɪp/	Klatsch(geschichten) verbreiten	
<b>gossip</b> (v)	/'gɒsɪp/	klatschen, tratschen	Municipal employees in the city of Cascavel have been banned from <b>gossiping</b> during working hours.
<b>head</b> (n)	/hed/	(hier:) Leiter, Chef	"I'm the new <b>head of</b> the eastern sales team." "Congratulations!"
head of	/'hed əv/	Leiter von	
<b>human resources</b> (n pl)	/,hju:mən rɪ'zɔ:sɜ:z/	Personal(wesen)	Many opportunities to socialise have disappeared and this is all part of the revolution in <b>human resources</b> .
<b>individual</b> (adj)	/ɪndɪ'vɪdʒuəl/	individuell, Einzel-	The employees' future depends on their <b>individual performance</b> and <b>attitude</b> .
individual attitude/ performance	/ɪndɪ'vɪdʒuəl ,ætɪtʃu:d/pə'fɔ:məns/	individuelle Einstellung/Einzelleistung	
<b>insight</b> (n)	/'ɪnsaɪt/	Einsicht, Erkenntnis	Some of my biggest <b>insights into</b> problems at work have occurred while chatting by the coffee machine.
insight into sth	/'ɪnsaɪt ɪntu ɪ'sʌmθɪŋ/	Einsicht in etw. gewinnen, zu einer Erkenntnis über etw. gelangen	

<b>institution</b> (n)	/ɪnstɪ'tjuːʃən/	Institution	Many companies nowadays have abandoned some useful <b>institutions</b> which allowed for social interaction.
<b>interaction</b> (n)	/,ɪntər'ækʃən/	Interaktion, Zusammenspiel	People enjoy the social aspects of work, the personal <b>interaction</b> with colleagues.
<b>involve</b> (v)	/ɪn'vɒlv/	betreffen, einbeziehen	How many people does the restructuring <b>involve</b> ?
<b>let people go</b>	/let 'piːpəl 'gəʊ/	Leute freisetzen	One of the management consultants said we were overstaffed and that we'd have to <b>let some people go</b> .
<b>in the long term ...</b>	/ɪn ðə 'lɒŋ tɜːm/	auf lange Sicht	Perhaps <b>in the long term</b> , with these drives for efficiency, companies are making false economies.
<b>the management</b> (n)	/ðə 'mænɪdʒmənt/	(Geschäfts-)Leitung, Management	Where I work, <b>the management</b> refuses to talk to most of the staff.
<b>management consultant</b> (n)	/,mænɪdʒmənt kən'sʌltənt/	Managementberater	The <b>management consultant</b> said that the firm was overstaffed.
<b>the news</b> (n)	/ðə 'njuːz/	Nachricht	Have you heard <b>the news</b> ?
<b>office</b> (n)	/'ɒfɪs/	Büro	In your opinion, is <b>office gossip</b> a good or bad thing?
office gossip	/'ɒfɪs 'gɒsɪp/	Geschäfts-, Büroklatsch	
office politics	/'ɒfɪs 'pɒlɪtɪks/	interne Struktur und Hierarchie	
<b>overstaffed</b> (adj)	/'əʊvə'stɑːft/	überbesetzt	The management consultant said that the firm was <b>overstaffed</b> in some areas and that we would have to let people go.
<b>performance</b> (n)	/pə'fɔːməns/	Leistung	The employees' future depends on their individual <b>performance</b> and attitude.

<b>place of work</b> (n)	/pleɪs əv 'wɜ:k/	Arbeitsplatz	In my <b>place of work</b> , gossip is the only way of finding out anything about company strategy.
<b>post</b> (v)	/pəʊst/	(hier:) veröffentlichen	These comments <b>were posted</b> on the forum yesterday.
<b>production figures</b> (n pl)	/prə'dʌkʃən ,fɪgəz/	Produktionszahlen	Have you finished last month's <b>production figures</b> yet?
<b>productive</b> (adj) (opposite = <b>unproductive</b> )	/prə'dʌktɪv/	produktiv	Happy employees are <b>productive</b> employees.
<b>relations</b> (n pl)	/rɪ'leɪʃənz/	Beziehungen	The Industrial Society report looks at <b>workplace relations</b> and how they've changed over the years.
<b>relationship</b> (n) build a relationship	/rɪ'leɪʃənʃɪp/ /ˌbɪld ə rɪ'leɪʃənʃɪp/	Beziehung, Verhältnis eine Beziehung aufbauen	Providing communal space such as coffee areas allows employees to share information and <b>build relationships</b> .
<b>reorganise</b> (v)	/ri:'ɔ:gənaɪz/	um-, reorganisieren	The management wants to <b>reorganise</b> marketing and sales.
<b>restructuring</b> (n)	/ri:'strʌktʃə,rɪŋ/	um-, restrukturieren	Somebody overheard one of the bosses talking to a management consultant about <b>restructuring</b> .
<b>revolution</b> (n)	/revə'lju:ʃən/	Umwälzung, Revolution	Many opportunities to socialise have disappeared and this is all part of the <b>revolution</b> in human resources.
<b>right</b> (n) have the right to do sth	/raɪt/ /hæv ðə 'raɪt tə du: ,sʌmθɪŋ/	Recht das Recht haben etw. zu tun	The city council of Cascavel has banned gossip in the workplace, saying employees <b>have the right to</b> work in a professional environment.
<b>rumours</b> (n pl) spread rumours	/'ru:məz/ /spred 'ru:məz/	Gerücht(eküche) Gerüchte verbreiten	Employees have been banned from <b>spreading rumours</b> about their colleagues.



<b>sack</b> (n) (BrE) face the sack	/sæk/ /feɪs ðə 'sæk/	Entlassung mit Entlassung rechnen, vor der Entlassung stehen	Employees spreading rumours about their colleagues will <b>face the sack</b> .
<b>salary</b> (n) be on a salary of £20,000/\$80,000	/'sæləri/ /ˌbi: ɒn ə 'sæləri əv/	Gehalt ein Gehalt von ... haben	As head of the eastern sales team, he's <b>on a salary of £60,000</b> .
<b>sales team</b> (n)	/'seɪlz ti:m/	Verkaufs-, Vertriebsmann- schaft, Außendienst	I'm the new head of the eastern <b>sales team</b> .
<b>share</b> (v)	/'ʃeə/	teilen	We encourage employees to <b>share</b> their ideas.
<b>socialise</b> (v)	/'səʊʃəlɪz/	Kontakte knüpfen, unter Leute kommen, sich aus- tauschen	Many opportunities to <b>socialise</b> have disappeared and this is all part of the revolution in human resources.
<b>waste</b> (v) waste time	/weɪst 'taɪm/	verschwenden Zeit verschwenden	People <b>waste</b> a lot of <b>time</b> chatting and gossiping when they are supposed to be working.
<b>workplace</b> (n)	/'wɜ:kpleɪs/	Arbeitsplatz	Gossip can be damaging to relations in the <b>workplace</b> .

Unit 18

headword	pronunciation	translation/notes	example sentence
<b>access</b> (n) access to sth	/ˈækses/ /ˈækses tuː ˌsʌmθɪŋ/	Zugang, Zugriff zu etw. Zugang haben	Online medical resources will help solve healthcare problems such as poor customer service and lack of <b>access to</b> medical care.
<b>access</b> (v)	/ˈækses/	sich Zugang verschaffen, zugreifen	To <b>access</b> a network you have to obtain a user name and password from the administrator.
<b>administrator</b> (n)	/ædˈmɪnɪstreɪtə/	Administrator (Datenverwalter)	The <b>administrator</b> can change your password if you are worried about security.
<b>after-sales</b> (adj) after-sales service	/ɑːftəˈseɪlz/ /ɑːftəˈseɪlz ˈsɜːvɪs/	Kundendienst- Kundendienst	<b>After-sales service</b> is still a negative factor.
<b>bankrupt</b> (adj) go bankrupt	/ˈbæŋkrʌpt/ /gəʊ ˈbæŋkrʌpt/	bankrott, pleite bankrott gehen	Our main competitor has <b>gone bankrupt</b> .
<b>benefit from sth</b> (phr v)	/ˈbenəfɪt frəm ˌsʌmθɪŋ/	von etw. profitieren	eBay has a voting system which means that potential buyers <b>benefit from</b> the experience of previous customers.
<b>blogger</b> (n)	/ˈblɒɡə/	Blog-Autor, -Schreiber, Blogger	Paul Bradley and Johan Webb are both well-known commentators and <b>bloggers</b> on business and online technology.
<b>brainstorm</b> (v)	/ˈbreɪnstɔːm/	Ideen sammeln, "brain- stormen"	The group was asked to <b>brainstorm</b> a solution to the communication problems.

<b>business</b> (n)	/ˈbɪznəs/	Geschäft	
do business	/du: ˈbɪznəs/	Geschäft(e) machen, treiben	Reduced costs mean that it is worth <b>doing business</b> online for both buyer and seller.
<b>click on sth</b> (phr v)	/ˈklɪk ən ˌsʌmθɪŋ/	auf etw. klicken	I <b>clicked on</b> the button but nothing happened.
<b>collaborate with sb</b> (phr)	/kəˈlæbəreɪt wɪθ ˌsʌmbədi/	mit jdm. zusammenarbeiten	People will become more creative and will <b>collaborate with</b> others.
<b>commentator</b> (n)	/ˈkɒmentətə/	Kommentator(in)	Paul Bradley and Johan Webb are both well-known <b>commentators</b> and bloggers on business and online technology.
<b>commission</b> (n)	/kəˈmɪʃən/	Provision	
take a commission	/ˌteɪk ə kəˈmɪʃən/	eine Provision nehmen, be- rechnen	eBay works as a market place for others and <b>takes a commission</b> .
<b>communication</b> (n)	/kəˌmjuːnɪˈkeɪʃən/	Kommunikation	<b>Communication</b> is faster by e-mail.
<b>compare</b> (v)	/kəmˈpeə/	vergleichen	You can <b>compare</b> the products and prices of different shops without leaving home.
<b>competitive</b> (adj)	/kəmˈpetɪtɪv/	konkurrenzfähig	Online prices are more <b>competitive</b> .
<b>competitor</b> (n)	/kəmˈpetɪtə/	Wettbewerber, Konkurrent	Our main <b>competitor</b> has gone bankrupt.
<b>convenience</b> (n)	/kənˈviːnjəns/	Komfort	The benefits of e-shopping for the customer are <b>convenience</b> and lower prices.
<b>costs</b> (n pl)	/kɒsts/	Kosten, Aufwand	The only limitation to e-commerce is when transport and delivery <b>costs</b> get too high to make it viable.
<b>crash</b> (v)	/kræʃ/	abstürzen	The system <b>crashed</b> in the middle of downloading the book.
<b>customer service</b> (n)	/ˌkʌstəmə ˈsɜːvɪs/	Kundendienst	Online medical resources will help solve healthcare problems such as poor <b>customer service</b> and lack

<b>cut</b> (n) take a cut	/kʌt/ /ˌteɪk ə ˈkʌt/	(hier:) Anteil, Marge, Aufschlag einen Aufschlag machen	of access to medical care.  There's no wholesaler in the middle <b>taking a cut</b> .
<b>delivery</b> (n)	/dɪˈlɪvəri/	Versand	Online shops are open all the time and provide <b>delivery</b> to your doorstep.
<b>details</b> (n pl)	/'dɪːteɪlz/	(hier:) (nähere) Angaben	I completed the form with the endless <b>details</b> requested, including my e-mail address.
<b>digital</b> (adj) (opposite = <b>analogue</b> )	/'dɪdʒɪtəl/	digital	People should be allowed to share <b>digital</b> products like music and films.
<b>double</b> (v)	/'dʌbəl/	verdoppeln	Online sales have <b>doubled</b> annually over the last five years.
<b>download</b> (n) (opposite = <b>upload</b> )	/'daʊnləʊd/	Herunterladen, Download	They charged sixty euros for the <b>download</b> .
<b>download</b> (v) (opposite = <b>upload</b> )	/daʊn'ləʊd/	herunterladen	I heard about a book you could <b>download</b> from a website before it was published.
<b>drawback</b> (n)	/'drɔːbæk/	Nachteil, Beeinträchtigung	There are <b>drawbacks</b> to e-commerce as well.
<b>ecological</b> (adj)	/ˌiːkə'lɒdʒɪkəl/	ökologisch	Computing devices in cars will make them safer and more <b>ecological</b> .
<b>e-commerce</b> (n)	/iː'kɒmɜːs/	elektronischer Handel	<b>E-commerce</b> will almost certainly become the normal way to buy and trade in a fairly wide range of goods.
<b>economy</b> (n)	/iː'kɒnəmi/	Wirtschaft	This year the <b>economy</b> will grow by 3%.
<b>e-mail address</b> (n)	/'iːmeɪl ədres/	E-Mail-Adresse	I completed the form with the endless details requested, including my <b>e-mail address</b> .

<b>enter</b> (v)	/ˈentə/	(hier:) eingeben, -tragen	I <b>entered</b> my credit card number because they promised that there was no security risk.
<b>e-shopper</b> (n)	/i:ˈʃɒpə/	Käufer im Internet	Four in ten retired people are regular <b>e-shoppers</b> .
<b>experience</b> (n)	/ɪkˈspɪəriəns/	Erfahrung(swert)	eBay has a voting system which means that potential buyers benefit from the <b>experience</b> of previous customers.
<b>factor</b> (n)	/ˈfæktə/	Faktor	After-sales service is still a negative <b>factor</b> .
<b>focus group</b> (n)	/ˈfəʊkəs ɡru:p/	Fokusgruppe, Testperson	The <b>focus group</b> produced some interesting marketing data.
<b>generic</b> (adj)	/dʒəˈnerɪk/	generisch, gewöhnlich	People are more comfortable buying <b>generic</b> products like DVDs and books.
<b>golden handshake</b> (n)	/ˈɡəʊldən ˌhændʃeɪk/	hohe Abfindung, "goldener Handschlag"	The managing director retired with a massive <b>golden handshake</b> .
<b>growth</b> (n)	/ɡrəʊθ/	Wachstum	The fear of identity theft is slowing down the <b>growth</b> of e-commerce.
<b>guarantee</b> (n)	/ɡærənˈti:/	Gewährleistung, Garantie	The success of eBay is that the payment system offers <b>guarantees</b> and security.
<b>household name</b> (n)	/ˈhaʊshəʊld ˌneɪm/	(In-)Begriff	Amazon, eBay and PayPal are <b>household names</b> .
<b>identity theft</b> (n)	/aɪˈdentəti ˌθeft/	Datenmissbrauch	The fear of <b>identity theft</b> is slowing down the growth of e-commerce.
<b>the Internet</b> (n)	/ðə ˈɪntənət/	Internet	Using <b>the Internet</b> is the preferred hobby of pensioners.
over the Internet	/ˌəʊvə ðə ˈɪntənət/	über das Internet	You can't pay cash <b>over the Internet</b> .
<b>the big issue</b> (n)	/ðə bɪɡ ˈɪʃu:/	das große Thema, das Thema/Problem	Security is still <b>the big issue</b> in people's minds.

<b>limitation</b> (n)	/ˌlɪmɪˈteɪʃən/	Einschränkung, Begrenzung	The only <b>limitation</b> to e-commerce is when transport and delivery costs get too high to make it viable.
<b>manufacturer</b> (n)	/ˌmænjuːˈfæktʃərə/	Hersteller, Produzent	On the plus side the seller can deal directly with the <b>manufacturer</b> .
<b>marketing</b> (n)	/'mɑ:kɪtɪŋ/	Marketing	The focus group produced some interesting <b>marketing data</b> .
<b>market place</b> (n)	/'mɑ:kɪt ˌpleɪs/	Marktplatz	eBay works as a <b>market place</b> for others and takes a commission.
<b>message</b> (n)	/'mesɪdʒ/	Meldung, Info, Nachricht	A <b>message</b> came up which said "Download suspended due to network overload."
<b>motivation</b> (n)	/ˌmɒtɪˈveɪʃən/	Motivation	The company's recent successes have improved staff motivation.
<b>network</b> (n)	/'netwɜ:k/	Netzwerk	To access a <b>network</b> you have to obtain a user name and password from the administrator.
social network	/'səʊʃəl ˌnetwɜ:k/	soziales Netzwerk	The size of people's <b>social networks</b> will grow.
<b>obsolete</b> (adj)	/'ɒbsəli:t/	überholt, (technisch) veraltet	I don't think the keyboard will become <b>obsolete</b> .
<b>online</b> (adj) (opposite = <b>offline</b> )	/'ɒnlaɪn/	online	<b>Online</b> sales have doubled annually over the last five years.
<b>online</b> (adv) (opposite = <b>offline</b> )	/'ɒnlaɪn/	online	Reduced costs mean that it is worth doing business <b>online</b> for both buyer and seller.
<b>overload</b> (n)	/'əʊvərləʊd/	Überlastung	A message came up which said "Download suspended due to network <b>overload</b> ."

<b>password</b> (n)	/ˈpɑːswɜːd/	Passwort	To access a network you have to obtain a user name and <b>password</b> from the administrator.
<b>peer-to-peer network</b> (n)	/ˌpiːəˈpiːə ˈnetwɜːk/	Peer-to-Peer-Netzwerk (Netzwerk mit gleich- rangigen Arbeitsstationen)	Internet users will distribute digital products freely through anonymous <b>peer-to-peer networks</b> .
<b>pensioner</b> (n)	/'penʃənə/	Rentner	Britain's <b>pensioners</b> have become a generation of silver surfers.
<b>perishable goods</b> (n pl)	/'perɪʃəbəl ˌɡʊdz/	verderbliche Güter	The Internet is not suitable for buying <b>perishable goods</b> .
<b>plus</b> (n) on the plus side ...	/plʌs/ /ɒn ðə ˈplʌs saɪd/	Haben, Plus auf der Haben-/Plusseite	<b>On the plus side</b> the seller can deal directly with the manufacturer.
<b>practice</b> (n) put sth into practice	/'præktɪs/ /pʊt ˌsʌmθɪŋ ɪntə 'præktɪs/	(hier:) Praxis etw. in die Praxis umsetzen	I've been trying to <b>put</b> my good ideas <b>into practice</b> .
<b>premises</b> (n pl)	/'premɪsəz/	(hier:) Geschäfts-, Gewerberäume, Firmengelände	There is no need for online shops to have physical <b>premises</b> .
<b>productivity</b> (n)	/ˌprɒdʌk'tɪvətɪ/	Produktivität	The company has increased its <b>productivity</b> by 20% over the last two years.
<b>profit</b> (n) make a good profit	/'prɒfɪt/ /meɪk ə ɡʊd 'prɒfɪt/	Gewinn gute/einträgliche Gewinne erzielen	A high turnover is one thing, but <b>making good profits</b> is another.
<b>qualifications</b> (n pl)	/ˌkwɒlɪfɪ'keɪʃənz/	Abschlüsse, Qualifikation(en)	Having the right <b>qualifications</b> for a job is useful, but experience is even more important.
<b>recession</b> (n)	/rɪ'seʃən/	Rezession	This country has already been in a <b>recession</b> for months.

<b>recover</b> (v)	/rɪ'kʌvə/	sich erholen	The economy should <b>recover</b> by next year.
<b>retire</b> (v)	/rɪ'taɪə/	in den Ruhestand gehen	The managing director <b>retired</b> with a massive golden handshake.
<b>retired</b> (adj)	/rɪ'taɪəd/	im Ruhestand	Four in ten <b>retired</b> people are regular e-shoppers.
<b>return</b> (v)	/rɪ'tɜ:n/	(hier:) zurückschicken, -geben	<b>Returning goods</b> which you have bought online is not easy.
return goods	/rɪ'tɜ:n ɡʊdz/	Waren zurückschicken, - geben	
<b>risk</b> (n)	/rɪsk/	Risiko	For the customer the price difference has to make it worth <b>taking the risk</b> .
take the risk	/teɪk ðə 'rɪsk/	ein Risiko eingehen	
<b>run up</b> (phr v)	/rʌn/	auflaufen lassen	His children have <b>run up a bill</b> of over \$300 dollars by surfing the Internet all day.
run up a bill	/,rʌn ʌp ə 'bɪl/	eine Rechnung auflaufen lassen	
<b>security</b> (n)	/sɪ'kjʊərəti/	Sicherheit	<b>Security</b> is still the big issue in people's minds.
security risk	/sɪ'kjʊərəti ,rɪsk/	Sicherheitsrisiko	I entered my credit card number because they promised that there was no <b>security risk</b> .
<b>share</b> (v)	/'ʃeə/	teilen	People should be allowed to <b>share</b> digital products like music and films.
<b>silver surfer</b> (n)	/,sɪlvə 'sɜ:fə/	Surfer im Rentenalter	Britain's pensioners have become a generation of <b>silver surfers</b> .
<b>snail mail</b> (n)	/'sneɪl meɪl/	(konventionelle) Post, "Schneckenpost"	<b>Snail mail</b> is an expression meaning letters that are sent by post.
<b>surf</b> (v)	/sɜ:f/	surfen	His children have run up a bill of over \$300 dollars by <b>surfing the Internet</b> all day.
surf the Internet	/'sɜ:f ðə ,ɪntənət/	im Internet surfen	



<b>surveillance</b> (n)	/sɜ:'veɪləns/	Überwachung, Aufsicht, Kontrolle	You don't need to worry about government <b>surveillance</b> if you haven't done anything wrong.
<b>technology</b> (n)	/tek'nɒlədʒi/	Technologie	Paul Bradley and Johan Webb are both well-known commentators and bloggers on business and online <b>technology</b> .
<b>tele-work</b> (n)	/'telɪwɜ:k/	Tele-Arbeit	<b>Tele-work</b> will grow and the barriers between work and leisure will be less clear.
<b>time</b> (n) in real time	/taɪm/ /ɪn ˌriəl 'taɪm/	Zeit in Echtzeit	Stock information is updated <b>in real time</b> .
<b>transaction</b> (n) conduct a transaction	/træn'zækʃən/ /kənˌdʌkt ə træn'zækʃən/	Transaktion eine Transaktion durch- führen	Very small or very large <b>transactions</b> tend not to be <b>conducted</b> online.
<b>turnover</b> (n)	/'tɜ:nəʊvə/	Umsatz	A high <b>turnover</b> is one thing, but making good profits is another.
<b>update</b> (v)	/ʌp'deɪt/	aktualisieren	Stock information is <b>updated</b> in real time.
<b>user</b> (n)  user name	/'ju:zə/  /'ju:zə neɪm/	Nutzer, User  Nutzername	Internet <b>users</b> will distribute digital products freely through anonymous peer-to-peer networks.  To access a network you have to obtain a <b>user name</b> and password from the administrator.
<b>viable</b> (adj)	/'vaɪəbəl/	(hier:) praktikabel	The only limitation to e-commerce is when transport and delivery costs get too high to make it <b>viable</b> .
<b>virtual</b> (adj)	/'vɜ:tʃuəl/	virtuell	In the future, students may spend part of their school days in <b>virtual</b> classes.
<b>voting</b> (n)	/'vəʊtɪŋ/	(hier:) Bewertung(ssystem)	eBay has a <b>voting</b> system which means that potential buyers benefit from the experience of previous customers.

<b>webpage</b> (n)	/ˈwebpeɪdʒ/	Webseite	Many people order from their local supermarket via a <b>webpage</b> .
<b>website</b> (n)	/ˈwebsaɪt/	Website, Webangebot	I heard about a book you could download from a <b>website</b> before it was published.
<b>wholesaler</b> (n)	/ˈhəʊlseɪlə/	Großhändler, Grossist	There's no <b>wholesaler</b> in the middle taking a cut.

Unit 19

headword	pronunciation	translation/notes	example sentence
<b>attractive</b> (adj) (opposite = <b>unattractive</b> )	/ə'træktɪv/	reizvoll, verführerisch	Working from home probably sounds more <b>attractive</b> than it would be in reality.
<b>colleague</b> (n)	/'kɒli:g/	Kollege, Kollegin	Sharing ideas and problems with your <b>colleagues</b> can make you more productive in some jobs.
<b>commute</b> (n)	/kə'mju:t/	Pendelzeit	We are a society overwhelmed by pollution, traffic jams, and seemingly endless <b>commutes</b> to work.
<b>commute</b> (v)	/kə'mju:t/	pendeln	If people stopped <b>commuting</b> , it would be much more ecological.
<b>contact</b> (n)	/'kɒntækt/	Kontakt, Austausch	If I worked at home, I'd miss the <b>contact</b> with people at the company.
<b>disciplined</b> (adj) (opposite = <b>undisciplined</b> )	/'dɪsɪplɪnd/	diszipliniert	You need to be <b>disciplined</b> if you intend to work from home.
<b>down</b> (adj)	/daʊn/	(hier:) nicht funktionierend, außer Betrieb	The company intranet always seems to be <b>down</b> .
<b>ecological</b> (adj)	/i:ke'lɒdʒɪkəl/	ökologisch	If people stopped commuting, it would be much more <b>ecological</b> .
<b>estimate</b> (n) make an estimate about sth	/'estɪmət/ /meɪk ən 'estɪmət əbaʊt ˌsʌmθɪŋ/	Schätzung eine Schätzung vornehmen (auch:) eine Kalkulation machen	A major survey of employers in 18 European countries has made some <b>estimates</b> about teleworking.

<b>e-work</b> (n)	/i:'wɜ:k/	Tele-Arbeit	It is not only parents of young children who are starting to consider <b>e-work</b> .
<b>e-worker</b> (n)	/i:'wɜ:kə/	Tele-Arbeiter	There are over 9 million <b>e-workers</b> in Europe.
<b>fixed hours</b> (n pl)	/fɪkst 'aʊəz/	feste Arbeitszeiten	I no longer work <b>fixed hours</b> and in fact it has made me more productive.
<b>flexible</b> (adj) (opposite = <b>inflexible</b> )	/'fleksɪbəl/	flexibel	If my company introduced <b>flexible</b> working, I would work from home two days a week.
<b>flexibility</b> (n)	/,fleksɪ'bɪləti/	Flexibilität	The <b>flexibility</b> of e-working is great. You can work at five in the morning or on a Sunday afternoon.
<b>freelance</b> (adj)	/'fri:lɑ:ns/	freiberuflich, (auch:) selbstständig	Much of the editorial work is done by <b>freelance workers</b> .
freelance worker	/'fri:lɑ:ns 'wɜ:kə/	Freiberufler	
<b>freelancer</b> (n)	/'fri:lɑ:nsə/	Freiberufler	More than 30 <b>freelancers</b> supply business services to the company.
<b>full-time</b> (adv)	/fʊl'taɪm/	ganztägig, Vollzeit-	A virtual assistant works from home and offers services to businesses which don't have sufficient work to justify employing someone <b>full-time</b> .
<b>get down to sth</b> (phr v)	/get 'daʊn tə ,sʌmθɪŋ/	zu etw. kommen	I find it difficult to <b>get down to</b> the accounts. I usually leave them until the last minute.
<b>gossip</b> (n)	/'gɒsɪp/	Tratsch, Klatsch	As I have to travel so much I don't hear any of the office <b>gossip</b> .
<b>growth</b> (n)	/grəʊθ/	Wachstum	One of the biggest areas of <b>growth</b> is likely to be freelancers providing business services to companies.
<b>home-based</b> (adj)	/'həʊmbeɪst/	von zu Hause aus	More than 3 million self-employed people in Europe run <b>home-based</b> businesses.

<b>home worker</b> (n)	/həʊm 'wɜ:kə/	Heimarbeiter	I believe that <b>home workers</b> get more done in a shorter time.
<b>impression</b> (n) make an impression	/ɪm'preʃən/ /ˌmeɪk ə bæd ɪm'preʃən/	Eindruck einen Eindruck machen	If you wore a suit, you would <b>make a</b> better <b>impression</b> .
<b>inspiring</b> (adj)	/ɪn'spaɪərɪŋ/	anregend	The atmosphere at work is very <b>inspiring</b> .
<b>the Internet</b> (n)	/ðə 'ɪntənət/	Internet	<b>The Internet</b> and other new technologies have changed the way we work.
<b>intranet</b> (n)	/'ɪntrənət/	Intranet	The company <b>intranet</b> always seems to be down.
<b>IT expert</b> (n)	/aɪ'ti: ek'spɜ:t/	IT-Experte, -Fachmann	If you have a technical problem, you are on your own. There's no <b>IT expert</b> to call on.
<b>laptop</b> (n)	/'læptɒp/	Laptop	Sometimes I work on my <b>laptop</b> when I go home on the train.
<b>leisure time</b> (n)	/'leɪzə taɪm/	Freizeit	If you work from home, you can find your working time creeping into your <b>leisure time</b> .
<b>link</b> (n) telecommunications link	/lɪŋk/ /ˌteləkə'mju:nɪ'keɪʃənz lɪŋk/	Verbindung, Link Telekommunikationsverbindung	Much of this work can be done away from the office using a computer and <b>telecommunications link</b> .
<b>look to sth</b> (phr v)	/'lʊk tə ˌsʌmθɪŋ/	auf etw. sehen, betrachten	Time with our families is often minimal and we <b>look to</b> teleworking as a solution.
<b>miss out on sth</b> (phr v)	/mɪs 'aʊt ən ˌsʌmθɪŋ/	etw. verpassen, sich etw. entgehen lassen	I think financially you <b>miss out on</b> perks like subsidised refreshments or travel.
<b>multilocational</b> (adj)	/'mʌltɪlɒs'keɪʃənəl/	von vielen Orten aus, an vielen Orten	Many of the <b>multilocational</b> workers in the survey work partly from home and partly in the office.

<b>negotiate</b> (v) negotiate with sb	/nə'gəʊʃɪət/ /nə'gəʊʃɪət wɪθ ,sʌmbədi/	verhandeln mit jdm. verhandeln	We are <b>negotiating with</b> the unions to introduce e-work to the company.
<b>obsolete</b> (adj)	/'ɒbsəli:t/	überholt, veraltet	The problem with buying a computer is that in a couple of years it's <b>obsolete</b> .
<b>office</b> (n) office skills	/'ɒfɪs/ /'ɒfɪs ,skɪlz/	Büro Büroarbeitsfertigkeiten	Anyone with an Internet connection and basic <b>office skills</b> can be a virtual assistant.
office hours	/'ɒfɪs ,aʊəz /	Bürostunden	If you work from home, you can be flexible because you are not limited to <b>office hours</b> .
<b>(be) on your own</b>	/bi: ɒn jər 'əʊn/	allein, ohne Hilfe/Unterstützung sein	If you have a technical problem, you <b>are on your own</b> . There's no IT expert to call on.
<b>perk</b> (n)	/pɜ:k/	Vergünstigungen, Nebenleistungen	It's better to have a higher salary than <b>perks</b> like a company car or free meals.
<b>policy-maker</b> (n)	/'pɒləsi,meɪkə/	(hier:) Verantwortliche/r, Entscheidungssträger/in	Information about how many commuters there are is vital for <b>policy-makers</b> in transport.
<b>productive</b> (adj) (opposite = <b>unproductive</b> )	/prə'dʌktɪv/	produktiv	Sharing ideas and problems with your colleagues can make you more <b>productive</b> in some jobs.
<b>pyramid selling</b> (n)	/'pɪrəməɪd 'selɪŋ/	Strukturvertrieb, (auch:) Schneeballverkaufssystem	I don't like schemes like <b>pyramid selling</b> where you have to persuade your family and friends to spend money.
<b>quality of life</b> (n)	/'kwɒləti əv ,laɪf/	Lebensqualität	If you spent more time at home, we would all have a better <b>quality of life</b> .
<b>in reality</b>	/ɪn rɪ'æləti/	in Wahrheit, in der Realität, in der Praxis	Working from home probably sounds more attractive than it would be <b>in reality</b> .
<b>responsibilities</b> (n pl)	/'rɪs,pɒnsɪ'bɪlɪtɪz/	Verantwortung, Pflichten	Now that I'm running my own business, I have a lot more <b>responsibilities</b> .

<b>salary</b> (n)	/ˈsæləri/	Gehalt, Bezahlung	The hotel industry's low <b>salaries</b> mean there's a high turnover of staff.
<b>self-employed</b> (adj)	/selfɪmˈplɔɪd/	selbstständig	More than 3 million <b>self-employed</b> people in Europe run home-based businesses.
<b>service</b> (n)	/ˈsɜːvɪs/	Dienstleistung	One of the biggest areas of growth is likely to be freelancers providing business <b>services</b> to companies.
<b>set up</b> (phr v) set up a company	/set ˈʌp/ /set ˌʌp ə ˈkʌmpəni/	(hier:) gründen, starten eine Firma gründen	If I came up with a good business idea, I would <b>set up</b> my own <b>company</b> .
<b>shared</b> (adj)	/ˈʃeəd/	geteilt, (hier:) gemeinsam benutzt	Some of the time people are in the office, maybe at a <b>shared</b> desk, and some of the time at home.
<b>shift</b> (n)	/ˈʃɪft/	Schicht	I like to have half an hour to relax before my <b>shift</b> starts.
<b>statistics</b> (n pl)	/stəˈtɪstɪks/	Statistik	Many countries have no <b>statistics</b> about how many of the working population are teleworkers.
<b>stressed</b> (adj)	/strest/	gestresst	I feel much less <b>stressed</b> now that I don't have to sit in a traffic jam every morning.
stressed out	/strest ˈaʊt/	total gestresst, im Dauerstress sein	He has been completely <b>stressed out</b> ever since he became a director.
<b>subsidised</b> (adj)	/sʌbsɪˈdaɪzd/	subventioniert	I think financially you miss out on perks like <b>subsidised</b> refreshments or travel.
<b>survey</b> (n)	/ˈsɜːveɪ/	Studie, Erhebung, Untersuchung	A major <b>survey</b> of employers in 18 European countries has made some estimates about teleworking.
<b>technology</b> (n)	/tekˈnɒlədʒi/	Technologie	The Internet and other new <b>technologies</b> have changed the way we work.

<b>telecentre</b> (n)	/ˈtelɪ,sentə/	Telecenter	<b>Telecentres</b> are serviced offices which provide a local alternative to commuting into a city centre.
<b>teleworker</b> (n)	/ˈtelɪ,wɜ:kə/	Tele-Arbeiter/in	Many countries have no statistics about how many of the working population are <b>teleworkers</b> .
<b>teleworking</b> (n)	/ˈtelɪ,wɜ:kɪŋ/	Tele-Arbeit	Time with our families is often minimal and we look to <b>teleworking</b> as a solution.
<b>traffic jam</b> (n)	/ˈtræfɪk ʒæm/	Verkehrsstau	I leave home very early to avoid getting caught in <b>traffic jams</b> on the way to work.
<b>turnover</b> (n)	/ˈtɜ:nəʊvə/	(hier:) Fluktuation	The hotel industry's low salaries mean there's a high <b>turnover</b> of staff.
<b>unemployment</b> (n)	/ʌnɪmˈplɔɪmənt/	Arbeitslosigkeit	<b>Unemployment</b> in this area is very low so it is hard to replace workers.
<b>union</b> (n)	/ˈju:njən/	Gewerkschaft	We are negotiating with the <b>unions</b> to introduce e-work to the company.
<b>virtual</b> (adj)	/ˈvɜ:tʃuəl/	virtuell	A <b>virtual assistant</b> works from home and offers services to businesses which don't have sufficient work to justify employing someone full-time.
virtual assistant	/ˈvɜ:tʃuəl əˈsɪstənt/	virtuelle Bürodienstleistung	
<b>wind down</b> (phr v)	/waɪnd ˈdaʊn/	ruhiger werden, entspannen	When I get home I like to <b>wind down</b> with a glass of wine.
<b>workaholic</b> (n)	/wɜ:kəˈhɒlɪk/	Arbeitssüchtige/r, Workaholic	Working at home is dangerous for <b>workaholics</b> . You can find your working time creeping into your leisure time.
<b>workplace</b> (n)	/ˈwɜ:kpleɪs/	Arbeitsplatz	A lot of stress in the <b>workplace</b> could be reduced if people worked from home more.



Unit 20

headword	pronunciation	translation/notes	example sentence
<b>approach</b> (n)	/ə'prəʊtʃ/	Herangehensweise, Ansatz	In Japan, a low-key <b>approach</b> is preferable to the "hard sell".
<b>board</b> (n) on the board	/bɔ:d/ /bɔn də 'bɔ:d/	(hier:) Vorstand(setage) im Vorstand	The Managing Director or CEO is the person <b>on the board</b> who is responsible for the day-to-day running of the company.
<b>business</b> (n) business card	/'bɪznəs/ /'bɪznəs kɑ:d/	Geschäft Visitenkarte	A thank-you note is an opportunity to send your business card and possibly <b>recap</b> your <b>conversation</b> .
get down to business	/get ˌdaʊn tə 'bɪznəs/	zur Sache kommen, über das Geschäft reden	At an American business lunch, it's considered inappropriate to <b>get down to business</b> before the waiter has handed you the menu.
talk business	/tɔ:k 'bɪznəs/	über das Geschäft sprechen	In other countries, you don't <b>talk business</b> until the first glass of wine has been poured and the host offers a toast.
<b>CEO</b> (n) (AmE) (= Chief Executive Officer) (BrE = Managing Director)	/si:ɪ'əʊ/	(Haupt-)Geschäftsführer, Vorstandsvorsitzender	The <b>CEO</b> is responsible for the day-to-day running of the company.
<b>competing</b> (adj) competing companies/	/kəm'pi:tɪŋ/ /kəm'pi:tɪŋ/	konkurrierend, im Wettbewerb stehend Wettbewerber, Wettbe-	The Japanese don't like it if you criticise <b>competing products</b> .

products	,kʌmpəni:z/,prɒdʌkts/	werbsprodukte	
<b>the competition</b> (n)	/ðə kɒmpə'tiʃən/	Wettbewerb, Konkurrenz	If you look at the <b>competition</b> , there's just no comparison.
<b>confidential</b> (adj)	/kɒnfɪ'denʃəl/	vertraulich	I'm afraid the documentation is <b>confidential</b> .
<b>cooked</b> (adj)	/kʊkt/	gekocht	
cooked with/in	/'kʊkt wɪθ/ɪn	mit/in etw. gekocht	"Paella" is a seafood dish <b>cooked with</b> rice.
<b>costs</b> (n pl)	/kɒsts/	Kosten, Aufwand	It could save you up to 30% in <b>costs</b> .
<b>credibility</b> (n)	/kredɪ'bɪləti/	Glaubwürdigkeit	If you are not completely honest about your product, your <b>credibility</b> will be damaged.
<b>deal</b> (n)	/di:l/	Geschäft(sabschluss)	
discuss a deal	/dɪs,kʌs ə 'di:l/	einen Abschluss besprechen	We weren't able to <b>discuss the deal</b> because there was so much noise in the restaurant.
make a deal	/meɪk ə 'di:l/	einen Abschluss machen	We're hoping to <b>make a deal</b> before the end of the week.
<b>discount</b> (n)	/'dɪskaʊnt/	Rabatt, Nachlass, Ermäßigung	
offer sb a discount	/'ɒfə ə 'dɪskaʊnt/	jdm. einen Nachlass gewähren	If we can make a deal today, I can <b>offer</b> you an even better <b>discount</b> .
<b>documentation</b> (n)	/'dɒkjʊ:men'teɪʃən/	(hier:) Unterlagen	I'm afraid the <b>documentation</b> is confidential.
<b>establishment</b> (n)	/'ɪstæblɪʃmənt/	(hier:) Restaurant	The ideal <b>establishment</b> for a business lunch is one where you don't have to shout but you have some privacy.
<b>faux pas</b> (n)	/fəʊ 'pɑ:/	Fauxpas (Entgleisung)	Dressing too casually is one of many <b>faux pas</b> you can make when going to a business lunch in another country.

<b>hard sell</b> (n)	/hɑ:d 'sel/	aggressive Verkaufsmethode	The " <b>hard sell</b> ", using aggressive sales techniques, is often considered offensive in Japan.
<b>inappropriate</b> (adj) (opposite = <b>appropriate</b> )	/ɪnə'prəʊpriət/	unangemessen	Ordering wine at a business lunch is considered <b>inappropriate</b> in some countries.
<b>influence</b> (n) lose influence	/'ɪnfluəns/ /lu:z 'ɪnfluəns/	Einfluss Einfluss verlieren	You will <b>lose influence</b> if you are not completely honest about your product.
<b>job title</b> (n)	/'dʒɒb 'taɪtl/	Funktionsbezeichnung	"What's your <b>job title</b> , Neil?" "I'm Product Development Director."
<b>long-term</b> (adj) (opposite = <b>short-term</b> )	/'lɒŋtɜ:m/	langfristig orientiert	The CEO is in charge of <b>long-term</b> strategy and planning.
<b>low-key</b> (adj)	/ləʊ'ki:/	zurückhaltend, unauffällig	In Japan, a <b>low-key</b> approach is preferable to the "hard sell".
<b>managing director</b> (n) (BrE) (AmE = CEO)	/'mænɪdʒɪŋ daɪ'rektə/	Geschäftsführer, Vorstand	The <b>managing director</b> is responsible for the day-to-day running of the company.
<b>made with/from</b>	/'meɪd wɪθ/frɒm/	zusammengestellt	"Unagi" is a dish <b>made with</b> eels and rice.
<b>planning</b> (n)	/'plænɪŋ/	Planung	The CEO is in charge of long-term strategy and <b>planning</b> .
<b>policy</b> (n) marketing policy	/'pɒləsi/	(hier:) Leitlinie, Strategie Marketingstrategie	Sisi Albright, Director of Marketing, is responsible for <b>marketing policy</b> and the worldwide sales force.
<b>privacy</b> (n)	/'prɪvəsi/	Privatsphäre, Vertraulichkeit	The ideal establishment for a business lunch is one where you don't have to shout but you have some <b>privacy</b> .
<b>product</b> (n)	/'prɒdʌkt/	Produkt	Be honest about your <b>products</b> - otherwise you'll lose your credibility.

<b>recap</b> (v)	/ri:'kæp/ /ri:'kæp ə /kɒnvə'seɪʃən/	kurz wiederholen, zusammenfassen ein Gespräch zusammenfassen	A thank-you note is an opportunity to send your business card and possibly <b>recap</b> your <b>conversation</b> .
<b>report to</b> (phr v)	/rɪ'pɔ:t tə/	an jdn. berichten	As Product Development Director, Neil <b>reports</b> directly <b>to</b> Jeff Seagram, the Managing Director.
<b>responsible</b> (adj) be responsible for sth	/rɪs'pɒnsəbəl/ /bi: rɪs'pɒnsəbəl fə ,sʌmθɪŋ/	verantwortlich, zuständig für etw. verantwortlich sein	Sisi Albright, Director of Marketing, <b>is responsible for</b> marketing policy and the worldwide sales force.
<b>rule</b> (n) unwritten rule	/ru:l/ /ʌn,rɪtən 'ru:l/	Regel, "Gesetz" ungeschriebene Regel	There's a long list of <b>unwritten rules</b> about business lunches that can't be broken.
<b>running</b> (n)	/'rʌnɪŋ/	(hier:) Organisation, das Tagesgeschäft verantworten	The CEO is the person on the board who is responsible for the day-to-day <b>running</b> of the company.
<b>sales</b> (n pl)	/seɪlz/	Verkauf, Absatz	Our <b>sales</b> exceed two million dollars' worth worldwide.
sales force	/'seɪlz fɔ:s/	Vetrieb, Außendienst	The marketing director is responsible for the worldwide <b>sales force</b> .
sales pitch	/'seɪlz pɪtʃ/	Verkaufstechnik, Kundenansprache	It is better to use a low-key <b>sales pitch</b> in Japan rather than the "hard sell".
<b>served with</b>	/'sɜ:vɪd wɪθ/	serviert/aufgetragen mit	The steak is <b>served with</b> vegetables and potatoes.
<b>strategy</b> (n)	/'strætədʒi/	Strategie	The CEO is in charge of long-term <b>strategy</b> and planning.
<b>toast</b> (n)	/təʊst/	Trinkspruch	

offer a toast	/ˌɒfə ə 'təʊst/	einen Trinkspruch vorbringen	In other countries, you don't talk business until the first glass of wine has been poured and the host <b>offers a toast</b> .
<b>type</b> (n) a type of	/taɪp/ /ə 'taɪp əv/	Art, Weise eine Art von	"Tagliatelle" is <b>a type of</b> pasta.
<b>working lunch</b> (n)	/'wɜ:kɪŋ ,lʌnʃ/	Arbeitsessen	A <b>working lunch</b> can be an effective way of holding an informal meeting.
<b>worldwide</b> (adj)	/wɜ:l'dwaɪd/	weltweit	The marketing director is responsible for the <b>worldwide</b> sales force.
<b>worldwide</b> (adv)	/wɜ:l'dwaɪd/	weltweit	Our sales exceed two million dollars' worth <b>worldwide</b> .