

Intelligent Business

Intermediate Mini-Dictionary - German

- accountable** *adj* responsible for the effects of your actions [**rechenschaftspflichtig**]: *Managers are accountable for the performance of their employees* **Synonyms** *responsible* [+ for] *adj* [**verantwortlich**]
- achievement** *n* [C] something that you succeed in doing by your own efforts [**Leistung**]: *Designing the first laptop computer was one of his greatest achievements* – **achieve** *v* [T] [**erreichen**] – **achiever** *n* [C] [**erfolgreich Person**]
- aid** *n* [U] assistance given to a country or organisation in difficulty [**Hilfe**]: *The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations* – **aid** *v* [T] [**helfen**]
- analysis** *n* [C] the work of studying data and information [**Analyse**]: *Detailed analysis of our results shows that productivity has increased only marginally* – **analyse** *v* [T] [**analysieren**] – **analyst** *n* [C] [**Analytiker**] **Collocations** *financial analysis*
- applicant** *n* [C] a person who is applying for a position [**Bewerber**]: *All applicants are asked to provide a letter of reference* – **apply** [+ for] *v* [I] [**sich bewerben (um)**] – **application** *n* [C] [**Bewerbung**] **Synonyms** *candidate* *n* [C] [**Kandidat**]
- appraise** *v* [T] to assess the value of something [**bewerten**] *Staff are regularly appraised to see if they have met the objectives that they are given: The department manager will appraise each employee individually* – **appraisal** *n* [C] [**Bewertung**] – **appraisee** *n* [C] [**Bewerteter**] – **appraiser** *n* [C] [**Bewerter**] **Collocations** *annual appraisal, performance appraisal*
- asset** *n* [C] something belonging to an individual or business that has value or the power to earn money [**Vermögen**]: *The company has recently sold some of its assets to an Australian investor* **Collocations** *tangible assets, intangible assets, fixed assets, liquid assets*
- assign** *v* [T] give someone a particular task to do [**übertragen**] *Employees are assigned duties that correspond to their skills and training* – **assignment** *n* [C] [**Aufgabe**]
- authority 1** *n* [U] the power to impose decisions [**Befugnisse**]: *The managers in our company have a great deal of authority* – **authorise** *v* [T] [**bevollmächtigen**] – **authorisation** *n* [U] [**Autorisierung**] – **authoritative** *adj* [**maßgeblich**] – **authoritarian** *adj* [**autoritär**] **Collocations** *lines of authority 2* *n* [C] a public institution which is in charge of enforcing regulations or administering a government service [**Behörde**]: *The public health authority.*
- autonomy** *n* [U] the freedom to make your own decisions without having to request authorization [**Autonomie**]: *I've always believed that it's best to give staff as much autonomy as possible* – *autonomous, adj* [**autonom**]
- back office** *n* [C] the departments of a financial company where routine administrative tasks are done without direct contact with customers [**Abrechnungsstelle**]: *Efficient management of the back office can reduce costs.*
- balance sheet** *n* [C] a statement showing the wealth of a business or organisation at a particular date [**Bilanz**] *The balance sheet has two parts showing assets and liabilities: Buildings and machinery are assets that should be listed on the balance sheet* **Synonyms** *statement of financial position* *n* [C] *AmE* [**Bilanz**]

bankrupt *adj* unable to pay your debts [**bankrott**]: *The company is almost bankrupt and will need to secure a loan to survive* – **bankrupt** *v, n* [C] [**Bankrott (anmelden)**] – **bankruptcy** *n* [U] [**Bankrott**] **Synonyms** *insolvent* *adj* *AmE* [**insolvent**]

barrier to entry *n* [C] any factor which prevents new competition from entering a market [**Marktzutrittsschranken**]: *A strong brand can become a barrier to entry in some markets, while a simple product cannot*

benefit *n* [C] an advantage or an improvement [**Vorzug**]: *One benefit of the new design is that it can be installed easily* – **benefit** [+ from] *v* [**Nutzen ziehen aus**] – **beneficial** *adj* [**vorteilhaft**]

bid *n* [C] an offer to buy something at a stated price [**Angebot**]: *All bids must be submitted in writing* – **bid** *v* [I, T] – **bidder** *n* [C] [**Bieter**] – **bidding** *n* [U] [**Gebot**] **Synonyms** *offer* *n* [C] [**Angebot**] **Collocations** *make/accept/reject a bid, takeover bid*

board *n* [C] the group of directors elected by the shareholders to manage a company [**Vorstand**]: *The board has approved the director's salary* **Collocations** *board of directors, board meeting, boardroom*

borderline *n* [C] the point at which one thing ends and another begins [**Grenze**]: *Many products fall into the borderline between different product categories* – **borderline** *adj* [**Grenz-**]

bottom line *n* [C] the last line on a financial document which shows the final result (total profit once all costs have been deducted) [**Endergebnis**]: *Falling sales are going to have a negative impact on the bottom line.*

boycott *n* [C] a protest where people refuse to buy or use a product or service [**Boycott**]: *The consumer group is calling for the boycott of all tobacco products* – **boycott** *v* [T] [**boycottieren**]

brand *n* [C] the identity of a product or service [**Marke**]: *Eastman Kodak is a premier brand in traditional and digital imaging* – **brand** *v* [T] [**mit einer Marke kennzeichnen**] **Collocations** *brand image, brand leader, brand loyalty, brand manager, brand management, brand name, brand-stretching, cross-branding, own brand, premium brand*

breakthrough *n* [C] an important new discovery [**Durchbruch**]: *The iMac was a major breakthrough in computer design* **Collocations** *make a breakthrough*

budget *n* [C] an account of probable future income and expenditure during a fixed period [**Etat**]: *We are currently preparing the budget for next year* – **budget** *v* [I] [**im Etat unterbringen** or **planen**] – **budgetary** *adj* [**Haushalts**] - **Collocations** *be on / over / under budget, budget deficit, budget surplus, meet a budget*

business practices *n* [plural] the methods used to conduct business [**Geschäftspraktiken**]: *The company is running a scheme to encourage best business practices.*

business process *n* [C] any activity that is essential for a firm to conduct its business [**geschäftlicher Prozess**]: *Organisations that have complete control over their business processes are the most productive* **Collocations** *business process re-engineering*

business to business *abbreviation B2B* *adj* [**Business-to-Business (B2B)**] refers to any business or correspondence between two companies: *The B2B sector will be the biggest growth area in internet traffic.*

campaign *n* [C] a planned operation which aims to achieve a particular result [**Kampagne**]: *A new campaign by activists has forced the company to reconsider some of its policies* – **campaign** [+ for/against] *v* [I] [**Kampagne führen für/gegen**] – **campaigner** *n* [C] [**Kampagneführer**] **Collocations** *advertising campaign, marketing campaign, political campaign*

charity *n* [C] a non profit-making organisation that collects goods and money in order to provide assistance [**wohlätige Organisation**]: *The charity managed to raise £3m for homeless people in the UK.*

coach 1 *n* [C] person who is responsible for training a team or an individual [Trainer]: *He's a very successful football coach* **2** *v* [T] to train people to help them to acquire particular skills [Coach]: *I'm responsible for coaching two new people in the department.*

company *n* [C] a legally registered business [Gesellschaft] There are many different types of companies: **holding company** (holds the share capital of one or more other companies) [Holding-Gesellschaft] **joint stock company** (registered company or limited company) [Kapitalgesellschaft] **public limited** or **listed company** (company whose shares are traded on the stock exchange) [Aktiengesellschaft] **subsidiary** [Tochtergesellschaft] (company owned by a **parent company** [Muttersgesellschaft]) **Synonyms** *corporation* *n* [C] *AmE* [juristische Person] **concern** *n* [C] [Körperschaft] **business** *n* [C] [Unternehmen]

compensation *n* [U] payment, including salary and other incentives like stock options [Arbeitsentgelt]: *The best paid executives received more than \$10 million in compensation last year* – **compensate** *v* [T] [entschädigen] **Collocations** *compensation deal, compensation package*

competition *n* [U] rivalry between businesses that are operating in the same market [Konkurrenz]: *The competition is getting tougher every year* – **compete** *v* [I] [konkurrieren] – **competitor** *n* [C] [Konkurrenten] – **competitive** *adj* [wettbewerbsfähig] – **competitiveness** *n* [U] [Wettbewerbsfähigkeit] **Collocations** *competitive advantage*

consortium *n* [C] an association between two or more companies to work together on a specific project (usually a major construction or engineering project) [Konsortium]: *SK Gas has formed a consortium with automakers to produce gas-powered vehicles.*

consumer *n* [C] a person who buys products and/or services [Verbraucher]: *Nokia is committed to providing consumers with the information they need* – **consume** *v* [T] [verbrauchen] – **consumption** *n* [U] [Verbrauch] **Collocations** *consumer goods, consumer research, consumer survey*

contract *n* [C] a document setting out an agreement between two or more parties [Vertrag]: *Under the new contract the company becomes the exclusive distributor for North America* – **contractor** *n* [C] [Auftragnehmer] – **sub-contractor** *n* [C] [Subunternehmer] **Collocations** *agree a contract, be under contract, breach a contract, negotiate a contract, review a contract, sign a contract, terminate a contract*

copycat *n* [C] the term for someone who copies the work of another person [Markenpirat or Plagiator]: *The Australian government has announced that it is cracking down on copycats.*

copyright *n* [U] the legal right that belongs to the person who has created a new artistic work or piece of software [Urheberrecht]: *All of the graphics and editorial content on this site are protected under US copyright.*

correspondence *n* [U] writing, receiving and answering letters [Korrespondenz]: *I'm catching up on my correspondence* – **correspond** *v* [I] [korrespondieren or in Briefwechsel stehen]

cost 1 *n* [C] the price paid for something [Kosten]: *The total cost for the new equipment will be \$50,000* **2** the money that is required to produce or sell something [Kosten]: *It looks like production and labour costs will be higher than we expected* – **cost** *v* [I] [kosten] **Synonym** *overheads* *n* [C] [Gemeinkosten] **Collocations** *fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost*

cover letter *n* [C] a letter written to an employer in response to a job advertisement [Begleitschreiben]: *Candidates should send a cover letter with a copy of their CV*

currency *n* [C] the type of money that is used by a particular country or trading bloc [Währung]: *The euro is the currency of most member states of the European Union* **Synonyms** *money* *n* [U] [Geld] **Collocations** *foreign currency, hard currency, currency dealer, currency exchange rate, currency trading*

- curriculum vitae** *abbreviation CV* *n* [C] [**Lebenslauf**] a document that gives details of a person's experience and qualifications: *Her CV is fairly typical for a business graduate* **Synonyms** *resumé* *n* [C] AmE
- damages** *n* [plural] an amount of money paid to a person who has suffered an injustice [**Schadenersatz**]: *The company paid damages to staff who were unfairly dismissed.*
- database** *n* [C] an organised set of information stored in a computer [**Datenbank**]: *We're currently updating all our customer files in the database.*
- deadline** *n* [C] the date by which something has to be completed [**Frist**]: *The deadline for applications has been extended until the 25 May* **Collocations** *fix a deadline, meet a deadline, miss a deadline, set a deadline*
- dealer** *n* [C] a person who specialises in trading a particular type of goods [**Händler**]: *The company only uses authorised dealers who are fully trained – deal* *n* [C] [**Handel**] – *deal* *v* [I,T] [**handeln**] **Collocations** *foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal*
- debt relief** *n* [U] the cancellation or reduction of a debt [**Schuldenerlass**]: *The government is firmly committed to a programme of debt relief.*
- defraud** *v* [T] to cheat another person by taking something that they own [**betrügen**]: *He admitted defrauding his employer of more than £2m.*
- delegate** *v* [T] to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions [**delegieren**]: *Managers need to delegate more routine tasks to junior members of staff – delegation* *n* [U] [**Delegation**]
- demand** *n* [C,U] the quantity required to supply orders [**Nachfrage**]: *Total petroleum demand has increased by one per cent* **Collocations** *supply and demand*
- demonstration** *n* [C] a march to publicly protest about something [**Demonstration**]: *The demonstration will take place at G7 summit on 10 June.*
- design** *v* [T] to make a drawing or plan of something that will be made [**entwerfen**]: *At the moment she's designing a new range of furniture to be used in schools – design* *n* [C] [**Design**] – *designer* *n* [C] [**Designer**] – *designer* *adj* [**Designer**] - **Collocations** *designer goods, designer label, designer ware*
- development 1** *n* [C] the growth and expansion of a business, industry or economy [**Entwicklung**]: *The OECD provides advice and assistance on all aspects of development 2* research to produce new, improved products [**Entwicklung**]: *Our company is actively pursuing the development of new biotechnology solutions 3* a change or alteration [**Entwicklung**]: *Another recent development has been the arrival of Asian companies on the market – developer* *n* [C] [**Entwickler**] – *developing* *adj* [**Entwicklungs**] - **Collocations** *research and development (R&D), developing countries*
- distribution** *n* [U] the arrangements and activities required in order to get goods from the manufacturer to the consumer [**Vertrieb**]: *Distribution is organised via a product list.*
- downsize** *v* [I] to reduce the number of employees in an organisation [**Personalbestand verringern**]: *European companies are continuing to downsize their manufacturing operations – downsize* *v* [T] [**Personalbestand verringern**] **Synonyms** *lay off* *v* [T] [**Personal freisetzen/entlassen**]
- e-business** *n* [U] [**eBusiness**] business to business relationships conducted using internet technology: *IBM is one of the leading suppliers of e-business solutions.*
- e-commerce** *n* [U] [**eCommerce**] selling activities that are conducted using internet technology: *Some consumers still lack confidence in e-commerce.*
- empower** *v* [T] give someone the power or ability to do something [**ermächtigen**]: *Staff are empowered*

to shape their career development – **empowerment** *n* [U] [Ermächtigung]

enforce *v* [T] to make people obey a law or rule [durchsetzen]: Enforcing a patent can be a long and expensive process – **enforcement** *n* [U] [Durchführung] – **enforceable** *adj* [durchsetzbar]

entrepreneur *n* [C] someone who starts a company, arranges business deals and takes risks [Unternehmer]: Entrepreneurs have always played a key role in the economy – **entrepreneurial** *adj* [unternehmerisch] – **entrepreneurship** *n* [U] [Unternehmertum]

expense 1 *n* [C] money spent [Kosten]: We have significantly reduced our expenses over the last five years – **expenditure** *n* [C] [Aufwendungen] **Synonyms** spending *n* [U] [Ausgaben] **2** *n* [C] money spent by an employee that can be claimed back [Spesen]: I put the restaurant bill on expenses **Collocations** expense account, expenses claim form, claim expenses

fair trade *n* [U] a movement which promotes fairer trading conditions for developing countries [Fair Trade]: Fair trade gives consumers an opportunity to help change the world.

fake *n* [C] a copy or imitation of a genuine article [Fälschung]: Experts have identified the components as fakes – **fake** *v* [T] [fälschen] **Synonyms** copy *v* [C] [kopieren] – **copy** *n* [C] [Kopie]

feature *n* [C] an important part of something [Merkmal]: The programme has a number of interesting new features – **feature** *v* [T] [besitzen] **Synonyms** characteristic *n* [C] [Eigenschaft] **Collocations** product features, special features

file-swapping *n* [U] exchanging files between computers on a network [File-Swapping]: Record companies tried to close down the illegal file-swapping website.

financial statement *n* [C] a document showing the state of the finances of an organisation or business [Abschluss]: Financial statements must be completed by the end of August.

finished goods *n* [plural] goods or products that are ready to be sold on to consumers [Fertigwaren]: We keep close track of the stock levels of our finished goods.

forecast *n* [C] an estimate of a future situation [Prognose]: According to forecasts, prices will rise more slowly next year – **forecast** *v* [T] [vorhersagen] **Synonyms** projection *n* [C] [Projektion]

freelance *n* [C] someone who works for different companies and is not employed by one Freelancers usually receive fixed payments and not a salary, [freier Mitarbeiter]: We're going to use a freelance designer for the company website – **freelancer** *n* [C] [Freiberufler] – **freelance** *adj* [freiberuflich]

freight *n* [U] the transportation of goods by air, sea, rail or road [Fracht]: All freight is paid by the customer – **freight** *v* [T] [als Fracht senden] **Collocations** air-freight, freight car (AmE), freight train, freight forward

generic *adj* a product that does not have a trademark [generisch]: Generic drugs sell at a much lower price.

glitch *n* [C] a minor fault with a computer program or machine [Störimpuls]: A glitch in the computer system has led to the cancellation of several flights **Synonyms** malfunction *n* [C] [Störung] **bug** *n* [C] [Bug]

grant *n* [C] a sum of money given to a person or organisation to help them to pay for something [staatlicher Zuschuss]: The Central Development Fund has awarded a grant of \$7.5m – **grant** *v* [T] [(Zuschuss) gewähren]

grey marketing *n* [U] [Grey Marketing] selling products without the authorisation of the trademark owner: Any authorised dealers who resort to grey marketing will be immediately suspended.

gross *v* [T] to calculate revenue before tax and other charges have been deducted [brutto berechnen/einnehmen]: The film grossed \$8.5m in the first two weeks – **gross** *adj* [brutto] **Collocations** gross profit, gross margins, gross national product, gross domestic product (GDP)

growth *n* [U] an increase in the size or quantity of something [**Wachstum**]: *Research suggests that there will be significant growth in the market for women's products* – **grow** *v* [I] [**zunehmen**]
Collocations growth rate

haulage *n* [U] the business of transporting goods by road or railway [**Spedition**]: *We are a haulage and warehousing company based in Poland* **Collocations** road-haulage

hierarchy *n* [C] system of authority within an organization [**Hierarchie**]: *Many Swedish firms have very flat hierarchies* – **hierarchical** *adj* [**hierarchisch**] **Collocations** flat hierarchy, steep hierarchy, traditional hierarchy

hire *v* [T] employ someone [**einstellen**]: *Businesses are hiring as job growth booms* – **hire** *n* [C] [**Einstellung**] **Synonyms** recruit *v* [T] [**rekrutieren**] **employ** *v* [T] [**beschäftigen**] **Collocations** hiring and firing, hiring manager

income *n* [C,U] money received by a person, family or organization [**Einkommen**]: *In some parts of the country incomes have fallen by as much as 25 per cent* **Synonyms** revenue *n* [C] [**Einnahmen**]
Collocations income tax, gross income, net income

income statement *n* [C] *AmE* a financial statement showing revenue, expenditure and profit from operations during a given period [**Aufwands- und Ertragsrechnung**]: *Enron's income statement did not accurately reflect its losses* **Synonyms** profit and loss account *n* [C] *BrE* [**Gewinn- und Verlustrechnung**] **statement of earnings** *n* [C] *AmE* [**Gewinn- und Verlustrechnung**]

industry *n* [C] the production of goods using capital and labour [**Industrie**]: *The automobile industry is facing increased competition* – **industrial** *adj* [**industriell**] – **industrialise** *v* [T] [**industrialisieren**] – **industrialisation** *n* [C] [**Industrialisierung**] **Collocations** manufacturing industry, service industry, industrial relations

information technology [**Informationstechnologie**] *abbreviation* IT *n* [C] [**IT**] the technology of processing, storing or transmitting data by electronic means: *Information technology has revolutionised all aspects of management.*

infringement *n* [U] a breach of the law or of another person's rights [**Verletzung**]: *The company is being sued over infringements of copyright technology*

intellectual property *n* [U] something that a person or business has invented and which is protected by patent [**geistiges Eigentum**]: *All international businesses are having to spend more on protecting their intellectual property.*

inventory *n* [C] a list of the stocks held by a business [**Inventar**]: *New software has made it possible to control inventory more accurately* **Synonyms** stock *n* [C]

knowledge work *n* [U] work that involves developing or using knowledge [**wissensbasierte Arbeit**]: *The profitability of most business today depends more on knowledge work than on manual work* – **knowledge worker** *n* [C] [**Wissensarbeiter**]

legal action *n* [C,U] using the law to defend one's rights [(**zivilrechtliche**) **Klage**]: *The consumer association said it will consider legal action* **Synonyms** litigation *n* [U] [**Rechtsstreit**] **law suit** *n* [C] [(**Zivil-**)**Prozess**] **Collocations** take legal action, win a legal action

litigation *n* [U] legal action against an individual or organization [**Rechtsstreit**]: *Litigation has increased significantly over the years* – **litigate** *v* [U] [**klagen**] – **litigator** *n* [C] [**Partei (eines Rechtsstreits)**]

loading bay *n* [C] the area in a factory or warehouse where goods are loaded for transport [**Beladerampe**]: *When a truck arrives at the loading bay an employee registers the delivery.*

loan *n* [C] money lent to an individual or organization [**Darlehen**]: *The World Bank has agreed to a five-year loan of \$125m* – **loan** *v* [T] [**Darlehen gewähren**] **Collocations** apply for a loan, bank loan, interest on a loan, take out a loan

lobby v [T] to try to persuade a government or organisation to change a policy or situation [**Lobbyarbeit betreiben**]: *Big companies are lobbying the president to open up marine reserves for oil drilling – lobby* n [**Lobby**] [U] **lobbyist** n [U] [**Lobbyist**]

logo n [C] a sign or symbol used as a trademark to represent a company or a brand [**Logo**]: *The Nike 'swoosh' is an instantly recognisable logo.*

market research n [U] the work of finding out what kind of goods consumers want [**Marktforschung**]: *Conducting online surveys is a new and promising approach to market research.*

market share n [U] the proportion of the total market that is supplied by a particular company [**Marktanteil**]: *Our objective is to increase our European market share by five per cent this year – market-sharing* n [U] [**Marktaufteilung**] **Collocations** increase / lose / take / win market share

marketing mix n [U] the four different components of marketing [**Marketing-Mix**]: **1 place** n [C] [**Ort**] the distribution and delivery of goods to market **2 price** n [C] [**Preis**] the amount of money for which something can be sold – **price** v [T] [**Preis festlegen**] **Collocations** cost price, cut price, fixed price, list price, retail price, purchase price, recommended price, wholesale price, price-list, price-tag, price war **3 product** n [C] [**Produkt**] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product's features and performance characteristics **4 promotion** n [C] [**Verkaufsförderung**] activities that help sell a product

mass market n [U] the market for standardised consumer products [**Massenmarkt**]: *Licensing is one way for small businesses to enter the mass market – mass-market* adj [**Massen-**]

mass-production adj produced in large quantities [**Massen-**]: *Many companies have moved their mass-production overseas to cheaper markets – mass-produce* v [T] [**in Massenproduktion herstellen**] – mass-production n [U] [**Massenproduktion**]

merchandising n [U] toys, clothes and other products based on a popular film, TV show, etc and sold to make additional profits [**Merchandising**]: *Star Wars merchandising made far more profit than the films.*

merger n [C] the creation of a new company by joining two separate companies [**Fusion**]: *The merger will have to be approved by the authorities – merge* v [I,T] [**fusionieren**]

mismanagement n [U] poor quality management [**Missmanagement**]: *Lack of cashflow is often due to mismanagement – mismanage* v [T] [**Missmanagement betreiben**]

mobile n [C] a wireless telephone [**Handy**]: *The introduction of colour screens and digital imaging have made mobiles even more essential* **Synonyms** cell phone n [C] AmE [**Mobiltelefon**]

motivate v [T] make someone willing to work harder [**motivieren**]: *He's very good at motivating his sales team – motivation* n [U] [**Motivation**] – **motivational** adj [**motivierend**] – **motivated** adj [**motiviert**] **Synonym** encourage v [T] [**ermuntern**] **Collocations** highly-motivated, motivational skills, motivation techniques

negotiation n [C] the process of negotiating a business deal [**Verhandlung**]: *The success of the negotiations will depend on the financial terms of the deal – negotiate* v [I,T] [**verhandeln**] – **negotiator** n [C] [**Verhandlungsführer**] **Synonyms** talks n [plural] [**Gespräche**] **Collocations** negotiate an agreement / a deal, negotiation skills

objective n [C] a goal that has been fixed for people to achieve [**Ziel**]: *I have a meeting with my line manager to fix my objectives every six months* **Synonyms** goal n [C] [**Ziel**] aim n [C] [**Ziel**] target n [C] [**Ziel**] **Collocations** set / fix / establish / achieve / meet objectives

offshoring n [U] transferring work to an outside supplier based in another country [**Offshoring**]: *Offshoring is only suitable for tasks that have been clearly defined and can be managed at a*

distance – offshore *adj* [Offshore-] – **offshore** *n* [U] [Verlegung in andere Länder] **Synonyms** **outsource** *v* [T] [extern beschaffen]

opportunity *n* [C] a situation with future potential [Chance]: *Japan represents a great opportunity for our new brand* **Collocations** *lose / seize / take an opportunity*

outsource *v* [T] transferring work to an outside supplier [extern beschaffen]: *We are planning to outsource all of our IT operations to an Indian supplier* – **outsourcing** *n* [U] [externe Beschaffung] **Synonyms** **subcontract** *v* [T] [Unteraufträge vergeben]

overhead *n* [C] a cost that does not vary with output (e.g. rent, salaries) [Gemeinkosten]: *The pressure on corporate management to reduce overheads is increasing* **Synonyms** **fixed cost** *n* [C] [fixe Kosten]

overload *n* [C] an excessive quantity of something [Überlastung]: *You may be overwhelmed by the overload of information that is available on the net* – **overload** *v* [I] [überlasten]

patent *n* [C] a special right given to the inventor of a machine or process [Patent]: *Some governments do not recognise patents on software* – **patent** *v* [T] [patentieren] – **patented** *adj* [patentiert] **Synonyms** **copyright** *n* [C,U] [Urheberrecht] **Collocations** *patent pending, patent office*

pay 1 *n* [U] money earned by an employee as a salary or wage [Lohn or Gehalt]: *Some employees are complaining that their pay has not increased in line with inflation* – **payment** *n* [C] [Zahlung] **Collocations** *pay as you earn (PAYE), pay freeze, pay rise, payroll, pay-slip, pay talks 2* to give money to someone in exchange for items or services [bezahlen]: *We're paying more than the market rate.*

payroll *n* [U] **1** a list of the employees in an organisation [Beschäftigte] **2** the administration of employee pay [Lohn- oder Gehaltsliste]: *Salaries are calculated according to the number of days that employees are on the payroll* **Collocations** *payroll management, cut/reduce the payroll*

pension *n* [C] a regular payment made to a person after they have retired from active work [Rente]: *Some businesses have decided to ask their staff to contribute another one per cent towards their pensions* **Collocations** *pension fund, pension contribution*

petition *n* [C] a document signed by many people asking someone in authority to change something [Petition]: *So far, five thousand people have signed the petition* – **petition** [+ against/for] *v* [I,T] [Petition einbringen (gegen/für)]

pilot project *n* [C] a trial project to test performance [Pilotprojekt]: *The pilot project will start operating in June.*

pilot *v* [T] to test a new idea or product [als Pilotprojekt durchführen]: *We are piloting new ways to improve our supply chain management* **Synonyms** **test** *v* [T] [testen] **trial** *v* [T] [erproben]

piracy *n* [U] infringement of copyrights [Erstellen von Raubkopien]: *The association has launched a campaign to fight software piracy.*

point of sale [Verkaufspunkt] **abbreviation** **POS** *n* [C] [POS] the place where a consumer can buy a product or service: *New electronic systems can approve credit for customers at the point of sale.*

premium *n* [C] a price that is higher than the standard price, usually due to higher quality [hoher Preis]: *Organically grown foods are sold at a premium* **Collocations** *premium rate*

pressure group *n* [C] a group that tries to influence the opinions of other people [Interessengruppe]: *The pressure group is coordinating the protests.*

price setting *n* [U] fixing the prices at which goods and services will be sold [Preisfestlegung]: *In price setting you try to estimate how much customers will be prepared to pay for an item*

- prioritise** v [T] to put things in the order of importance so that you can deal with the most important things first [Priorität zuweisen]: *Prioritising your work will help you to avoid backlogs.*
- process** v [T] to deal with information or documents [verarbeiten]: *All the data is processed on the server* – **process** n [C] [Prozess]
- product recall** n [C] a situation where a defective product is withdrawn from the market and returned to the manufacturer [Rückrufaktion]: *Product recalls of children's toys are now very rare.*
- productivity** n [U] The relationship between the output of goods and the resources needed to produce them [Produktivität]: *Productivity has continued to grow strongly.*
- profit and loss account** n [C] BrE a financial statement showing revenue, expenditure and profit from operations during a given period [Gewinn- und Verlustrechnung] *Ahold's profit and loss account did not show all its losses* **Synonyms** **income statement** n [C] [Aufwands- und Ertragsrechnung] AmE **statement of earnings** n [C] AmE [Gewinn- und Verlustrechnung]
- profitability** n [U] the ability of a business to earn profits [Rentabilität]: *Increased labour costs have reduced our profitability* – **profit** n [C] [Gewinn] – **profit** v [I] [Gewinn erzielen] – **profitable** adj [rentable]
- promotion** n [C] a method of communicating and publicising a product [Verkaufsförderung]: *America Online plans to launch a promotion on Thursday that will let its members download full-feature films* – **promote** v [T] [werben (für)] – **promotional** adj [verkaufsfördernd] **Collocations** *seasonal promotion, promotional campaign, promotional price*
- prosperity** n [U] a state of being rich, having economic success [Wohlstand]: *The nation's future prosperity will depend on developing a highly-skilled workforce* – **prosper** v [I] [florieren] – **prosperous** adj [wohlhabend]
- protectionism** n [U] protecting a country's trade by taxing foreign goods [Protektionismus]: *Protectionism usually increases the prices of basic goods to the consumer.*
- prototype** n [C] the first form that a new design takes [Prototyp]: *The prototype has revealed areas where the design can be improved.*
- qualification** n [C] an examination passed at school or university [Qualifikation]: *Candidates must have qualifications in accounting* – **qualify** v [I] [sich qualifizieren] – **qualified** adj [qualifiziert]
- quota** n [C] an official limit on the amount of something [Quote]: *Quotas have been imposed on 25 categories of imported clothing.*
- raw materials** n [plural] materials such as minerals and hydrocarbons which are used in a production process [Rohstoffe]: *Securing long term supplies of raw materials is critical.*
- real estate** n [U] property in the form of land or houses [Immobilien]: *Investing in real estate is not as risk free as some people think* **Synonyms** **property** n [U] BrE [Vermögenswerte] **realty** n [U] AmE [Grundbesitz] **Collocations** *estate agent* BrE
- regulator** n [C] a government agency responsible for overseeing a profession or an activity [Regulierungsbehörde]: *Stock market regulators are in charge of protecting investors* – **regulation** n [C] [Regulierung] **Synonyms** **controller** n [C] [Controller]
- reserve 1** n [C] the amount of something kept for future use [Reserve]: *Shell has revised its estimate of available oil reserves* **2** an amount of money set aside from profits: *Ten per cent of earnings have been transferred to reserves* [Rücklage] – **reserve** v [T] [reservieren] **Synonym** **resources** n [U] [Ressourcen] **Collocations** *hold in reserve, use up reserves*

resources *n* [C] this includes the capital, personnel and knowledge that an organisation has at its disposal [Ressourcen]: *A key element of the new strategy is the more effective use of our resources* Collocations *human resources, financial resources*

resumé *n* [C] *AmE* a document that gives details of a candidate's experience and qualifications [Lebenslauf]: *Preparing a good resumé should be the starting point for all job seekers* Synonyms *Curriculum Vitae* *BrE* [Lebenslauf]

revenue *n* [C] money received especially from selling goods and services [Einnahmen]: *Revenues have increased by six per cent to £183m*

reward *v* [T] to give a payment for services performed or for excellent work or behaviour [Entgelt]: *We like to reward our staff when they reach the objectives* – **reward** *n* [C,U] [vergüten] – **rewarding** *adj* [lohnend]

salary *n* [C,U] an amount of money paid every month to an employee in exchange for their services [Gehalt]: *Salaries are always paid in the local currency* – **salaried** *adj* [im Angestelltenverhältnis stehend] Collocations *be on a salary of, earn a salary, negotiate a salary, salary scale*

sales **1** *n* [plural] the value of the goods and services sold during a period [Umsatz]: *The company reported sales of \$42 million during the first quarter* **2** the department responsible for the activity of selling goods and services to customers [Verkauf]: *I'll put you through to our sales department* – **salesman/woman** *n* [C] [Mitarbeiter im Verkauf] – **salesclerk** *n* [C] *AmE* [Verkäufer] Collocations *sales agent, sales call, sales conference, sales department, sales drive, sales figures, sales forecast, sales manager, sales outlet, sales pitch, sales promotion, sales representative, sales talk*

saving *n* [C] money and materials saved by economical working [Einsparung]: *New construction techniques resulted in a saving of 25 per cent of operation and maintenance costs* – **savings** [plural] [Einsparungen] Synonym *economy* *n* [U] [sparsame Bewirtschaftung] Collocations *cost saving, make savings*

screen *v* [T] to examine or test people [testen]: *Each candidate is screened for education, experience, expertise and salary.*

Securities Exchange Commission abbreviation **SEC** *n* the US agency responsible for stock market regulation [US-Börsenaufsichtsbehörde]: *The SEC is currently investigating ten cases of fraud.*

service provider *n* [C] a company that provides services for users especially in computer networks [Service-Anbieter]: *There are several issues to consider when selecting a service provider.*

severance deal / pay *n* [C,U] money paid by an employer when an employee's services are terminated [Abfindung]: *Severance pay for top executives has increased significantly in recent years.*

share *n* [C] a unit of the capital of a company [Anteil] Shares in listed companies can be bought and sold on the stock market: *Investors are having to pay a higher price for the company's shares* – **shareholder** *n* [C] [Anteilseigner] **stockholder** *n* [C] *US* [Aktionär] – **shareholding** *n* [C] [Aktienbestand] Synonym *stock* *n* [C] *AmE* [Aktien] Collocations *share capital, share certificate, share dealing, share issue, share price*

ship *v* [T] to move goods from one place to another [versenden]: *This order is being shipped to Puerto Rico* – **shipment** *n* [U] [Sendung] – **shipping** *n* [U] [Versand] – **ship** *n* [C] [Schiff] Synonyms **deliver** *v* [T] [liefern]

shortage *n* [C] a lack or scarcity of something [Mangel]: *Silicon Valley is facing a shortage of skilled programmers.*

staff **1** *n* [plural] the employees of an organization [Belegschaft]: *The new manager will be joining the*

staff in November 2 v [I] to provide workers for an organization [mit Personal ausstatten]: Each of our centres is staffed by expert personnel **Synonyms** **personnel** n [U] [Personal] **employees** n [C] [Mitarbeiter] **workers** n [C] [Arbeiter] **Collocations** *staff morale, staff turnover*

stock option n [C] an option given to executive employees allowing them to buy shares in the company at a favourable price [Aktienbezugsrecht]: *Microsoft has announced that it plans to end stock options for employees*

strategy n [C] a plan of action to enable a firm to compete [Strategie]: *As part of our new strategy we are developing closer links with our suppliers – strategic adj [strategisch] – strategically adv [strategisch] Collocations* *develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)*

subordinate n [C] a person who works under a more senior member of staff [(unterstellter) Mitarbeiter]: *I have six subordinates that report to me – subordinate v [T] [unterstellt sein]*

subsidy n [C] money given by a government to certain producers to help them to produce without losing money [Subvention]: *World Bank economists are urging rich countries to cut subsidies to certain industries – subsidise v [T] [subventionieren]*

supervise v [T] to control the work of other people in order to make sure that it is properly done [Aufsicht führen]: *We need to supervise the trainees very closely – supervision n [U] [Aufsicht] – supervisory adj [beaufsichtigend] Synonym* **manage** v [T] [leiten]

supply chain n [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product [Lieferkette]: *Information technology has changed the dynamics of the supply chain Collocations* *supply chain management*

supply n [U] the amount of goods or services available on a market at a certain time [Angebot]: *Improved production techniques will increase the supply of raw materials – supply v [T] [liefern] – supplier n [C] [Lieferant] – supplies n [C] [Vorräte] Collocations* *order supplies, supply and demand, supply chain management, supply side, oversupply*

task n [C] a piece of work that has to be done [Aufgabe] *Tasks are generally assigned to employees at the start of the week Synonym* **duty** n [C] [Pflicht] **Collocations** *assign / delegate a task, task-based, task-driven, task force*

taxpayer n [C] any person or organisation that is liable to pay tax [Steuerzahler]: *Taxpayers will pay more to subsidise the development of alternative energy sources.*

tender *n* [C] a written offer by a supplier to provide goods or services at a certain price [**Angebot**]: *Your tender has been accepted at the agreed price* – **tender** *v* [I,T] [**anbieten**]

text messaging *n* [U] a system which allows short text messages to be communicated by telephone [**Textnachrichten**]: *Text messaging is far more popular than voice calls* **Synonyms** **SMS** (Short Message Service) *n* [C] [**SMS**]

threat *n* [C] a potential danger to the interests of a company [**Bedrohung**]: *Deregulation of the market is a real threat to established telecom operators* – **threaten** *v* [T] [**bedrohen**] – **threatening** *adj* [**drohend**] – **threateningly** *adv* [**drohend**]

trade union *n* [C] an organisation that exists to protect the rights of employees in a company [**Gewerkschaft**]: *The trade union is in pay negotiations with the employer* **Synonym** **labor union** *n* [C] **AmE** [**Gewerkschaft**]

trademark *n* [C] a special, registered picture or symbol that is associated with a particular brand or product [**Warenzeichen**]: *Our trademark is now well-known in most countries in the region.*

train *v* [T] to teach someone the skills of a particular job or activity [**schulen**]: *Staff are trained to watch for situations where they may be required to help* – **training** *n* [U] [**Schulung**] – **trainee** *n* [C] [**Trainee**] – **trainer** *n* [C] [**Ausbilder**]

wealth *n* [U] the amount of money or possessions owned by an individual, organisation or country [**Reichtum**]: *Accumulating wealth is the key to financial independence* – **wealthy** *adj* [**reich**] **Collocations** *acquire / accumulate wealth*

white-collar *adj* employees who work in offices [**Bürokräfte**]: *White-collar jobs are moving abroad.*