

Word	Phonetics	Translation	Definition	Example sentence
Unit 1				
0800 hours (24-hour clock) abroad (adverb) ***	/ˈə eɪt ˈhʌndrəd ˈaʊə(r)z/ /ə ˈbrɔːd/	08.00 Uhr im Ausland	8 o'clock in the morning in or to a foreign country	After one or two years working abroad, 90% of our clients find a permanent job in less than one month. We have a coffee break at 11am.
am (abbreviation)	/eɪ em/	morgens	used after a time for showing that it is between midnight and noon	
analogue/analog (adjective) *	/ˈænə,lɒɡ/	analog	an analogue watch or clock shows the time using hands (= long parts that move round) that point to numbers instead of numbers that change every second	I couldn't tell the time on an analogue clock until I was ten years old!
at night	/æt naɪt/	nachts	during the part of each 24-hour period when it is dark	In addition, numerous guests complained about loud music and shouting late at night.
colleague (noun) ***	/ˈkɒliːɡ/	Kollege	someone who works in the same organization or department as you	Do British colleagues shake hands every morning?
date of birth (noun) * digital (adjective) **	/deɪt ɒv bɜː(r)θ/ /ˈdɪdʒɪt(ə)l/	Geburtsdatum digital	the day, month, and year when you were born a digital clock or instrument shows information as a row of numbers	Write your date of birth next to your name. My sister gave me a digital watch for my birthday.
encourage (verb) ***	/ɪnˈkʌrɪdʒ/	ermuntern	to give someone confidence or hope	Now I work in an international team in Paris, and I encourage everyone to do things together.
foreign (adjective) ***	/ˈfɔːrɪn/	ausländisch	from another country, or in another country	Foreign suppliers offer lower prices, but local workers could lose jobs.
half past in the afternoon	/hɑːf pɑːst/ /ɪn ˈɑːftə(r)ˈnuːn/	dreissig nachmittags	thirty minutes after an hour during the period of time between the middle of the day and the beginning of the evening	I usually wake up about half past seven. First of all, Tween 'n' Dream only opens in the afternoons.
in the morning interview (noun) ***	/ɪn ðə ˈmɔː(r)ɪnɪŋ/ /ˈɪntə(r),vjuː/	morgens Vorstellungsgespräch	during the period of time between midnight and midday a formal meeting in which someone asks you questions to find out if you are suitable for a job, course of study, etc.	What time do you wake up in the morning? When I came back to London, I had three interviews.
o'clock (adverb) ** passport number (noun)	/əʊ klɒk/ /ˈpɑːspɔː(r)t nʌmbə(r)/	Uhr Reisepass-Nummer	used for saying what time it is when a clock shows the exact hour the unique number on an official document containing your photograph and showing which country you are a citizen of	On Saturdays, I wake up after ten o'clock. I just need your dates of birth and passport numbers, please.
pm (abbreviation)	/piː em/	abends	used after a time for showing that it is between noon and midnight	My return flight is on Tuesday 4 December at 10pm.
(a) quarter past (a) quarter to reference number (noun)	/({ə} ˈkwɔː(r)tə(r) pɑːst/ /({ə} ˈkwɔː(r)tə(r) tuː/ /ˈref(ə)rəns nʌmbə(r)/	viertel nach viertel vor Kennzahl	fifteen minutes after an hour fifteen minutes before an hour a set of numbers or letters on a document such as a business letter, used so that people know what it relates to	They arrived at a quarter past three. I'll pick you up at a quarter to seven, okay? Your course reference numbers are on your badges.
register (verb) ***	/ˈredʒɪstə(r)/	anmelden	to put your name and other information on an official list in order to be allowed to vote, study, stay in a hotel, etc.	Where do we go to register?
sharp (adverb) * spell (verb) ** stereotype (noun) *	/ʃɑː(r)p/ /spel/ /ˈsteriə,tʌɪp/	Punkt buchstabieren Klischee	at a particular time exactly to say or write the letters of a word in the correct order a very firm and simple idea about what a particular type of person or thing is like	I don't want to be late, so let's meet at six o'clock sharp. Can you spell that, please? Do you believe in cultural stereotypes?
team spirit (noun)	/tiːm ˈspɪrɪt/	Teamgeist	an enthusiastic attitude towards working or playing together with other people as a team	In China, team spirit is very important.
Unit 2				
apologize (verb) **	/ə ˈpɒlədʒaɪz/	sich entschuldigen	to tell someone that you are sorry for doing something wrong or for causing a problem	Please ask the tour manager to write to Alice Chang to apologize.
call back (verb)	/kɔːl bæk/	zurückrufen	to telephone someone again, or to telephone someone who telephoned you earlier	You should offer to call back later, or invite the customer to return your call.
connect (verb) ***	/kə ˈnekt/	verbinden	to make it possible for someone to communicate using a telephone or computer network	Be friendly to the person who can connect you. They could be your next customer!
contact the helpline (expression)	/ˈkɒntækt ðə ˈhelp,lʌɪn/	das Kundenzentrum anrufen	to call a telephone service provided by an organization to give information and support	If you contact the helpline, they can provide technical support.

customer referral (noun)	/ˈkʌstəmə(r) nɪˈfɜːrəl/	einen Kunden vermitteln	the act of giving a business the details of a customer they might be able to sell goods or services to	I've got a great customer referral for you if you're interested?
customer satisfaction (noun)	/ˈkʌstəmə(r) ,sætɪsˈfækʃ(ə)n/	Kundenzufriedenheit	a measure of how happy customers feel when they do business with a company	In business, it's important to keep a high level of customer satisfaction.
deal with complaints (expression)	/di:l wið kəmˈpleɪnts/	Beschwerden bearbeiten	to respond to and take action when people say that they are not satisfied with something	If there are delivery problems, the company must deal with complaints politely and efficiently.
delivery date (noun)	/diˈlɪv(ə)rɪ deɪt/	Lieferdatum	the date on which goods that have been bought will arrive at a place	It is important to agree on a delivery date that fits the customer's schedule.
dial a number (expression)	/ˈdaɪəl ə nʌmbə(r)/	eine Nummer wählen	to press the buttons, or to turn the dial, on a telephone in order to call someone	Think about what you want to say before you dial a number.
exchange a product (expression)	/ɪksˈtʃeɪndʒ ə ˈprɒdʌkt/	ein Produkt umtauschen	to change something that you have bought for another thing of a similar type or value, for example because it is damaged	Will they let you exchange a product if you're not happy with it?
get back to (someone) (verb)	/get bæk tuː (ˈsʌmwʌn)/	(jemanden) später kontaktieren	to phone, write or speak to someone at a later time because you were busy or could not answer their question earlier	If you don't have the information your customer needs, promise to get back to them, and give a specific time.
get through to (someone) (verb)	/get θruː tuː (ˈsʌmwʌn)/	(jemanden) erreichen	to succeed in talking to someone on the phone	If they put you on hold, keep smiling while you wait so that you are ready when you get through to the customer.
give a refund (expression)	/ɡɪv ə ˈriːfʌnd/	eine Rückerstattung durchführen	to give someone their money again, especially because they have paid too much for something or have decided they do not want it	If I don't like it, can you give a refund?
greet (verb) **	/ɡri:t/	begrüßen	to behave in a polite or friendly way towards someone when you meet them or start speaking to them	Greet the customer warmly.
hang up (verb)	/hæŋ ˈʌp/	auflegen	to stop using a telephone at the end of a conversation	Before you say goodbye and hang up, tell them the next step.
installation problems (noun)	/,ɪnstəˈleɪʃ(ə)n ˈprɒbləmz/	Installierungsprobleme	difficulties related to the process of putting new equipment in place and making it ready for use	I've just received my new Internet box, but I'm having installation problems.
money-back guarantee (noun)	/ˈmʌni bæk ,ɡærənˈtiː/	Geld-zurück-Garantie	a promise by a shop or company to give you back your money if you are not satisfied with something that you bought	I ordered a new TV from a website that has a money-back guarantee.
provide technical support (expression)	/prəˈvaɪd ˈteknɪk(ə)l səˈpɔː(r)t/	technische Unterstützung anbieten	to give advice, usually over the phone, to help customers who are having problems using a computer or other products	Make sure you have a helpline to provide technical support if customers have any problems.
repeat business (noun)	/riˈpi:t ˈbɪznəs/	Folgegeschäft	customers who buy products or services from a particular business more than once	It is more expensive to find new customers than to get repeat business.
return a faulty product (expression)	/riˈtɜː(r)n ə ˈfɔːltɪ ˈprɒdʌkt/	ein Produkt reklamieren	to send something back to a company because it is not working correctly or was not made correctly	If you return the faulty product, we'll give you a full refund.
returning customer (noun)	/riˈtɜː(r)nɪŋ ˈkʌstəmə(r)/	wiederkehrender Kunde	a person or company that buys goods or services from a particular business more than once	She's a returning customer, so be extra polite!
schedule (noun) **	/ˈʃedju:l/	Zeitplan	a plan of activities or events and when they will happen	What is on Einstein's schedule next week?
ship a product (verb)	/ʃɪp ə ˈprɒdʌkt/	ein Produkt liefern	to send a customer something they have bought, usually by air or land	How long does it take to ship a product from the UK to Hong Kong?
Unit 3				
assemble (verb) **	/əˈsemb(ə)l/	zusammenbauen	to build something, for example furniture, by putting all its parts together	The toy parts are assembled and packaged in Lasseter's factory.
assembly (noun) ***	/əˈsembli/	Herstellung	the process of building something by putting all its parts together	After painting, the parts go to assembly, on your right, opposite the warehouse.
buyer (noun) ***	/ˈbaɪə(r)/	Käufer	someone whose job is to choose and buy goods for a large store, factory or shop to sell	The factory's buyers purchase the raw materials from specialist suppliers.
check (verb) ***	/tʃek/	überprüfen	to examine something in order to find out whether it is how it should be	The materials are delivered and checked for quality.
customer (noun) ***	/ˈkʌstəmə(r)/	Kunde	a person or company that buys goods or services	The 'right' product is exactly the product that the customer needs or wants and can't buy from another manufacturer.
design (noun) ***	/diˈzain/	Design	the process of deciding how something will be made, including how it will work and what it will look like	Our USP is our original designs.
distribution (noun) **	/,dɪstrɪˈbjʊːʃ(ə)n/	Vertrieb	the process of supplying goods from one central place to shops	How are the goods delivered to the distribution centre?
extraction (noun)	/ɪkˈstrækʃ(ə)n/	Abbauen	the process of obtaining or taking out a substance or resource by using a special method	The cycle begins when raw materials like iron ore, trees or oil are extracted from the ground or from the sea. This is called extraction.

forwarder (noun)	/ˈfɔː(r)wə(r)də/	Spediteur	a company that arranges for goods to be transported, especially to another country	The goods are stocked in the forwarder's warehouse, not on the factory site.
labour (noun) ***	/ˈleɪbə(r)/	Arbeit	the workers in a particular country, industry or company considered as a group	Labour is expensive, so there are more machines than workers.
manufacture (verb) **	/ˌmænɪʃəˈfæktʃə(r)/	herstellen	to make goods in large quantities in a factory	In-one Ltd manufactures golf balls in South Wales.
package (verb) **	/ˈpækɪdʒ/	verpacken	to put things into boxes or wrap them so that they can be sold	After they are inspected, the finished goods are packaged.
process (noun) ***	/ˈprəʊses/	Ablauf	a series of actions that have a particular result	Using automated systems, all the key business processes are integrated into a single system.
process (verb) **	/ˈprəʊses/	bearbeiten	to treat a substance with chemicals or machines in order to make something	Raw materials are processed to make materials like steel, wood or plastic.
purchase (verb) **	/ˈpɜː(r)tʃəs/	kaufen	to buy something	Would you like to purchase something today, madam?
purchasing (noun)	/ˈpɜː(r)tʃəsɪŋ/	Einkauf	the activity of buying supplies for a company	It's Jake's job to coordinate purchasing, production, packaging, shipping and cashflow.
raw materials (noun) *	/rɔː məˈtɪəriəlz/	Rohstoffe	substances such as coal or iron that are in their natural state before being changed by chemical processes	Lasseter has no raw materials, too many customers and too much cash.
recycling (noun) *	/riːˈsaɪklɪŋ/	Recycling	the process of changing waste materials such as newspapers and bottles so that they can be used again	Finally, in the recycling stage, the product is recycled at the end of its useful life.
repair (noun) **	/rɪˈpeə(r)/	Reparatur	work that is done to fix something that is broken or damaged	Are there any repairs to do?
retailer (noun) *	/ˈriːˌteɪlə(r)/	Händler	a person or company that sells goods directly to the public for their own use	Every year, In-one ships several million golf balls to retailers.
run out of (verb)	/rʌn aʊt əv/	ausgehen	to use all of something and not have any left	Stock is managed carefully so that the factory can never run out of materials.
ship (verb) **	/ʃɪp/	verschicken	to send goods to customers usually by air or land	After the toy parts are assembled, Smalltruck Ltd (another logistics company) ships them to toy shops.
shipment (noun) *	/ˈʃɪpmənt/	Lieferung	the process of taking goods from one place to another	Finally, your order is shipped and an email is sent to confirm the shipment date.
stock (noun) ***	/stɒk/	Bestand	an amount of something that you keep so that you can use it when you need it	Lasseter has no stock, no cash and no customers.
store (verb) **	/stɔː(r)/	lagern	to keep something in a particular place	Materials are stored near the production area.
supplier (noun) **	/səˈplɑɪə(r)/	Zulieferer	a company, organization or country that supplies or sells a product or a service	Sharing information helps suppliers, but it can give competitors an advantage.
testing (noun) *	/ˈtestɪŋ/	Prüfung	the activity of giving someone or something an examination, or of checking something to find out if it works	The testing department is over there in the opposite corner, next to the painting.
use (noun) ***	/juːs/	Einsatz	the act of using something	Their unnecessary use of force has endangered peace efforts.
warehouse (noun) **	/ˈweə(r),ˈhaʊs/	Lagerhalle	a big building where large amounts of goods are stored	The store is on the right, between the entrance and the warehouse.
Unit 4				
ambitious (adjective) **	/æmˈbɪʃəs/	ambitioniert	determined to be successful, rich, famous, etc.	Are you an ambitious person?
attend an interview (expression)	/əˈtend ən ˈɪntə(r), vjuː/	in einem Vorstellungsgespräch sein	to be present at a formal meeting in which someone asks you questions to find out if you are suitable for a job, course of study, etc.	Annie asked me to attend an interview in Dublin, so I was confident that my name was on the shortlist.
career path (noun)	/kəˈrɪə(r) pɑːθ/	Karriereweg	the way that you progress in your work, either in one job or in a series of jobs	Entry-level jobs allow you to take the first step on your career path to promotion and management positions.
CV (noun) *	/ˌsiːˈviː/	CV	curriculum vitae: a document giving details of your qualifications and the jobs you have had in the past that you send to someone when you are applying for a job. The American word is résumé	I think I made a good impressions because Julie asked for my CV.
degree (noun) ***	/diˈɡriː/	Universitätsabschluß	a course of study at a university, or the qualification that you get after completing the course	My degree was in geography, I graduated two years ago.
demanding (adjective) **	/dɪˈmɑːndɪŋ/	anstrengend	a demanding person needs a lot of attention and is not easily pleased or satisfied	Young children can be very demanding.
dress smartly (expression)	/dres smɑː(r)tli/	(sich) elegant kleiden	to put on clothes which are clean and neat in appearance , especially in a slightly formal way	Always dress smartly when you attend an interview.
earn (verb) ***	/ɜː(r)n/	verdienen	to receive money for work that you do	I worked abroad for a year to earn money and improve my résumé.

entry-level job (noun)	/ˈentri ˈlev(ə)l dʒɒb/	Einsteiger-Job	an entry-level job is at the lowest level in a company or organization	Almost any entry-level job will allow you to gain experience and be promoted to a better position.
flexible (adjective) **	/ˈfleksəb(ə)l/	flexibel	able to make changes or deal with a situation that is changing	Are your schedules flexible?
gain experience (expression)	/geɪn ɪkˈspɪəriəns/	Erfahrung sammeln	to get more knowledge and skill by spending time doing a job or activity	At the beginning of your career, the most important thing is to find a job, any job where you can gain experience and develop your skills.
get to know (expression)	/get tə nəʊ/	(jemanden/etwas) kennenlernen	to start to be familiar with someone or something	An interview is the opportunity for the company to get to know you, and for you to make a good impression.
graduate (verb) *	/ˈgrædʒueɪt/	graduieren	to complete your studies at a university or college, usually by getting a degree	When I graduated, I wanted a job with an international hotel chain.
grow up (verb)	/grəʊ ʌp/	erwachsen werden	to change from being a baby or young child to being an older child or adult	When I grow up, I want to be a doctor.
hard-working (adjective) *	/hɑː(r)d ˈwɜː(r)kɪŋ/	fleißig	a hard-working person puts a lot of effort into their work	OK. So are you hard-working?
high school (noun)	/haɪ skuːl/	Gymnasium	in the US, a school for children between the ages of 14 and 18	I went to primary school in the country and high school in London.
intern (noun)	/ɪnˈtɜː(r)n/	Praktikant	a student, or someone who has recently obtained a degree, who works in a job in order to get experience	I did a work placement in my third year. I was an intern at EDF.
internship (noun)	/ɪntɜː(r)nˌʃɪp/	Praktikum	a job that a student or someone who has recently obtained a degree takes in order to get experience	Why do you want to apply for an internship?
job ad (noun)	/dʒɒb æd/	Stellenanzeige	an announcement in a newspaper, on the Internet, etc. inviting people to apply for a job that is available	Read the job ads in newspapers, magazines and online.
job fair	/dʒɒb feə(r)/	Job-Messe	an event at which people looking for a job can meet possible employers	I was working in an insurance company in Brussels when I read about a virtual job fair.
lazy (adjective) **	/ˈleɪzi/	faul	not willing to work or do any activity that needs effort	When revenues are down, sales blame marketing for not understanding their customers; marketing say sales are incompetent or lazy.
look to hire (expression)	/lʊk tə ˈhaɪə(r)/	(jemanden) einstellen wollen	to try to employ someone to do a particular job	Visit job fairs to see what sort of jobs employers are offering and what kind of people they are looking to hire.
loyal (adjective) **	/ˈlɔɪəl/	loyal	willing to support, work for, or be a friend to someone, even in difficult times	I'm ambitious, but I'm also very loyal and very hard-working.
make a good impression (expression)	/meɪk ə gʊd ɪmˈpreʃ(ə)n/	einen guten Eindruck machen	to give people a positive opinion about you because of the way that you look, speak or behave	Did she make a good impression in her interview?
management trainee (noun)	/ˈmænɪdʒmənt ˌtreɪˈniː/	Management-Trainee	someone who is training for a job in which they will organize and control the work of a business or organization	I'm a management trainee with an engineering company.
optimistic (adjective) **	/ˌɒptɪˈmɪstɪk/	zuversichtlich	someone who is optimistic is hopeful about the future and tends to expect that good things will happen	I'm optimistic about the future.
organized (adjective) *	/ˈɔː(r)ɡənaɪzd/	organisieren	an organized person arranges and plans activities carefully and effectively	I handled the team's budget, organized matches and ran events.
pessimistic (adjective) *	/ˌpesəˈmɪstɪk/	pessimistisch	thinking that the worst thing will happen in every situation	I'm rarely pessimistic – except at exam time!
primary school (noun) *	/ˈpraɪməri skuːl/	Grundschule	a school for children between the ages of four or five and eleven. In the UK, primary schools are sometimes divided into an infant school for the youngest children and a junior school	My son did not enjoy his first year of primary school.
qualification (noun) ***	/ˌkwɒlɪfɪˈkeɪʃ(ə)n/	Qualifizierung	something such as a degree or a diploma that you get when you successfully finish a course of study	Interviewers are only interested in skills and qualifications, not in how you look.
résumé (noun)	/ˈrɪzjuːmeɪ/	Lebenslauf	a CV	My address, email and telephone numbers are all in my CV, um, in my résumé.
strengths (noun)	/streŋθs/	Stärken	the things that someone does very well	Please describe your strengths and weaknesses.
time management (noun)	/taɪm ˈmænɪdʒmənt/	Zeitmanagement	the practice of using your time effectively, and the study of this	I'm terribly disorganized. You have no idea! But I'm working on my time management skills!
tolerant (adjective)	/ˈtɒlərənt/	tolerant	willing to accept someone else's beliefs, way of life, etc. without criticizing them, even if you disagree with them	I'm a very flexible and tolerant person.
weaknesses (noun)	/ˈwiːknəsəs/	Schwächen	the things that someone does not do very well	Almost every interviewer will ask you about your strengths and weaknesses.
work abroad (expression)	/wɜː(r)k əˈbrɔːd/	im Ausland arbeiten	to have a job in a foreign country	Are you prepared to work abroad?

work placement (noun)	/wɑ:(r)k 'pleɪsmənt/	Praktikum	a temporary job that you do as part of a course of study in order to get practical training and experience	I enjoyed my work placement; it was a really good experience.
Unit 5				
advertising campaign (noun)	/'ædvə(r), taɪzɪŋ kæm'peɪn/	Werbe-Kampagne	a series of things such as television advertisements or posters that try to persuade people to buy a product	We used advertising campaigns to build brand image.
AIDA (Awareness, Interest, Desire, Action)	/eɪ aɪ di: eɪ (ə 'weə(r)nəs, 'ɪntrəst, dɪ 'zaɪə(r), 'ækʃ(ə)n)/	AIDA (Awareness/Aufmerksamkeit, Interest/Interesse, Desire/Wunsch, Action/Tätigkeit)	attention, interest, desire, action: a process used to sell a product or service, which involves getting a customer's attention, making them interested in it, making them want it, and then making them buy it	Many campaigns follow the AIDA formula, it's really effective!
analyze the company's needs (expression)	/'ænləɪz ðə 'kʌmp(ə)nɪz ni:dz/	die Bedürfnisse der Firma analysieren	to study or examine what is necessary in order for a company to be successful	I always analyse the company's needs first.
billboard (noun)	/'bɪl,bɔ:(r)d/	Reklametafel	a large board for advertisements in an outside public place	Our company buys space on billboards so that our customers can see our message.
buy space (expression)	/baɪ speɪs/	Werbefläche kaufen	to pay money to use space in a newspaper or magazine, or on television, etc. in order to publish information or advertise a product	We usually buy space in press ads and on TV.
a comfortable car (expression)	/ə 'kʌmfətəb(ə)l kɑ:(r)/	ein bequemes Auto	a car which is pleasant to drive and travel in	You have such a comfortable car!
commission (noun) ***	/kə'mɪʃ(ə)n/	Provision	an extra amount of money that you earn in your job every time you sell a product or get a new customer	If you sell a car for more than £5,000 you get 10% commission!
deal with any objections (expression)	/di:l wɪð 'eni əb'dʒekʃ(ə)nz/	mit kritischen Einwänden umgehen	to take action when people say that they disapprove of something or disagree with it	An important part of the selling process is dealing any objections the customer has and answering their questions.
distribution (noun) **	/,dɪstrɪ'bju:ʃ(ə)n/	Vertrieb	the process of supplying goods from one central place to shops	The final stage of our process is distribution, our bread is taken to a wholesale distribution centre and then it is delivered to shops.
enter a new market (expression)	/'entə(r) ə nju: 'mɑ:(r)kɪt/	einen neuen Markt erschließen	to start to sell products in a particular place or to a particular group of people	Advertising is extremely expensive, so companies only run a campaign when they enter a new market or launch a new product.
features and benefits	/'fi:tʃə(r)z ən 'benɪfɪts/	Funktionen und Vorzüge	the things that make a product, machine, or system different, and usually better, than others of a similar type	Our product has features and benefits that no similar product has.
financing (verb)	/'faɪnænsɪŋ/	Finanzierung	paying for or providing funding for something such as a large project	We need to arrange the financing through our bank.
free software (expression)	/'fri: 'sɒf(t), weə(r)/	Gratis-Software	programs used by computers for doing particular jobs which do not cost anything	We save money by using free software.
friendly customers (expression)	/'fren(d)li 'kʌstəmə(r)z/	freundliche Kunden	people who buy goods and services and are pleasant and helpful	It's always helpful to have friendly customers!
give a product demonstration (expression)	/gɪv ə 'prɒdʌkt ,demən'streɪʃ(ə)n/	ein Produkt vorführen	to show people how a product works or how to use it	When selling to new customers, I usually give a product demonstration first.
good value for money (expression)	/gʊd 'vælju: fə(r) 'mʌni/	gutes Preis-Leistungs-Verhältnis	something that is good value for money is worth a large amount compared to the money that it costs	We don't usually need to offer discounts, because our product is good value for money.
a great product (expression)	/ə greɪt 'prɒdʌkt/	ein tolles Produkt	something that is produced and sold and is very good or successful	We've got a great product with a really good USP.
increase market share (expression)	/'ɪn'kri:s 'mɑ:(r)kɪt ʃeə(r)/	Marktanteile vergrößern	to make larger the percentage of the total amount of sales of a particular product that a company has	Some companies use advertising to increase market share and reach new customers.
launch a new product (expression)	/'lɔ:ntʃ ə nju: 'prɒdʌkt/	ein neues Produkt herausbringen	to start selling a new product to the public	Our company is creating a new advertising campaign to launch our new product.
marketing information management (noun)	/'mɑ:(r)kɪtɪŋ ,ɪnfə(r)'meɪʃ(ə)n 'mæɪnɪdʒmənt/	Marketing-Informationsmanagement	the process of collecting, organizing, storing and providing information related to marketing within a company or organization	Jenna is in charge of market information for our firm.
obtain personal recommendations (expression)	/əb'teɪn 'pɜ:(r)s(ə)nəl ,rekəmə'ndeɪʃ(ə)nz/	persönliche Empfehlungen erhalten	to persuade people to say publicly that a particular product or service is good and to suggest that others use it	More and more advertisers are developing strategies to obtain personal recommendations via social media.
pricing (noun)	/'praɪsɪŋ/	Preisgestaltung	decisions that a company makes about the prices it charges for goods or services	We have a very efficient pricing strategy.

a private office	/ə 'praɪvət 'ɒfɪs/	ein eigenes Büro	an office that is used only by a particular person or group, or available only to them	One of the main benefits of my job is my private office.
product management (noun)	/'prɒdʌkt 'mænɪdʒmənt/	Produkt-Management	the process of planning and control of the marketing of a particular product or service, or of a company's products or services in general	I'm in charge of product management.
promotion (noun)	/prə'məʊʃ(ə)n/	Werbung	the process of attracting people's attention to a product or event, for example by advertising	We need information from both sales and marketing to make promotion more effective.
raise awareness (expression)	/reɪz ə 'weɪ(r)nəs/	die Aufmerksamkeit schärfen	to increase people's knowledge or understanding of a subject, issue or situation	When we start an advertising campaign, the first thing we do is raise awareness in order to make sure more consumers are aware of our product and what it does.
run a campaign (expression)	/rʌn ə kæm'peɪn/	eine Kampagne durchführen	to control and organize a series of things such as television advertisements or posters that try to persuade people to buy a product	Our company is entering a new market next year so we will have to run a campaign before then.
selling (noun)	/'selɪŋ/	Verkauf	the job or skill of persuading people to buy things	The team responsible for selling are all great communicators.
send a quotation (expression)	/send ə kwəʊ'teɪʃ(ə)n/	ein Angebot machen	to give someone the price that you will charge them for doing a particular piece of work	When will the seller send a quotation?
USP (noun)	/ju: es pi:/	Alleinstellungsmerkmal	unique selling proposition, or unique selling point: the thing that makes a product or service special or different from others	What is the USP?
word of mouth (expression)	/wɜ:(r)d əv məʊθ/	Mundpropaganda	communication that consists of comments that people make to each other in an informal way, not formal communication such as news reports and advertisements	Everyone agrees the best form of advertising is word of mouth.
write a proposal (expression)	/raɪt ə prə'pəʊz(ə)l/	einen Vorschlag erstellen	to create a plan or suggestion, especially a formal one that a group has to consider	I'm going to write a proposal to present to management tomorrow.
Unit 6				
acquisition (noun) **	/'ækwi'zɪʃ(ə)n/	Akquisition	a company that is bought by another company	I'm going to be in charge of managing our company's new acquisition.
board (noun) ***	/bɔ:(r)d/	Vorstand	a group of people who have the responsibility of managing important business or government activities	The board wants Aileen to present a new advertisement this month.
buyout (noun)	/'baɪaʊt/	Übernahme	a situation in which the managers or people employed in a company take control of it by buying all of its shares	Recently, we have had many buyouts in our area.
CEO (noun)	/si: i: əʊ/	Geschäftsführer	Chief Executive Officer: the most senior manager in a company who has more authority than anyone else and is responsible for its success	I was just made CEO of our company!
chairman (noun) ***	/'tʃeə(r)mən/	Vorsitzender	the person in charge of a large organization or company	The chairman is retiring next month.
co-worker (noun)	/kəʊ 'wɜ:(r)kə(r)/	Mitarbeiter	someone who works with you, especially someone with a similar position or status in an organization	What sort of relationships do employees have with managers and with co-workers in China?
debt (noun) ***	/det/	Schulden	an amount of money that you owe	I set up the business and bought the equipment with my own money, so we have no debt.
director (noun) ***	/daɪ'rektə(r)/	Firmenchef	someone whose job is to manage all or part of a company, organization or institution	I usually have to visit the directors office on a daily basis for meetings.
employee (noun) ***	/ɪm'plɔɪi:/	Angestellter	someone who is paid regularly to work for a person or an organization	Employees are given training in business ethics.
founder (noun) *	/'faʊndə(r)/	Gründer	someone who starts a school, organization, business or community	What are the names of the founders of Google?
franchise (noun) *	/'fræntʃaɪz/	Franchise	a formal agreement for someone to sell a company's products or services in a particular place, in exchange for a payment or part of the profits; also a business that operates under a franchise system	Our management training franchise recently opened ten new offices in Brazil.
franchisee (noun)	/'fræntʃaɪ'zi:/	Franchise-Nehmer	a person or company that has the franchise to sell a particular type of goods or services	A US franchise was surprised that a local law allowed Moscow franchisees to ignore its prices.
franchiser (noun)	/'fræntʃaɪzə(r)/	Franchise-Geber	a business that sells franchises	The franchiser receives a percentage of the outlet's sales revenue.
joint venture (noun)	/'dʒɔɪnt 'ventʃə(r)/	Joint-Venture	an agreement between two companies to work together on a particular job, usually in order to share any risk involved	Our company is in a joint venture with one of our previous rivals.
manager (noun) ***	/'mænɪdʒə(r)/	Manager	someone whose job is to organize and control the work of a business or organization or a part of it	My manager is impressed because the working environment is friendly and productive.

merger (noun) *	/ˈmɜː(r)dʒə(r)/	Fusion	the process of combining two companies or organizations to form a bigger one	The industry's wave of mergers and acquisitions continues.
MD (managing director) (noun) *	/em diː (ˈmænɪdʒɪŋ daɪˈrektə(r)/	Geschäftsführer	the person with the most senior position in a company and with the responsibility for managing all of it	The managing director is moving to a different company.
NPO (non-profit organization) (noun)	/en piː əʊ (nɒn ˈprɒfɪt ɔː(r)gənəˈzeɪʃ(ə)n)/	gemeinnützige Organisation	a non-profit organization works to help people in some way rather than to make a profit	The YMCA is an NPO – a non-profit organization – that focuses on youth development.
owner (noun) ***	/ˈəʊnə(r)/	Besitzer	someone who owns something	We are the owners of an e-business that sells photographic equipment to customers all over the world.
partner (noun) ***	/ˈpɑː(r)tənə(r)/	Partner	one of two or more people who own a company and share its profits and losses. A business owned in this way is called a partnership, and is usually one that provides professional services such as giving legal and financial advice	Our firm has 5 partners.
partnership (noun) ***	/ˈpɑː(r)tənə(r)ʃɪp/	Partnerschaft	a company owned by two or more partners	My doctor works in a partnership. There are two other doctors and a physiotherapist.
president (noun) ***	/ˈprezɪdənt/	Vorsitzender	the person in charge of a business or university	I was President of the Salsa Society. We organized dances and competitions.
private limited company (noun)		Gesellschaft mit beschränkter Haftung (GmbH)	a type of company whose shares are not traded on a stock market and may only be sold if other shareholders agree	I often eat at a local Indian restaurant. It's a private limited company, owned and run by one family.
public limited company (plc) (noun)		Aktiengesellschaft	in the UK, a company in which people can invest their money. It has plc at the end of its name	My father invested some money in Marks & Spencer. It's a well-known public limited company.
responsible (adjective) ***	/rɪˌsponsəˈbɪləti/	zuständig sein	someone who is responsible for someone or something is in charge of them and must make sure that what they do or what happens to them is right or satisfactory	Megan Smith, who is responsible for sales, wants to be paid commission instead of a salary.
risky (adjective) *	/ˈrɪski/	riskant	involving the possibility of danger, harm, or failure	I'm not going to start my own business – it's too risky.
shareholder (noun) **	/ˈʃeə(r),həʊldə(r)/	Aktionär	someone who owns shares in a company	Our employees are looking for a way they can satisfy more customers and create more value for shareholders.
sole trader (noun)	/səʊl ˈtreɪdə(r)/	Einzelunternehmer	a person who owns and operates a business alone	My hairdresser has her own business. She's a sole trader.
staff (noun) ***	/staːf/	Belegschaft	the people who work for a particular company, organization or institution: can be followed by a singular or plural verb	A lot of staff have childcare problems.
start-up (noun)	/ˈstɑː(r)t ʌp/	Start-Up	the process of starting a business or other activity	Do you need someone to invest in your start-up?
takeover (noun) **	/ˈteɪk ʌʊvə(r)/	Übernahme	a situation in which one company takes control of another company by buying a majority of its shares	There were a number of takeovers this year.
Unit 7				
30 days' credit (expression)	/θɜː(r)ti deɪz ˈkredit/	Zahlungsfrist von 30 Tagen	an arrangement to receive goods from a shop and pay for it 30 days later	Sorry, we can't give a bigger discount for 1,000 pieces. But we could help you with the terms of payment –perhaps another 30 days' credit?
account (noun) ***	/əˈkaʊnt/	Konto	a record showing how much you owe a shop or other business for goods or services that you have received	I'll settle my account with them soon.
breakeven point (noun)	/ˈbreɪk,iːv(ə)n pɔɪnt/	Gewinnschwelle	the point at which a business starts to make as much money as it has spent on a particular product, activity, etc.	Sales of 500 pieces are just enough to reach breakeven point.
cash (noun) ***	/kæʃ/	Bargeld	money in the form of notes and coins	Lasseter has no stock, no cash and no customers.
cash on delivery (expression)	/kæʃ ɒn diˈlɪv(ə)ri/	Lieferung gegen Nachnahme	a method of doing business in which a company will transport goods to a customer and take payment for the goods at the time they are given to the customer	We have adapted a policy of cash on delivery.
cheque (noun)	/tʃek/	Scheck	a piece of printed paper that you can use instead of money to pay for things. The American word is check	I'm sorry, we don't accept cheques.
cost of goods sold (COGS)	/kɒst əv ɡʊdz səʊld (siː əʊ dʒiː es)/	Umsatzaufwendungen	the costs directly related to producing goods, rather than overheads (= regular costs, such as rent and heating)	Eric's variable costs, or cost of goods sold (COGS), are €12 per piece.
credit card (noun) **	/ˈkredit kɑː(r)d/	Kreditkarte	a small plastic card that you use to buy things now and pay for them later. A similar card that you use to pay for things directly from your bank account is called a debit card	Do you want to pay in cash or by credit card?

deposit (noun) **	/di'pɒzɪt/	Kaution	a first payment that you make when you agree to buy something expensive such as a car or house. The rest of the money that you pay later is called the balance	We will cancel your order if we do not receive your deposit within two weeks.
early payment discount (noun)	/ˈɜː(r)li 'peɪmənt 'dɪs kaʊnt/	Skonto bei frühzeitiger Zahlung	a reduction in the price of something given to a person or company for paying quickly	An early payment discount is part of our payment terms.
electronic transfer (noun)	/ˌelek'trɒnɪk træns'fɜː(r)/	elektronischer Zahlungsverkehr	a payment made directly from one bank account to another	The money was received through electronic transfer.
fixed costs (noun)	/fɪkst kɒsts/	Festkosten	costs such as rent that a company has to pay that does not depend on how much it produces	Fixed costs are increasing.
gross margin (noun)	/grəʊs 'mɑː(r)dʒɪn/	Brutto-Marge	gross profit expressed as a percentage	The gross margin on each flash drive is 50%.
interest (noun) ***	/'ɪntrəst/	Zinsen	money that a person or institution such as a bank charges you for lending you money	He will probably accept a 30% cash payment, with the balance payable over five years, plus interest of about 5%.
invoice (noun)	/'ɪnvoɪs/	Rechnung	a document giving details of goods or services that someone has bought and must pay for	If you look on the back of your invoice, Mr Jones, everything is explained in black and white.
loss (noun) ***	/lɒs/	Verlust	money that a person, company, organization, etc. loses when it spends more than it earns	We made a net loss, but that was only because of depreciation on the machines.
net income (noun)	/net 'ɪnkʌm/	Netto-Einkommen	the total income of a company after all tax and other costs have been paid	He paid €25,000 in taxes (25%), which left net income of €75,000.
operating expenses (noun)	/'ɒpəreɪtɪŋ ɪk'spensɪz/	Betriebsaufwendungen	the usual costs involved in running a business but not including the costs of producing the goods to be sold	We have had very little operating expenses these past months.
operating profit (noun)	/'ɒpəreɪtɪŋ 'prɒfɪt/	Betriebsergebnis	the profit that a company makes from its normal activities of selling goods or services	Doug declared an operating profit of €100,000.
outstanding balance (noun)	/aʊt'stændɪŋ 'bæləns/	ausstehende Restzahlung	the amount of money that you owe after paying part of the cost of something	The outstanding balance is very minimal.
overdue (adjective)	/'əʊvə(r) 'djuː/	überfällig	if something is overdue, it should have been done before now	As discussed by telephone, our invoice number 56/4872 for \$7,089 is overdue.
overheads (noun) *	/'əʊvə(r) hedz/	Betriebskosten	money that you pay regularly as the costs of operating a business or organization	Will overheads increase next year?
owe (verb) ***	/əʊ/	schulden	if you owe someone money, you have to give them a particular amount of money because you have bought something from them or have borrowed money from them. Money that you owe is called a debt	How much money do you owe?
payment in advance	/'peɪmənt ɪn əd'vɑːns/	Vorauszahlung	the act of paying for goods or services before you receive them	We received your payment in advance yesterday.
PayPal (noun)	/peɪpæl/	Paypal	a system that allows payments to be made using the Internet	I you are going to buy that online, make sure you use PayPal!
profit (noun) ***	/'prɒfɪt/	Gewinn	money that you make by selling something or from your business, especially	I'm sure I could make more profit by selling other products.
profit margin (noun)	/'prɒfɪt 'mɑː(r)dʒɪn/	Gewinnspanne	the difference between how much money you get when you sell something and how much it costs you to buy or make it.	I'm presenting an overview of our current profit margins tomorrow.
revenue (noun) **	/'revənjuː/	Betriebseinkommen	income from business activities or taxes	When revenues are down, sales blame marketing for not understanding their customers.
settle (the balance) (verb) ***	/'set(ə)l (ðə 'bæləns)/	eine Rechnung begleichen	to pay all the money that you owe to a particular person or company	Can you please settle this account immediately?
standing order (noun)	/'stændɪŋ 'ɔː(r)də(r)/	Dauerauftrag	an instruction that you give a bank to take a particular amount of money out of your account on a particular day, usually each month, to pay a person or organization for you. A direct debit is a similar arrangement, except that the amount can change and is decided by the person who you are paying	Our company has a standing order with your bank.
terms and conditions (noun)	/tɜː(r)mz ənd kən'dɪʃ(ə)nz/	Allgemeine Geschäftsbedingungen (AGB)	arrangements, requirements and rules that you accept when you buy or sell something	You need to make sure you go over all the terms and conditions prior to sales!
turnover (noun) **	/'tɜː(r)n əʊvə(r)/	Umsatz	the value of the goods and services that a company sells in a particular period of time	Eric sells 500 flash drives per year, so his turnover is €12,000.
variable costs (noun)	/'veəriəb(ə)l kɒsts/	variable Kosten	costs that change according to how much of a product is made	Families and companies can usually reduce variable costs easily.
Unit 8				
ahead of schedule (expression)	/ə'hed əv 'fedjuːl/	früher als geplant	at an earlier time than was planned or arranged	Project A is ahead of schedule but over budget.

behind schedule (expression)	/bi'haɪnd 'ʃedju:l/	im Verzug sein	at a later time than was planned or arranged	Which project is under budget but behind schedule?
brand name (noun) *	/brænd neɪm/	Markenname	the name that a company chooses for its particular brand of product	This payment covers the right to use the brand name and the business model for a specified number of years.
business model (noun)	/'biznəs 'mɒd(ə)l/	Geschäftsmodell	a description of the different parts of a business or organization showing how they will work together successfully to make money	The business model is perfect for markets where local entrepreneurs have limited skills and experience.
buy a franchise (expression)	/baɪ ə 'fræntʃaɪz/	ein Franchise kaufen	to pay money as part of a formal agreement to sell a company's products or services in a particular place	I would like to buy a franchise in my local area.
do training (expression)	/du: 'treɪnɪŋ/	ein Training absolvieren	to teach or learn how to do a particular job or activity	Have they new employees done training yet?
exceed a budget (expression)	/ɪk'si:d ə 'bʌdʒɪt/	das Budget überschreiten	to spend more money than you have, or more than you planned to spend	We need to increase productivity but we cannot exceed the budget.
find premises (expression)	/faɪnd 'premɪsɪz/	Räumlichkeiten finden	to look for and find buildings and land that a business or organization can use	Have they found premises yet?
follow a manual (expression)	/'fɒləʊ ə 'mænjʊəl/	ganz genau der Anleitung folgen	to do what is suggested by a book that contains instructions	If we don't follow a manual, we won't be as organised as we need to be!
franchise fee (noun)	/'fræntʃaɪz fi:/	Franchise-Gebühr	an amount of money that you pay to a company as part of an agreement to sell a their products or services	Our franchise fee is just \$20,000 and includes two weeks' training in South Africa.
hire staff (expression)	/'haɪə(r) stɑ:f/	Personal einstellen	to pay people to work for you	In this company, we hire staff internationally.
make investments (expression)	/meɪk ɪn 'ves(t)mənts/	eine Investition tätigen	to use your money with the aim of making a profit from it, for example by buying property or buying shares in a company	I'm going to make investments in several start ups this month.
management fee (noun)	/'mænɪdʒmənt fi:/	Management-Gebühr	an amount of money that you pay to a person or company that manages a business, property or money for another person or organization	After the business is open, there is a monthly management fee to pay.
meet a deadline (expression)	/mi:t ə 'ded,laɪn/	einen Abgabetermin einhalten	to finish work at the time or by a date that has been previously agreed	Some people just don't seem to be able to meet a deadline, ridiculous!
miss a deadline (expression)	/mɪs ə 'ded,laɪn/	einen Abgabetermin verpassen	to finish work after the time or date that was previously agreed	We will fall behind schedule if you miss a deadline.
obtain a loan (expression)	/əb'teɪn ə ləʊn/	einen Kredit aufnehmen	to borrow an amount of money, especially from the bank	In order to start my own business I will need to obtain a loan.
on budget (expression)	/ɒn 'bʌdʒɪt/	im finanziellen Rahmen sein	spending only as much money as you have, or as much as you planned to spend	Project D is ahead of schedule and on budget.
on schedule (expression)	/ɒn 'ʃedju:l/	im Zeitplan liegen	at the right time, not early or late	Project H is on schedule and under budget.
open an outlet (expression)	/'əʊpən ən 'aʊt,let/	eine Filiale eröffnen	to open a shop where a particular product is sold	My brother plans to open an outlet, but he needs a loan.
order stock (expression)	/'ɔ:(r)də(r) stɒk/	Vorräte bestellen	to order products so that they will be delivered to you and you can sell them	It is your job to order stock this weekend.
raise capital (expression)	/reɪz 'kæpɪt(ə)l/	Kapital beschaffen	to collect money for a particular purpose	A local entrepreneur who wants to open an international franchise needs to raise capital in order to register a company and pay the franchise fee.
register a company (expression)	/'redʒɪstə(r) ə 'kʌmp(ə)nɪ/	eine Firma eintragen lassen	to put the name of a company on an official list or record	You need to register the company before you can begin sales.
sign an agreement (expression)	/saɪn ən ə'gri:mənt/	einen Vertrag unterzeichnen	to write your full name on a document that contains details of arrangement or decision in order to show that you agree with what is written in it	I am signing an agreement with the director today.
source suppliers (expression)	/sɔ:(r)s sə'plɑɪə(r)z/	Lieferanten finden	to find a company, organization or country that supplies or sells a product or a service	Franchisees can source suppliers themselves.
stay within budget (expression)	/steɪ wɪð'ɪn 'bʌdʒɪt/	im finanziellen Rahmen bleiben	to spend only as much money as you have, or as much as you planned to spend	If we want to make a profit we need to stay within budget.
train staff (expression)	/treɪn stɑ:f/	Personal schulen	to teach the people who work for a particular company to do a particular job or activity	We will be closed this weekend because we need to train staff.
under budget (expression)	/'ʌndə(r) 'bʌdʒɪt/	das Budget unterschreiten	spending less money than you have, or less than you planned to spend	Which project is under budget and ahead of schedule?