

in company 2nd edition

Upper-intermediate

Unit 11

headword	pronunciation	translation/notes	example sentence
accelerate (v)	/æk'seləreɪt/	beschleunigen	The decline of her health seemed to suddenly accelerate .
bargaining power (n)	/'bɑ:gəniŋ ,paʊə/	Verhandlungsstärke, -macht	An increase in the cost of raw materials has given our suppliers more bargaining power .
barrier (n)	/'bæriə/	Hindernis	High levels of debt are a major barrier to economic development.
benchmark (v)	/'benʃmɑ:k/	vergleichen	To stay ahead, the company needs to constantly benchmark itself against its competitors.
brand-stretching (n)	/'brænd'strefʃɪŋ/	Markenausdehnung	Kingfisher Airlines is a successful example of brand-stretching .
break into (phr v)	/'breɪk 'ɪntu/	einsteigen, -brechen in	It's always been his ambition to break into broadcasting.
breakeven (n)	/'breɪk'i:vən/	Gewinnschwelle	Their business plan predicts they'll reach breakeven within two years.
bring sth out (phr v)	/'brɪŋ ,sʌmθɪŋ 'aʊt/	etw. herausbringen, auf den Markt bringen	The next year they brought out a low-priced car to compete with Ford.
broaden (v)	/'brɔ:dən/	verbreitern,	The scope of the book has been broadened to

(opposite = narrow)		ausweiten (Gegenteil = verengen)	include the history of Eastern Europe.
bypass (v)	/ˈbaɪpɑːs/	übergehen; umgehen	I bypassed the lawyers and filed the documents myself.
catch up (phr v)	/kætʃ ˈʌp/	aufholen, einholen, sich anpassen	Pressure grew for salaries to catch up with inflation.
challenge (n)	/ˈtʃæləndʒ/	Herausforderung	The new government faces the daunting challenge of completing the building on time.
collaboration (n)	/kəˈlæbərəʃən/	Zusammenarbeit	The tale was written in collaboration with Wilkie Collins.
come up with sth (phr v)	/kʌm ˈʌp wɪθ ˌsʌmθɪŋ/	etw. vorgehen, auf etw. kommen	Is that the best solution you can come up with ?
competitive (adj) (opposite = uncompetitive)	/kəmˈpetətɪv/	wettbewerbsfähig (Gegenteil = nicht wettbewerbsfähig)	Many airlines now offer substantial discounts in an effort to remain competitive .
competition (n)	/ˈkɒmpətɪʃən/	Wettbewerb, (hier:) Wettbewerber	Let's look at what the competition is doing and do it better.
competitor (n)	/kəmˈpetɪtə/	Konkurrent, Wettbewerber	All our major competitors are also bidding for the contract.
concerned (adj)	/kənˈsɜːnd/	interessiert an, befasst sein mit	The government is chiefly concerned to ensure control of the economy.
controversial (adj)	/kɒntrəˈvɜːʃəl/	umstritten, strittig	The minister defended controversial plans to build a new motorway.
copycat (adj)	/ˈkɒpɪkæt/	Trittbrett-,	Following the robbery, police have reported a

		Nachahmungs-	wave of copycat crimes.
core competencies (n pl)	/kɔ: 'kɒmpətənsɪz/	Kernkompetenz	A company's core competencies are the things it does particularly well.
cost-cutting (n)	/'kɒst ˌkʌtɪŋ/	Kostensenkung, -dämpfung	The family of the victim blame a hospital system more concerned with cost-cutting than with care.
counterculture (n)	/'kaʊntəˌkʌltʃə/	Gegenkultur	The film centres on the hippie counterculture of the 1960s.
customer base (n)	/'kʌstəmə ˌbeɪs/	Kundenstamm, Kundschaft	During the year the company broadened its customer base .
decline (n)	/dr'klaɪn/	Rückgang, Abnahme	There has been a steady decline in public services over recent years.
deter (v)	/dɪ'tɜ:z/	abhalten, abschrecken	The rain didn't deter people from coming to the game.
differentiate (v)	/dɪfə'renʃɪeɪt/	sich unterscheiden, differieren	The ability to speak differentiates humans from other animals.
differentiation (n)	/dɪfə'renʃɪ'eɪʃən/	Unterscheidung, das Unterscheiden	Differentiation between red and green is crucial when flying, which is why colour-blind people can't become commercial pilots.
dilemma (n) moral dilemma	/dar'lemə/ /ˌmɒrəl dar'lemə/	Zwangslage, Dilemma moralisches Dilemma	Doctors were now faced with a moral dilemma : should they try to save the child's life?
discipline (n)	/'dɪsɪplɪn/	Studienfach, Disziplin	The degree course bridges several academic disciplines .

distinct (adj)	/dɪs'tɪŋkt/	verschieden, eigenständig	The region's linguistic and cultural identity is quite distinct from that of the rest of the country.
distinctive (adj)	/dɪs'tɪŋktɪv/	charakteristisch, markant	Good visuals and diagrams are the magazine's most distinctive features.
diversification (n)	/daɪ,vɜːsɪfɪ'keɪʃən/	Erweiterung (der Produktpalette)	Diversification into electronics and aerospace would be costly but worthwhile in the long term.
diversify (v)	/daɪ'vɜːsɪfaɪ/	erweitern, diversifizieren	Our existing product range is becoming outdated so we have to diversify .
downturn (n) (opposite = upturn)	/'daʊntɜːn/	Abschwung, Rückgang (Gegenteil = Aufschwung, Belebung)	There has been a sharp downturn in demand in recent months.
eliminate (v)	/ɪ'lɪmɪneɪt/	auslöschen, eliminieren, aus der Welt schaffen	Many infectious diseases have been virtually eliminated .
embed (v)	/em'bed/	einbetten, verankern	Traces of earlier ways of life are embedded in modern society.
emerge (v)	/ɪ'mɜːdʒ/	sich ergeben, hervorkommen	Three important factors emerged from our discussions.
ever- (prefix)	/'evə/	stets	Ever -increasing numbers of students are opting for university courses.
exceptional (adj)	/ek'sepʃənəl/	außergewöhnlich	Her scores were quite exceptional .
extinct (adj)	/eks'tɪŋkt/	ausgestorben, erloschen	Many jobs have become extinct with the advent of computers.

fall behind sth (phr v)	/ˈfɔ:l bɪhaɪnd ˌsʌmθɪŋ/	in Rückstand / ins Hintertreffen geraten	My daughter is falling behind the rest of her class.
game plan (n)	/'geɪm plæn/	Spielplan	Our game plan is to broaden our customer base by diversifying.
global (adj)	/'glɔ:bəl/	global	There is no obstacle to making our company truly global .
granted (adj) take sth for granted	/'grɑ:ntəd/ /teɪk ˌsʌmθɪŋ fɔ 'grɑ:ntəd/	gewährt, bewilligt etw. für selbstverständlich halten	Losing my job taught me never to take anything for granted .
ground (n) lose ground to sth	/graʊnd/ /lu:z 'graʊnd tə ˌsʌmθɪŋ/	Grund, Boden, Einfluss Boden an etw. verlieren	For the last six months, the company has been losing ground to its main competitor .
groundbreaking (adj)	/'graʊndbreɪkɪŋ/	bahnbrechend, wegweisend	Tonight's speaker has recently published a groundbreaking paper on diabetes.
guru (n)	/'gʊ:rʊ:/	Guru	This exercise programme was devised by Madonna's fitness guru .
hardball (n) play hardball	/'hɑ:dbɔ:l/ /pleɪ 'hɑ:dbɔ:l/	Baseball mit harten Bandagen kämpfen	Don't trust them. They play hardball when they're out to win a tender.
hold (n) put sth on hold	/həʊld/ /pʊt ˌsʌmθɪŋ ɒn 'həʊld/	Halt etw. aufschieben, etw. warten lassen	After the accident her career had to be put on hold .
implement (v)	/'ɪmpləmənt/	durchführen, realisieren	Attempts to implement change have met with strong opposition.

		umsetzen	
incorporate (v)	/ɪn'kɔ:pəreɪt/	aufnehmen, einarbeiten	The government incorporated this principle into the 1977 law.
inexpensively (adv) (opposite = expensively)	/ɪnk'spensɪvli/	kostengünstig, preiswert (Gegenteil = teuer)	The advantage of this solution is that it can be implemented inexpensively .
influential (adj)	/ɪnflu:'enʃəl/	einflußreich, maßgeblich	The study looks at the influential role of professional athletes in public life.
initiative (n)	/ɪ'nɪʃɪtɪv/	Initiative, Aktion	They donate a percentage of their profits to community initiatives to help the homeless.
innovate (v)	/'ɪnəʊveɪt/	Neuerungen vornehmen, innovieren	If we are to survive in this competitive market, we must innovate .
innovation (n)	/ɪnəʊ'veɪʃən/	Neuerung, Innovation	The latest technological innovations will be on display at the exhibition.
value innovation	/'vælju: ɪnəʊ'veɪʃən/	wertsteigernde Innovation	By adding several key value innovations , he effectively repositioned the circus.
innovative (adj)	/'ɪnəvətɪv/	innovativ, kreativ	His designs are full of innovative ideas.
inspire (v)	/ɪn'spaɪə/	ermuntern, inspirieren	We use interactive displays to inspire children to read and write for pleasure.
integrated (adj)	/'ɪntəgreɪtəd/	einheitlich, integriert	The school adopts a modern, integrated approach to learning.
irrelevant (adj) (opposite = relevant)	/ɪ'reləvənt/	irrelevant, unerheblich	The original date of the translation is irrelevant to its value as a historical source.

		(Gegenteil = relevant)	
lead time (n)	/ˈli:d taɪm/	Lieferzeit, Realisierungszeit	Local firms learned how to reduce lead time by 75–95% while still reducing costs.
leave behind (phr v)	/ˈli:v bɪ,haɪnd/	hinter sich lassen	The novel portrays a young woman trying to leave behind a difficult adolescence.
loyal (adj) (opposite = disloyal)	/ˈlɔɪəl/	treu, loyal (Gegenteil = untreu, illoyal)	What proportion of electronics consumers stay loyal to a particular brand?
loyalty (n) (opposite = disloyalty)	/ˈlɔɪəlti/	Treue, Loyalität (Gegenteil = Untreue, Illoyalität)	Coca Cola has won a high level of brand loyalty .
mass (n) the masses	/mæs/ /ðə ˈmæsəz/	Menge, Masse die Massen	It is entertainment that will appeal to the masses .
mass (adj) mass marketing mass media	/mæs/ /mæs ˈmɑ:kɪtɪŋ/ /mæs ˈmi:diə/	Masse Massenvermarktung, -marketing Massenmedien	Mass marketing is giving way to niche marketing. Mass media describes newspapers, television, radio etc that communicate news and information to large numbers of people.
match (v)	/mætʃ/	anpassen, angleichen	Our office failed to match the growth of the rest of the company.
measure sth against sth (phr v)	/ˈmeʒə sʌmθɪŋ əɡenst ,sʌmθɪŋ/	etw. an etw. messen, etw. mit etw. vergleichen	Measured against the success of some of their rivals, the performance looks poor.

measure up to sth (phr v)	/ˈmeɪzə ʌp tə ˌsʌmθɪŋ/	den Ansprüchen von etw. genügen, die Erwartungen von etw. erfüllen	Will he measure up to the challenges that lie ahead of him?
merchandising (n)	/ˈmɜːtʃəndaɪzɪŋ/	Vermarktung, Merchandising	Over 30% of the club's revenue comes from merchandising .
net (adj) (opposite = gross)	/net/	netto (Gegenteil = brutto)	Net earnings per share amounted to £0.78.
next to (prep)	/ˈnekst tə/	beinahe, fast	Even if we practise all week, it will be next to impossible to win.
niche marketing (n)	/ˈniːʃ ˌmɑːkɪtɪŋ/	Nischenmarketing	Niche marketing is all about breaking into smaller, more specialist markets.
nutshell (n) in a nutshell	/ˈnʌtʃəl/ /ɪn ə ˈnʌtʃəl/	Nussschale auf den Punkt, kurz gesagt	To put it in a nutshell , we lost the case.
overheads (n pl)	/ˈəʊvəhedz/	Gemeinkosten	We have to bring down our overheads if we are going to survive this recession.
oversimplify (v)	/əʊvəˈsɪmplɪfaɪ/	grob vereinfachen, zu einfach darstellen	Your assessment grossly oversimplifies the problem.
overtake (v)	/əʊvəˈteɪk/	übersteigen, ein-, überholen	Sales look like overtaking last year's total.
patent (n)	/ˈpætənt/	Patent	In 1878, Edison received a patent for his phonograph.
penetrate (v)	/ˈpenətreɪt/	ein-, durchdringen	This is one of the last cultures in the world that television has not penetrated .
phenomenal (adj)	/fəˈnɒmənəl/	überwältigend,	Can they hope to match the phenomenal

		phänomenal	success of the first film?
play sb off against sb/sth (phr v)	/ˈpleɪ ˌsʌmbədi ɒf əɡenst ˌsʌmbədi/ˌsʌmθɪŋ/	jd. gegen jdn. / etw. ausspielen	William has become expert at playing his parents off against each other .
player (n) major player	/ˈpleɪə/ /ˌmeɪdʒə ˈpleɪə/	Spieler/in, (hier:) Wettbewerber, Marktteilnehmer einflussreicher Marktteilnehmer	Scottish companies could become major players in the world market for green technologies.
playing field (n) level playing field	/ˈpleɪɪŋ fi:ld/ /levəl ˈpleɪɪŋ fi:ld/	Spielfeld, -wiese Chancengleichheit	US auto manufacturers need a level playing field in order to compete.
power (n)	/ˈpaʊə/	Kraft, Macht, (hier:) nur zu! (more power to you)	If you want to go to Peru alone, more power to you.
preference (n)	/ˈprefərəns/	Vorzug, Präferenz	The government's preference is for a diplomatic solution.
pressure (n)	/ˈpreʃə/	Druck	I don't want to exert any pressure on her to take the job.
profile (n)	/ˈprəʊfaɪl/	Profil	The judge will be given a social and financial profile of the family.
profit margin (n)	/ˈprɒfɪt ˌmɑ:ʒɪn/	Gewinnspanne, -marge	An increase in the cost of raw materials will have a serious effect on our profit margin .
proliferate (v)	/prəˈlɪfəreɪt/	sich stark vermehren, ausbreiten	Theme parks have proliferated but the Disney brand remains far the strongest.
pursue (v)	/pəˈsjuː/	verfolgen, nachgehen	They have continued to pursue a policy of repression.

R & D (n) (= research and development)	/ɑːrən'diː/	F&E (Forschung und Entwicklung)	If we are going to innovate, then we will have to increase the budget for R & D .
rank (v)	/ræŋk/	Rang einnehmen, zählen	This must rank as one of the most violent films ever made.
reinvest (v)	/riːn'vest/	reinvestieren	40% of our profits will be reinvested in our overseas operations.
remarkable (adj)	/rɪ'mɑːkəbəl/	bemerkenswert	There's nothing particularly remarkable about the film.
reposition (v)	/riːpə'zɪʃən/	repositionieren, neu aufstellen, umorientieren	By adding several key value innovations, he effectively repositioned the circus.
revolutionary (adj)	/revə'ljuːʃənri/	revolutionär	They are working on a treatment for cancer that researchers say is potentially revolutionary .
risky (adj)	/'rɪski/	riskant	The decision is a politically risky one.
rivalry (n)	/'raɪvəlri/	Konkurrenz(kampf), Rivalität	There is friendly rivalry between the two teams.
scratch (v) scratch a living	/skrætʃ/ /'skrætʃ ə ,lɪvɪŋ/	(zusammen)kratzen den Lebensunterhalt zusammenkratzen	The farmer somehow managed to scratch a living from the arid land.
sector (n)	/'sektə/	Bereich, Sektor	A number of key sectors of the economy are in trouble.
seek out (phr v)	/siːk 'aʊt/	ausfindig machen, herausfinden	Corbett resolved to seek out the truth.
sensational (adj)	/sen'seɪʃənəl/	sensationell	The team are still celebrating after their sensational victory in the FA Cup.

shot (n) call the shots	/ʃɒt/ /kɔ:l ðə 'ʃɒts/	Schuss das Sagen haben	Since Johnston's illness it's his son that calls the shots in the company.
shrink (v) (opposite = expand)	/'ʃrɪŋk/	schrumpfen (Gegenteil = zunehmen)	The company's profit margins shrank from 32.5 per cent to 17 per cent.
significantly (adv)	/sɪg'nɪfɪkəntli/	beträchtlich	As an organisation, we've grown significantly .
sophisticated (adj) (opposite = unsophisticated)	/sə'fɪstɪkətəd/	anspruchsvoll (Gegenteil = anspruchlos)	Consumers are getting more sophisticated and more demanding.
speak (v) speak for itself	/spi:k/ /'spi:k fər ɪtself /	sprechen für sich sprechen	His success as a lawyer speaks for itself .
spectacular (adj)	/spek'tækjələ/	sensationell, spektakulär	The show was a spectacular success.
spoilt (adj) spoilt for choice	/spɔ:lt/ /'spɔ:lt fə 'tʃɔ:ɪs/	verwöhnt die Qual der Wahl haben	If you're looking for a restaurant, you'll be spoilt for choice in this town.
stand out from sth (phr v)	/stænd 'aʊt frəm ˌsʌmθɪŋ/	hervorstechen aus etw., sich abheben von etw.	Think about how you can make your CV stand out from all the rest .
stay ahead of sth (phr v)	/steɪ ə'hed əv ˌsʌmθɪŋ/	den Vorsprung vor jdm. halten	We need to broaden our customer base in order to stay ahead of the competition .
strategic (adj)	/strə'ti:ʒɪk/	strategisch	She was responsible for the firm's strategic planning.
strategy (n)	/'strætəʒi/	Strategie, Vorgehensweise	The countries hope to devise a common strategy to provide aid.

stretch (v) stretch a brand	/stretʃ/ /stretʃ ə 'brænd/	dehnen, ausweiten eine Marke aus- weiten	We plan to stretch the Elita brand and open a chain of nightclubs of the same name.
synergy (n)	/'sɪnədʒi/	Synergie	Profitability is expected to benefit from synergies between the two operations.
target (n) target market	/'tɑːɡət/ /'tɑːɡət ˌmɑːkɪt/	Ziel(setzung) Zielmarkt	Not many states will meet their targets for energy conservation. This car is aimed at a younger target market .
tattered (adj)	/'tætəd/	zerlumpt, abgerissen	The children were dressed in dirty, tattered clothes.
theory (n)	/'θɪəri/	Theorie	He had a theory that the germs caused disease.
threat (n)	/θret/	Bedrohung	She is not viewed as a threat by her former employer.
threateningly (adv)	/'θretənɪŋli/	bedrohlich, drohend	He moved forwards threateningly .
track (v)	/træk/	verfolgen	We track the career progress of our top graduates.
turnover (n)	/'tɜːnəʊvə/	Umsatz	The company has an annual turnover of over £150 million.
ultimate (adj)	/'ʌltɪmət/	schlussendlich, ultimativ	Independence remains their ultimate political goal.
uncontested (adj) (opposite = contested)	/ʌnkən'testəd/	unbestritten (Gegenteil = umstritten)	Dalton rose to become the uncontested leader of the party.

venture (n)	/ˈventʃə/	Unternehmung, Projekt	The event will be a joint venture between the British and Italian authorities.
venue (n)	/ˈvenjuː/	Veranstaltungs-, Austragungsort	The castle is a popular venue for wedding receptions.

Unit 12

headword	pronunciation	translation/notes	example sentence
----------	---------------	-------------------	------------------

abuse (v)	/əˈbjuːz/	missbrauchen, miss- handeln, malträtieren	The mouse gets physically abused more than any other piece of equipment.
account (n) on no account	/əˈkaʊnt/ /ɒn nəʊ əˈkaʊnt/	Konto, Bericht, Rechnung, auf keinen Fall	On no account should the soldiers be blamed for what happened.
anticipate (v)	/ænˈtɪsɪpeɪt/	erwarten, vorhersehen	Luckily we had anticipated the question.
antitrust trial (n)	/æntɪˈtrʌst ˌtraɪəl/	Kartellverfahren	The purpose of an antitrust trial is to prevent companies from controlling prices and reducing competition.
asap (abbrev) (= as soon as possible)	/ˌeɪsəˈpiː/	(Abkürzung für:) so bald als möglich	I want those files on my desk asap .
attachment (n)	/əˈtætʃmənt/	Anhang, Anlage	Can you send me the report again? I can't open the attachment .

attribute sth to sb/sth (phr v)	/ə'trɪbjʊ:t sʌmθɪŋ tə ˌsʌmbədi/ ˌsʌmθɪŋ/	jdm. etw. zurechnen, zuschreiben	Her teachers attributed her learning difficulties to emotional problems.
ban (v)	/bæn/	verbieten, sperren	The book was banned from school libraries.
barrier (n)	/'bæriə/	Barriere, Hindernis, Barriere	Language differences did not appear to be a barrier.
be (v) where sb is with sth	/bi:/ /weə sʌmbədi 'ɪz wɪθ ˌsʌmθɪŋ/	sein wo jd. mit etw. ist / steht	Can you update me on where we are with the Japanese visit?
blow sb away (phr v)	/bləʊ ˌsʌmbədi ə'weɪ/	jdn. umwerfen, (hier:) umhauen	When I heard that song for the first time it just blew me away.
blunder (n)	/'blʌndə/	Fehler, Patzer, Schnitzer	Officials were accused of making a huge administrative blunder.
breakdown (n)	/'breɪkdaʊn/	Analyse, Aufschlüsselung	We'll need to see a breakdown of these figures before we sign the contract.
BTW (abbrev) (= by the way)	/baɪ ðə 'weɪ/	(Abkürzung für:) übrigens	BTW Max and I are going to the cinema tonight. Do you want to join us?
businesslike (adj)	/'bɪznəslaɪk/	sachlich, geschäftsmäßig, nüchtern	Alan chaired the meeting in a very businesslike way.
challenge (n)	/'tʃæləndʒ/	Herausforderung	I was bored with my job and felt I needed more challenge.
check sth against sth (phr v)	/'tʃek sʌmθɪŋ əɡenst ˌsʌmθɪŋ/	etw. mit etw. abgleichen	The police are checking his fingerprints against their database.
cheers! (interj)	/'tʃɪəz/	Prost!, (hier:) Danke!	'Here's that book you wanted to borrow.' 'Oh,

			cheers.'
chew over (phr v)	/tʃu: 'əʊvə/	brüten, sinnen über, überdenken	Officials meet regularly to chew over the future of the company.
circulate (v)	/'sɜ:kjələɪt/	verbreiten, umlaufen, zirkulieren	The letter has been circulated to shareholders.
circumstance (n) in/under no circumstances	/'sɜ:kəmstəns/ /ɪn/ˌʌndə nəʊ 'sɜ:kəmstənsəz/	Umstand auf keinen Fall	In no circumstances will we agree to splitting up the company.
clarification (n)	/ˌklærɪfɪ'keɪʃən/	Klärung, Klarstellung	Please contact us if you require clarification of any of these matters.
collaborate with sb (v)	/kə'læbəreɪt wɪθ ˌsʌmbədi/	mit jdm. zusammen- arbeiten	We have been collaborating closely with teachers in devising the lesson plans.
come up with sth (phr v)	/kʌm 'ʌp wɪθ ˌsʌmθɪŋ/	mit etw. aufwarten, sich etw. ausdenken, sich etw. einfallen lassen	Is that the best solution you can come up with ?
concerned (adj) as far as ... is concerned	/kən'sɜ:nd/ /əz fɑ:r əz ... ɪz kən'sɜ:nd/	betroffen, beteiligt was ... angeht	I make the decisions as far as finance is concerned .
cool (adj)	/ku:l/	kühl, (hier:) toll, cool, geil	He ended up with a cool £50,000.
copy sb in on sth (phr v)	/'kɒpi sʌmbədi ɪn ɒn ˌsʌmθɪŋ/	jdn. zu etw. auf cc setzen	Can you copy me in on all the arrangements you make with Transco.
cost (n) to sb's cost	/kɒst/ /tə ˌsʌmbədɪz 'kɒst/	Kosten auf jds. Kosten	George is not always honest, as I discovered to my cost .

costing (n)	/ˈkɒstɪŋ/	Kostenrechnung, Kostenseite	It's an exciting proposition, but just a quick look at the costing shows that it isn't viable.
craft (v)	/kra:ft/	gestalten, fertigen	There have been many attempts to craft a permanent peace settlement.
crap (n)	/kræp/	Scheiße, Mist	They're showing a load of crap on TV this Christmas.
crosscheck (v)	/krɒs'tʃek/	nachprüfen, abklären, gegenchecken	This looks fine but we'll need to crosscheck those figures.
cyberspace (n)	/saɪbə'speɪs/	Cyberspace	Imagine how many viruses there are out there in cyberspace !
damage (v)	/'dæmɪdʒ/	beschädigen	Many buildings and cars had been damaged in the blast.
dash off (phr v)	/dæʃ 'ɒf/	etw. schnell erledigen	I sat down and dashed off a couple of notes.
delegate (v)	/'deləgeɪt/	delegieren, übertragen	He always delegates boring tasks to his assistant.
demo (n) (= demonstration)	/'deməʊ/	Demo (= Demonstration)	They gave us a demo of what the device is capable of.
deny (v)	/də'naɪ/	leugnen, abstreiten	A spokesman denied that the company had acted irresponsibly.
destined (adj)	/'destɪnd/	(vorher)bestimmt	We both felt that we were destined to meet.
discipline (v)	/'dɪsɪplɪn/	disziplinieren, bestrafen	The strikers were disciplined by management.
distract (v)	/dɪ'strækt/	ablenken	She was distracted by the sound of running water.

do with sth (phr v)	/ˈduː wɪθ ˌsʌmθɪŋ/	etw. gebrauchen können	It's been a long day. I could do with a glass of wine .
draft (n)	/dra:ft/	Entwurf	I showed David a draft of the letter and he suggested a few changes.
dysfunction (n)	/dɪsˈfʌŋkʃən/	Störung, Defekt	This problem is the result of a dysfunction of bureaucracy.
emoticon (n)	/ɪˈməʊtɪkɒn/	Emoticon, Gefühls- äußerung ausdrückende Zeichenkombination für Internetkommunikation	My mobile contains lots of emoticons but I never use them.
end (n) tie up loose ends	/end/ /taɪ ʌp luːs ˈendz/	Ende offene Fragen klären, etw. erledigen	There are just one or two loose ends of the case to tie up .
end up (phr v)	/end ˈʌp/	letztendlich so kommen, etw. tun	I ended up spending the night in the airport.
enthusiasm (n) rush of enthusiasm	/ɪnˈθuːzɪæzəm/ /rʌʃ əv ɪnˈθuːzɪæzəm/	Begeisterung, Enthusiasmus Welle der Begeisterung	In a rush of enthusiasm I bought an exercise bike!
exchange (v)	/ɪkˈstʃeɪndʒ/	(aus)tauschen	We've exchanged several emails on the subject.
explicit (adj) (opposite = implicit)	/ekˈsplɪsɪt/	ausführlich, eindeutig, direkt, explizit (Gegenteil = nicht ausdrücklich, still- schweigend, indirekt	The film is quite sexually explicit .

eye (n) run/cast your eye over sth	/aɪ/ /ʁʌŋ/kɑ:st jə 'aɪ əʊvə ˌsʌmθɪŋ/	Auge einen Blick auf etw. werfen	Can you cast your eye over these costings when you get a moment.
fast track (n)	/fɑ:st 'træk/	Schnellspur, Überholspur	He's obviously on the fast track to success.
feasibility study (n)	/fi:zə'bɪləti ˌstʌdi/	Machbarkeitsstudie	A feasibility study found the site unsuitable for development.
for (prep) be all for sth	/'fɔ:/ /bi: ə:l 'fɔ: ˌsʌmθɪŋ/	für ganz für etw. sein	I'm all for recycling but this system is very complicated.
forward (v)	/'fɔ:wəd/	vorantreiben, weiterleiten, senden	Your enquiry has been forwarded to our head office.
frankly (adv)	/'fræŋkli/	ehrlich gesagt	Frankly , I couldn't care less what he thinks.
FYI (abbrev) (= for your information)	/ˌfi: jər ɪnfə'meɪʃən/	(Abkürzung:) zu Ihrer / deiner Information	FYI , my name's Alison not Anna.
gear (n)	/'gɪə/	Gang (z.B. beim Auto)	Her electoral campaign has switched back into gear .
get back to sb on/with sth (phr v)	/get 'bæk tə ˌsʌmbədi ɒn/wɪθ ˌsʌmθɪŋ/	sich wieder bei jdm. mit etw. melden, sich nochmals bei jdm. wegen etw. in Verbindung setzen	Can you get back to me on those figures by the end of the day?
get on to sb (phr v)	/get 'ɒn tə ˌsʌmbədi/	jdn. (wg. etw.) kontaktieren	You need to get onto your landlord about that leaky roof.
glance (n) at first glance	/glɑ:ns/ /æt fɜ:st 'glɑ:ns/	Blick auf den ersten Blick	At first glance , the report looked very

			professional but when I read it properly it was full of grammatical errors.
go down (phr v) go down well/badly	/gəʊ 'daʊn/ /gəʊ 'daʊn wel/,bædli/	hinuntergehen bei jdm. gut / schlecht ankommen	The plan to put rents up has not gone down well with tenants.
hand (n) take sth off sb's hands	/hænd/ /teɪk ˌsʌmθɪŋ ɒf ˌsʌmbədɪz 'hændz/	Hand etw. aus jds. Hand nehmen, jdm. etw. abnehmen	Have you got time to take the travel arrangements off my hands ?
hang (v)	/hæŋ/	hängen, (hier:) wie geht's?	Hi, Joe, how's it hanging ?
hastily (adv)	/'heɪstɪli/	hastig, eilig	I found a hastily written note from Mike on the kitchen table.
head (n) off the top of your head	/hed/ /ɒf ðə tɒp ɒf jə 'hed/	Kopf aus dem Stegreif	Off the top of my head , I'd say we have about 200 members.
honesty (n)	/'ɒnəsti/	Ehrlichkeit, Offenheit, Aufrichtigkeit	Is honesty really the best policy or can it get you into trouble?
implication (n)	/ɪmˌplɪ'keɪʃən/	Auswirkung, Bedeutung, Tragweite	We need to consider the financial implications of these changes.
indisputable (adj)	/ɪndɪs'pjʊ:təbəl/	unstreitbar, unbestritten, unstrittig	Her bravery is indisputable .
input (n)	/'ɪnpʊt/	Beitrag, Einsatz	Input from visiting scientists will increase the value of our work.
intriguing (adj)	/ɪn'tri:ɡɪŋ/	faszinierend	This would make an intriguing subject for future research.

invest (v)	/ɪn'vest/	einsetzen, investieren	You have to be willing to invest a lot of time in taking care of elderly parents.
job (n) do a great job	/dʒɒb/ /du: ə greɪt 'dʒɒb/	Arbeit, Job gute Arbeit leisten	You've done a great job on Harry's bedroom.
ladder (n)	/'lædə/	Leiter	She was high enough on the corporate ladder to take time off whenever she wanted.
leave sth to sb (phr v)	/'li:v sʌmθɪŋ tə ,sʌmbədi/	jdm. etw. überlassen	Don't worry – just leave everything to me .
leave sth with sb (phr v)	/'li:v sʌmθɪŋ wɪθ ,sʌmbədi/	etw. bei jdm. abstellen, belassen	Leave it with me and I'll see if I can sort something out.
liaise with sb (phr v)	/'li:'eɪz wɪθ ,sʌmbədi/	mit jdm. in Kontakt sein	Community workers will liaise with the police in an effort to prevent further violence.
line (n) in line with sth	/laɪn /ɪn 'laɪn wɪθ ,sʌmθɪŋ/	Linie, Reihe mit etw. übereinstimmen, einer Sache entsprechen	The costs were very much in line with what we expected.
loop (n) keep sb in the loop	/lu:p/ /ki:p ,sʌmbədi ɪn ðə 'lu:p/	Schleife, Schlaufe jdn. auf dem Laufenden halten	Our financial director wants to be kept in the loop throughout the negotiations.
loser (n)	/'lu:zə/	Verlierer, Versager	Drugs are for losers .
mass mailing (n)	/mæs 'meɪɪŋ/	Massenversand von (Werbe)post	People send out mass mailings without considering whether an email is relevant to everyone on their list.
neck (n) be up to your neck in sth	/nek/ /bi: ʌp tə jə 'nek ɪn ,sʌmθɪŋ/	Nacken bis zum Hals in etw.	I'm up to my neck in work at the moment,

		stecken, in etw. ersticken	but I'll deal with it as soon as I can.
neglect (v)	/nr'glekt/	vernachlässigen	His work has been badly neglected .
neutral (adj)	/'nju:trəl/	neutral	Her voice remained neutral as she spoke.
notice (n) short notice	/'nəʊtɪs/ /ʃɔ:t 'nəʊtɪs/	Mitteilung, Bekanntmachung kurzfristig, unverzüglich, auf die Schnelle	Finding a replacement could prove difficult at short notice .
outburst (n)	/'aʊtbʊ:st/	Ausbruch	His colleagues used to be shocked by his outbursts of temper.
overuse (n) (opposite = underuse)	/,əʊvə'ju:s/	Überbeanspruchung (Gegenteil = Unterbeanspruchung)	Did you notice his overuse of the phrase 'don't ask me'?
pain (n)	/peɪn/	Schmerz, Qual, Mühe, (hier:) Nervensäge	You're being a real pain !
part (n) for sb's part	/pɑ:t/ /fə ,sʌmbədɪz 'pɑ:t/	Teil was jdn. anbetrifft	For my part , I would prefer to continue with the current plan.
pay out (phr v)	/peɪ 'aʊt/	ausgeben, auszahlen	We've paid out thousands of pounds in health insurance over the years.
personalise (v)	/'pɜ:sənəlaɪz/	personalisieren, individualisieren	The software allows us to personalise client letters.
point (n) to the point	/pɔɪnt/ /ɪtv ðə 'pɔɪnt/	Punkt, Standpunkt auf den Punkt, treffend, zur Sache	The letter from the bank was brief and to the point .

up to a point	/ˌʌp tə ə 'pɔɪnt/	bis zu einem gewissen Grad, bis zu einer gewissen Grenze	Self-expression is good up to a point but you can't just let these kids run wild.
possession (n)	/pə'zeʃən/	Besitz	Several old medals have come into my possession .
potential (n)	/pə'tenʃəl/	Potenzial, Leistungsfähigkeit	Our common goal is to maximise our potential for economic growth.
practice (n) (opposite = theory) in practice	/'præktɪs/ /ɪn 'præktɪs/	Praxis (Gegenteil = Theorie) in der Praxis, in Wirklichkeit	Drivers say we need speed limits but, in practice , they don't respect them.
precaution (n) take the precaution of ...	/prɪ'kɔːʃən/ /teɪk ðə prɪ'kɔːʃən əv/	Vorsichtsmaßnahme sicherheitshalber, vorsichtshalber etw. tun	We took the precaution of locking all the doors.
preview (n) sneak preview	/'priːvjʊː/ /sniːk 'priːvjʊː/	Vorschau inoffizielle Vorschau	Here's a sneak preview of next week's episode.
professionalism (n)	/prə'feʃənəlɪzəm/	Professionalität	I admired her professionalism in dealing with the task.
prospect (n)	/'prɒspekt/	Aussicht, Chance, Perspektive	Your employment prospects would be much better if you finished your degree.
push out (phr v)	/pʊʃ 'aʊt/	verdrängen	The big supermarkets have pushed many smaller shops out of business.
rage (n)	/reɪdʒ/	Randale im Flugzeug	It is clear that air rage is now on the increase.
reflect (v)	/rɪ'flekt/	widerspiegeln, zurück-	

reflect well/badly on sb	/rɪ'flekt wel/bædli ɒn ˌsʌmbədi/	werfen, überlegen ein gutes / schlechtes Licht auf jdn. werfen, jdn. in ein gutes / schlechtes Licht stellen	The solution to the crisis reflected very well on the government.
reflection (n) on reflection	/rɪ'flekʃən/ /ɒn rɪ'flekʃən/	Betrachtung, Überlegung bei (genauerer / näherer) Betrachtung	At the time I thought I was right, but on reflection I think perhaps I wasn't.
regret (v)	/rɪ'gret/	bedauern	Have you ever done anything you regret ?
reprimand (v)	/reprɪ'mɑːnd/	tadeln	He was severely reprimanded for his unsuitable behaviour.
resort (n) as a last resort	/rɪ'zɔːt/ /æz ə lɑːst rɪ'zɔːt/	Ausweg, Rettung als letzte Zuflucht, als letztes Mittel	The government will impose a state of emergency only as a last resort .
resort to sth (phr v)	/rɪ'zɔːt tə ˌsʌmθɪŋ/	zu etw. greifen, auf etw. zurückgreifen	I think we can solve this problem without resorting to legal action.
respond (v)	/rɪ'spɒnd/	antworten, reagieren, eingehen auf	Thousands of readers responded to our questionnaire.
response (n)	/rɪ'spɒns/	Antwort, Rückmeldung, Reaktion	I've left messages, but there's been no response .
rethink (n)	/'riːθɪŋk/	Überdenken, Umdenken	The shooting has forced a rethink of government security measures.
reveal (v)	/rɪ'viːl/	aufdecken, offenbaren, zeigen	The survey revealed that many consumers are aware of the risks involved.

rumour (n)	/ˈru:mə/	Gerücht	A student had been spreading rumours about the teachers.
scrap (v)	/skræp/	verwerfen, fallen lassen	There is talk of scrapping the age limit altogether.
screw (v)	/skru:/	schrauben, linken, (hier:) heraus-, erpressen, jdm etw. aus dem Kreuz leiern	We were just screwed out of £20!
seriously (adv) take sb seriously	/'sɪəriəsli/ /teɪk ˌsʌmbədi 'sɪəriəsli/	ernst, ernstlich, im Ernst jdn. ernst nehmen	You need to start taking the doctor seriously or you won't get better.
settle (v) settle out of court	/'setəl/ /'setəl aʊt əv ˌkɔ:t/	begleichen, erledigen, abklären sich außergerichtlich einigen	Mr Wadeson agreed to settle out of court .
sloppy (adj)	/'slɒpi/	schlampig, schludrig, nachlässig	This was a sloppy piece of work. You can do much better.
smiley (n)	/'smɑ:li/	Strichgesicht, Smiley	Using a smiley in an email is supposed to emphasise you're making a joke.
sort sth out with sb (phr v)	/'sɔ:t sʌmθɪŋ aʊt wɪθ ˌsʌmbədi/	etw. mit jdm. klären	I'll try to sort the problem out with the airline .
sound sb out on sth (phr v)	/'saʊnd sʌmbədi aʊt ɒn ˌsʌmθɪŋ/	jdn. zu etw. befragen, jdn. über etw. aushorchen	Candidates will be sounding out voters on their opinions during the months before the election.
stand in for sb (phr v)	/'stænd 'ɪn fə ˌsʌmbədi/	für jdn. einspringen, jdn. vertreten	I'll be standing in for Peter while he's away.

strictly (adv)	/ˈstriktli/	streng (genommen), zweifellos	That's not strictly true.
stylish (adj)	/ˈstaɪlɪʃ/	modisch, elegant	The head teacher is a very stylish dresser.
subject line (n)	/ˈsʌbdʒekt laɪn/	Betreffzeile	You can't always tell from the subject line whether or not an email is junk.
submit (v)	/sʌb'mɪt/	einreichen, vorlegen, liefern	The plans will be submitted next week.
suck (v)	/sʌk/	(aus)saugen, (hier): unangenehm / mies / ätzend sein	If your job really sucks , leave it.
sue (v)	/su:/	ver-, anklagen	Burnett sued the newspaper for libel and won.
suspend (v)	/sə'spend/	aussetzen, sperren	The Football Association suspended him for spitting at an opponent.
swear (v)	/ˈswɛə/	schwören, fluchen, vereidigen	She was shouting and swearing at everyone.
take on (phr v)	/teɪk 'ɒn/	annehmen, auf sich nehmen	I can't take on any more work at the moment.
take sb up on sth (phr v)	/teɪk ˌsʌmbədi ʌp 'ɒn/	jdn. in Bezug auf etw. beim Wort nehmen	I've decided to take you up on that job offer .
tempt (v)	/tempt/	verlocken, reizen, verleiten	Don't be tempted to spend too much.
theory (n) (opposite = practice) in theory	/ˈθiəri/ /ɪn 'θiəri/	Theorie (Gegenteil = Praxis) theoretisch	In theory , anything could happen.

thought (n) on second thoughts	/θɔ:t/ /ɒn ˌsekənd 'θɔ:ts/	Gedanke, Überlegung bei näherem / nochmaligem Nach- denken	We don't need an umbrella. On second thoughts , maybe we do.
time (n) buy time	/baɪ 'taɪm/	Zeit Zeit gewinnen	We hope this new drug might buy him some time .
tolerant (adj) (opposite = intolerant)	/'tɒlərənt/	tolerant (Gegenteil = intolerant)	Perhaps you need to be more tolerant of your neighbours.
tone (n)	/təʊn/	(Umgangs-)Ton	Their next letter was more optimistic in tone .
touch (n) the personal touch be out of touch with sb	/tʌtʃ/ /ðə ˌpɜ:sənəl 'tʌtʃ/ /bi: aʊt əv 'tʌtʃ wɪθ ˌsʌmbədi/	Berührung, Note die persönliche Note zu jdm. keinen Kontakt mehr haben	The hotel provides good service and the personal touch . I've been out of touch with the office since I've been in Thailand.
Trash (n) (US)	/træʃ/	Müll, Abfall	I threw my passport in the trash by mistake.
trust (v)	/trʌst/	vertrauen, hoffen	I trust your wife is keeping well.
typo (n)	/'taɪpəʊ/	Tipp-, Druckfehler	I counted seven typos in the first paragraph alone!
undemanding (adj) (opposite = demanding)	/ʌndɪ'mɑ:ndɪŋ/	anspruchslos (Gegenteil = anspruchsvoll)	When I first came back to work, a very undemanding job suited me but now I'm ready for more of a challenge.
undermine (v)	/ʌndə'maɪn/	untergraben, aus- höhlen schwächen	Business confidence was undermined by a series of major failures.

		unterminieren	
unearth (v)	/ʌn'ɜ:θ/	ausgraben, zutage fördern, ausfindig machen	He unearthed a rare early recording by Billie Holiday.
unleash (v)	/ʌn'li:ʃ/	von der Leine lassen, entfesseln, auslösen	The new tax laws have unleashed a storm of criticism.
update (v)	/ʌp'det/	aktualisieren, auf den neuesten Stand bringen	Dr Cooper can update us on the latest developments.
wane (v)	/weɪn/	abnehmen, schwinden	His enthusiasm was waning fast.
way (n) way to go! find your way into/onto	/weɪ/ /weɪ tə 'gəʊ/ /ˌfaɪnd jə 'weɪ ɪntu/ ɒntu/	Weg weiter so!, gut / toll gemacht! Einzug halten in, gelangen in / an	Way to go , Mary! Keep up the good work. Somehow his letter of apology found its way onto the Internet .
whatsoever (pron)	/wɒtsəʊ'evə/	was auch immer, jeglich	Ross had nothing whatsoever to do with the incident.
whole (n) on the whole	/həʊl/ /ɒn ðə 'həʊl/	ganz alles in allem, im (Großen und) Ganzen	On the whole , she felt that the report was fair.

Unit 13

headword	pronunciation	translation/notes	example sentence
----------	---------------	-------------------	------------------

This file has been downloaded from www.hueber.de.
It is photocopiable, but all copies must be complete pages.
© Macmillan Publishers Limited 2010.
German Translation © Hueber Verlag 2010.

In Company 2nd Edition Upper-Intermediate, Units 11-15
Page 27 of 72

above (prep) above all	/ə'baʊ/ /ə'baʊ ə:l/	über vor allem	He will be remembered above all as a loving husband and family man.
accelerate (v)	/æk'seləreɪt/	beschleunigen	The increased capital could greatly accelerate economic development.
accumulate (v)	/ə'kjʊ:mjələɪt/	ansammeln	Over the years, I had accumulated hundreds of books.
appointment (n)	/ə'pɔɪntmənt/	Termin	Internal appointments are advertised on the notice board.
attack (n) come under attack	/ə'tæk/ /kʌm ˌʌndər ə'tæk /	Angriff, Attacke unter Beschuss geraten, angegriffen werden	Both candidates have come under attack for their health-care proposals.
attention (n) capture sb's attention	/ə'tenʃən/ /ˌkæptʃə sʌmbədɪz ə'tenʃən/	Aufmerksamkeit jds. Aufmerksamkeit erregen	What first captured my attention was his voice.
ballpark figure (n)	/'bɔ:lpɑ:k ˌfɪgə/	Richtwert, grobe Schätzung	This is just a ballpark figure , remember?
battle (n)	/'bætəl/	Schlacht	One of the major players has dropped out of the takeover battle .
beg sb to do sth (phr v)	/'beg sʌmbədi tə du: ˌsʌmθɪŋ/	jdn. (inständig) bitten, etw. zu tun	She had written a letter begging him to come back .
bestow sth on sb (phr v)	/'bɪ'stəʊ sʌmθɪŋ ɒn ˌsʌmbədi/	jdm. etw. schenken, überschreiben, verleihen, überlassen	The king had friends on whom he bestowed land and privileges .

brink (n) on the brink of sth	/brɪŋk/ /ɒn ðə 'brɪŋk əv ˌsʌmθɪŋ/	Rand, Grenze kurz vor etw. stehen	She believed she was on the brink of discovering a cure for cancer.
brotherhood (n)	/'brʌðəhʊd/	Brüderschaft	He taught us freedom, tolerance, and brotherhood .
call (n) call to action	/kɔ:l/ /kɔ:l tə 'ækʃən/	Ruf Aufruf zum Handeln	This accident should be seen as a call to action .
cash flow (n)	/'kæʃ fləʊ/	Cashflow, Liquidität	Getting the money upfront will improve our cash flow significantly.
centralise (v) (opposite = decentralise)	/'sentrəlaɪz/	zentralisieren (Gegenteil = dezentralisieren)	The company plans to centralise its financial services at its new location.
chance (n) the chances are slim	/'tʃɑ:ns/ /ðə 'tʃɑ:nsəz ɑ: ˌslɪm/	Chance, Wahrscheinlichkeit die Chance ist gering	The chances are slim that a recession can be avoided now.
charisma (n)	/'kærɪzmə/	Ausstrahlung, Charisma	Our accounts manager is a man sadly lacking in charisma .
charismatic (adj)	/'kærɪz'mætɪk/	charismatisch	What the party needs is a more charismatic leader.
circumstance (n) under no circumstances	/'sɜ:kəmstəns/ /ˌʌndə nəʊ 'sɜ:kəmstənsəz/	Umstand auf keinen Fall	Under no circumstances will we agree to splitting up the company.
come across sth (phr v)	/'kʌm ə'krɒs ˌsʌmθɪŋ/	(zufällig) auf etw. stoßen	I came across a word I'd never seen before.
contentment (n)	/'kɒn'tentmənt/	Zufriedenheit	He has found contentment and satisfaction

			in his work.
contrast (n)	/ˈkɒntrɑːst/	Kontrast	You can emphasise your point by using contrasts .
counterproductive (adj)	/ˌkaʊntəprəˈdʌktɪv/	kontraproduktiv	Research shows that sending young offenders to prison can be counterproductive .
creed (n)	/kriːd/	Glauben(szugehörigkeit)	People of all races, colours, and creeds have to live together.
crisis management (n)	/ˈkraɪsɪs ˌmænɪdʒmənt/	Krisenmanagement	We've brought in an expert on crisis management to see the company over the next few weeks.
debate (n) heated debate	/dɪˈbeɪt/ /ˌhiːtəd dɪˈbeɪt/	Debatte, Gespräch hitze Debatte	The proposals provoked a heated debate .
decentralise (v) (opposite = centralise)	/diˈsentʃəlaɪz/	dezentralisieren (Gegenteil = zentralisieren)	In 1998 the king of Bhutan decentralised power and appointed a central cabinet.
deep (adv) deep down	/diːp/ /diːp ˈdaʊn/	tief (hier:) tief in jds. Innerstem	Deep down I knew that Caroline was right.
deliver (v)	/dɪˈlɪvə/	liefern, von sich geben	The main speech was delivered by Anne Samson.
determine (v)	/dɪˈtɜːmɪn/	festlegen, entscheiden	It is for the court to determine whether she is guilty.
devotion (n)	/dɪˈvəʊʃən/	Hingabe, Aufopferung	Atkinson showed great devotion to duty.

diminish (v)	/dɪ'mɪnɪʃ/	schmälern	The delay may well have diminished the impact of their campaign.
divided (adj)	/dɪ'vaɪdəd/	geteilt(er Meinung sein)	Traders seem divided over how the market will react to this news.
drive (n)	/draɪv/	Tatkraft, Energie, Schwung, Elan	As a student she was full of drive and ambition.
dynamism (n)	/'daɪnəmɪzəm/	Dynamik	People responded positively to Ruth's cheerfulness and dynamism .
egalitarianism (n)	/i:ɡælɪ'teəriə,nɪzəm/	Egalitarismus	Egalitarianism is a social system in which everyone has equal status and the same money and opportunities.
elevate (v)	/'elɪveɪt/	erheben	The president elevated him to the chairmanship of the council.
embrace (v)	/ɪm'breɪs/	umarmen, sich zu eigen machen, übernehmen	Most countries have enthusiastically embraced the concept of high-speed railways.
emergency stop (n)	/'ɪmɜ:dʒənsɪ ,stɒp/	Nothalt, Notbremsung	He faltered his way through the presentation then came to an emergency stop .
endangered (adj)	/ɪn'deɪndʒəd/	gefährdet, gefährdete Arten betreffend	The red panda is on the endangered list.
endeavour (n)	/ɪn'devə/	Unterfangen, Anstrengung	The whole endeavour was misguided from the start.
excess (n)	/'ekses/	Ausschweifung, Exzess	May has avoided the usual excesses of the rock-star lifestyle.
exhaustive (adj)	/'ɪgzɔ:stɪv/	erschöpfend, vollständig	The list is by no means exhaustive .

faith (n)	/feɪθ/	Glauben, Vertrauen	The attack has destroyed his faith in humankind.
fight (n) not put up much of a fight	/faɪt/ /nɒt pʊt ʌp mʌtʃ əv ə 'faɪt/	Kampf sich nicht zur Wehr setzen, sich nicht auf die Hinterbeine stellen	The competition didn't put up much of a fight so we won the tender.
frankly (adv)	/'fræŋkli/	offen gesagt	Frankly , I couldn't care less what he thinks.
fruition (n) come to fruition	/fru:'ɪʃən/ /kʌm tə fru:'ɪʃən/	Verwirklichung, Erfüllung verwirklicht werden, Früchte tragen	Nobody was sure whether the deal would ever come to fruition .
fulfil (v)	/fʊl'fɪl/	erfüllen	Being a wife and mother doesn't really fulfil me.
gain (n)	/geɪn/	Vorteil, Gewinn	It is a policy that will bring significant gains to all sections of the community.
generation (n)	/dʒenə'reɪʃən/	Generation	The site was preserved as a monument for future generations .
get sth across to sb (phr v)	/get ˌsʌmθɪŋ ə'krɒs tə ˌsʌmbədi/	jdm. etw. verständlich machen, jdm. etw. rüberbringen	What message are you trying to get across to the consumer ?
goalpost (n) move the goalposts	/'gəʊlpəʊst/ /mu:v ðə 'gəʊlpəʊsts/	Torpfosten die Bedingungen einer Abmachung einseitig ändern	Problems arise when people are moving the goalposts and objectives are not clear.
grant (v)	/grɑːnt/	bewähren, bewilligen, einräumen	If permission is granted , they'll start building soon.

gross national product (n)	/ˈgrəʊs næʃənəl ˌprɒdʌkt/	Bruttosozialprodukt	Gross national product is the total value of all goods and services produced in a country in a year, including income received from money invested in other countries.
gun (n) stick to your guns	/ɡʌn/ /stɪk tə jə ˈɡʌnz/	Gewehr nicht locker lassen, seiner Sache treu bleiben	They tried to persuade me, but I stuck to my guns .
halve (v)	/hɑ:v/	halbieren	The number of people contracting the disease has halved .
hand (n) be in sb's hands	/hænd/ /bi: ɪn ˌsʌmbədɪz ˈhændz/	Hand in jds. Verantwortung sein	The decision is now in your hands .
harmony (n)	/ˈhɑ:məni/	Harmonie	This is one of the few remaining tribes that exists in harmony with nature.
haven (n)	/ˈheɪvən/	Hafen, Zufluchtsort	The park has become a haven for local wildlife.
height (n)	/haɪt/	Höhe, Größe	The new manager has raised the club to new heights .
heritage (n)	/ˈherɪtɪdʒ/	Erbe	We recognise the need for the Asian community to preserve their cultural heritage .
honesty (n) (opposite = dishonesty)	/ˈɒnəsti/	Ehrlichkeit (Gegenteil = Unehrlichkeit)	Her honesty was never in question.
humble (v)	/ˈhʌmbəl/	demütigen, bescheiden werden lassen	We feel humbled by our local community's generosity and support.

illiterate (adj) (opposite = literate)	/ɪˈlɪtərət/	ungebildet, Analphabet/in sein (Gegenteil = gebildet, belesen, schreib- und lesekundig)	Almost half the population remains illiterate .
impact (n) make an impact	/ˈɪmpækt/ /meɪk ən ˈɪmpækt/	Wirkung, Eindruck Wirkung zeigen, sich auswirken auf, beeindrucken	She's an excellent athlete who is already making a real impact in world competition.
impression (n) make a lasting impression	/ɪmˈpreʃən/ /meɪk ə ˌlɑːstɪŋ ɪmˈpreʃən/	Eindruck bei jdm. einen bleibenden Eindruck hinterlassen	It's a performance that's sure to make a lasting impression on the judges.
indigenous (adj)	/ɪnˈdɪdʒənəs/	einheimisch, eingeboren	We must work together to protect our indigenous wildlife before it is too late.
infant mortality (n)	/ɪnfənt məˌtæləti/	Kindersterblichkeit	Since 1993 infant mortality in Bhutan has halved.
infrastructure (n)	/ɪnfɹəstrʌktʃə/	Infrastruktur	The infrastructure of a country is the set of systems that affect how well it operates, for example its telephone and transport systems.
ingredient (n)	/ɪnˈɡriːdiənt/	Zutat	Good communication is the magic ingredient in good management.
injustice (n) (opposite = justice)	/ɪnˈdʒʌstɪs/	Ungerechtigkeit (Gegenteil = Gerechtigkeit)	Theirs is the only party which offers a plan for fighting misery and social injustice .
irreparably (adv)	/ɪˈrepərəbli/	unwiderruflich, irreparabel	Her nervous system has been irreparably damaged by the disease.

isolation (n)	/aɪsə'leɪʃən/	Isolation	How will the country deal with its increasing political isolation ?
justice (n) (opposite = injustice) do sth justice	/'dʒʌstɪs/ /duː ˌsʌmθɪŋ 'dʒʌstɪs/	Gerechtigkeit (Gegenteil = Ungerechtigkeit) jdm. Gerechtigkeit widerfahren lassen, jdm. gerecht werden	We are working to build a society based on democracy, peace, and social justice . I don't think his pitch did the product justice .
life expectancy (n)	/'laɪf ɪk'spektənsɪ/	Lebenserwartung	Life expectancy for Bhutanese men has increased from 49 in 1993 to 66 today.
literacy (n)	/'lɪtrəsi/	Lesefähigkeit	Teachers have been asked to concentrate on literacy and numeracy.
malnourished (adj)	/mæl'nʌrɪʃt/	unterernährt	Nearly all the children in the camp are malnourished .
master (v)	/'mɑːstə/	beherrschen	Lewis has mastered the art of giving nothing away in interviews.
message (n) central message	/'mesɪdʒ/ /ˌsentrəl 'mesɪdʒ/	Nachricht, Aussage die zentrale Aussage, Kernaussage	The central message of the film is that taking drugs wrecks lives.
metaphor (n)	/'metəfɔː/	Metapher	He uses the metaphor of the family to describe the role of the state.
metaphorical (adj)	/meta'fɔːrɪkəl/	bildlich, übertragen, metaphorisch	Everyone breathed a metaphorical sigh of relief.
multitude (n)	/'mʌltɪtjuːd/	Vielzahl	The city's museums offer a multitude of cultural possibilities.

name (n) give sb a bad name	/neɪm/ /ɡɪv ˌsʌmbədi ə 'bæd neɪm/	Name, Ruf jdm. einen schlechten Ruf geben	The scandal has given the company a bad name .
net result (n)	/net rɪ'zʌlt/	Nettoergebnis	The net result of this policy has been higher employment but lower wages.
odds (n pl) the odds are against sb	/ɒdz/ /ðə 'ɒdz ɑːr əɡenst ˌsʌmbədi/	Chancen die Chancen stehen schlecht für jdn.	The odds were against him , but he never gave up.
off limits (adv)	/ɒf 'lɪmɪts/	tabu	The evacuated areas remained off limits to the public.
opener (n)	/'əʊpənə/	Öffner, Eröffnung	It can be effective to tell a joke as an opener to your presentation.
opposite (n)	/'ɒpəzɪt/	Gegensatz	We were opposites in character.
oppression (n) (opposite = freedom)	/'ɒpreʃən/	Unterdrückung	The organisation works on behalf of the victims of oppression .
outnumber (v)	/aʊt'nʌmbə/	zahlenmäßig über- treffen, in der Mehrzahl sein	Despite being outnumbered , they managed to fight back bravely.
outperform (v)	/aʊtpə'fɔ:m/	(an Leistung) über- treffen	The Jamaican sprinter consistently outperforms the opposition.
pacifism (n)	/'pæsɪfɪzəm/	Pazifismus	Pacifism is the belief that violence is wrong and that people should refuse to fight in wars.
paradise (n)	/'pærədəɪs/	Paradies	The Seychelles are what most people think of as an island paradise .
party political broadcast (n)	/'pɑːti pə'lɪtɪkəl ˌbrɔːdkɑːst/	parteipolitische Sendung	There now follows a party political broadcast on behalf of the Labour Party.

paternalism (n)	/pə'tɜ:nəlɪzəm/	Bevormundung, Paternalismus	Paternalism is a system in which someone in authority advises and helps people but also controls them by not letting them make their own decisions and choices.
per capita (adv)	/pɜ: 'kæpɪtə/	pro Kopf	Britain spends more per capita on defence than many other European countries.
pool (v)	/pu:l/	bündeln, zusammen- fassen	It seemed sensible for us to pool our resources.
potential (n)	/pə'tenʃəl/	Leistungsvermögen, Potenzial	Our common goal is to maximise our potential for economic growth.
pour (v)	/pɔ:ɹ/	gießen, schütten	The council has poured money into a housing development which nobody wants.
problematic (adj)	/prɒblə'mætɪk/	problematisch	Planning a trip at that time is going to be problematic .
profit margin (n)	/'prɒfɪt ,mɑ:ʒɪn/	Gewinnspanne, -marge	An increase in the cost of raw materials will have a serious effect on our profit margin .
prospect (n)	/'prɒspekt/	Aussicht, Perspektive, Chance	The prospects for employment in the technology sector are especially good right now.
prosperity (n) (opposite = poverty)	/'prɒs'perəti/	Wohlstand, Prosperität (Gegenteil = Armut)	This was a period of peace and national prosperity .
quota (n)	/'kwɒtə/	Anteil, Quote, Kontingent	The UK fishing fleet is likely to reach its annual quota after only six months.
quotation (n)	/'kwɒtə'teɪʃən/	Zitat	She began with a famous quotation from the Bible.
reap (v)	/'ri:p/	ernten, einheimsen	We will all reap the benefits of this important

			research.
reconciliation (n)	/rekənsɪl'eɪʃən/	Versöhnung	Peace can only be achieved through reconciliation .
recovery (n)	/rɪ'kʌvəri/	Erholung, Besserung, Aufschwung	There were still no real signs of an economic recovery .
regulate (v)	/ˈregju:lət/	regulieren, ordnen	The proposal seeks to change the way the airline industry is regulated .
repetition (n)	/repə'tɪʃən/	Wiederholung	Repetition is considered old-fashioned but it can be an effective method of learning.
resist (v)	rə'zɪst/	widerstehen, sich widersetzen	The judge resisted pressure to lengthen the sentence.
resort to sth (phr v)	/rɪ'zɔ:t tə ˌsʌmθɪŋ/	auf etw. zurückgreifen, zu etw. greifen	I think we can solve this problem without resorting to legal action .
respectful (adj)	/rɪ'spektfəl/	respektvoll	His followers kept at a respectful distance.
respond (v)	/rɪ'spɒnd/	antworten, reagieren	The government should listen to industry and respond to its needs.
restrict sth to sth (phr v)	/rɪ'strɪkt sʌmθɪŋ tə ˌsʌmθɪŋ/	etw. beschränken, begrenzen auf etw.	Doctors have restricted the number of visits to two per day .
reverse (n)	/rɪ'vɜ:s/	Gegenteil	Quite the reverse is true.
rhetorical (adj)	/rɪ'tɒrɪkəl/	rhetorisch	Use a range of rhetorical techniques to give your speech more impact.
rhetorical question	/rɪ'tɒrɪkəl ˌkwɛstʃən/	rhetorische Frage	'What are our chances of success?' was a rhetorical question which Mrs Thatcher went on to answer.

root (v)	/ru:t/	(ver-)wurzeln, verankern	Her poetry is deeply rooted in Celtic legend.
seek to do sth (phr v)	/si:k tə 'du: ˌsʌmθɪŋ/	sich bemühen etw. zu tun	The law must seek to protect the democratic rights of citizens.
seize (v)	/si:z/	ergreifen	She seized the opportunity to request promotion.
self-evident (adj)	/self 'evɪdənt/	selbstverständlich, offensichtlich	Our responsibility to the earthquake victims is self-evident .
shoot down (phr v)	/ʃu:t 'daʊn/	abschießen, zur Strecke bringen, zunichte machen	The committee shot down every single one of my proposals.
shrink from sth (phr v)	/'ʃrɪŋk frəm ˌsʌmθɪŋ/	zurückschrecken vor etw., von etw. absehen	He shrank from telling his secrets to anyone.
simplicity (n)	/sɪm'plɪsəti/	Einfachheit	This contradicts the government's promise to introduce simplicity into local government.
sow (v)	/səʊ/	säen	These people want to sow fear and panic among our people.
stake (n) the stakes are high/low	/steɪk/ /ðə 'steɪks ɑ: haɪ/	Anteil, Einsatz, Pfosten das Risiko ist hoch / niedrig	The stakes are high – we would be risking the team's position in the league.
stand (v) stand in the way of sth	/stænd/ /stænd ɪn ðə 'weɪ əv ˌsʌmbədi/	stehen etw. im Weg stehen	You can't stand in the way of progress .
steeped (adj)	/sti:pt/	eingeweicht, (hier:) geschichtsträchtig	The region is steeped in history.
story (n)	/'stɔ:ri/	Geschichte	To cut a long story short , we both spent the night in jail.

sum up (phr v)	/sʌm 'ʌp/	zusammenfassen	I'll sum up briefly and then we'll take questions.
tackle (v)	/'tækəl/	anpacken, angehen, in Angriff nehmen	Successive governments have failed to tackle the question of homelessness.
threat (n) under threat	/θret/ /ˌʌndə θret/	(Be-)Drohung, Gefährdung bedroht, gefährdet	An ancient religious custom is under threat .
threshold (n) on the threshold of sth	/'θreʃhəʊld/ /ɒn ðə 'θreʃhəʊld əv ˌsʌmθɪŋ/	(Tür-)Schwelle auf der Schwelle von etw., vor Beginn von etw.	These young people are on the threshold of their careers .
tone (n)	/təʊn/	(Umgangs-)Ton,	The opening remarks established the tone for the rest of the interview.
top (n) come out on top	/tɒp/ /kʌm aʊt ɒn 'tɒp/	Spitze als Bester abschneiden, sich durchsetzen, vorweg sein	Phil always comes out on top . He's just been promoted again!
track (n) on the right track	/træk/ /ɒn ðə raɪt 'træk/	Spur, Bahn, Gleis auf dem richtigen Weg	The figures show we are on the right track .
trickle in (phr v)	/'trɪkəl ɪn/	eintrudeln	Guests were beginning to trickle into the church.
trivia (n pl)	/'trɪvɪə/	Bagatellen, Belanglosigkeiten, Trivialitäten	She cared nothing for such trivia .
victory (n) score a victory	/'vɪktəri/ /skɔːr ə 'vɪktəri/	Sieg einen Sieg erringen	Last night the SNP scored a notable victory .

virgin (adj)	/ˈvɜːdʒɪn/	jungfräulich, unberührt, (hier:) Ur-	The government has belatedly introduced measures to protect virgin forest.
---------------------	------------	---	---

Unit 14

headword	pronunciation	translation/notes	example sentence
abruptly (adv)	/əˈbrʌptli/	plötzlich, abrupt	Mark stopped abruptly in mid-sentence.
absolutely (adv)	/æbsəˈluːtli/	absolut, völlig, total	The food was absolutely fantastic.
amazing (adj)	/əˈmeɪzɪŋ/	erstaunlich, verblüffend, unglaublich	We had an amazing time in Thailand.
ancient (adj)	/ˈeɪnʃənt/	alt, antik	I watched a documentary ancient civilisations.
antisocial (adj) (opposite = sociable)	/æntɪˈsəʊʃəl/	unsozial, (hier:) ungesellig	Meg's husband is quite antisocial , so they don't go out much.
anyway (adv)	/ˈeniweɪ/	sowieso, jedenfalls, überhaupt, trotzdem, wie auch immer	Anyway , as I was saying, things really have started to improve.
apology (n)	/əˈpɒlədʒi/	Entschuldigung	He made a public apology for his remarks.
appetising (adj) (opposite = unappetising)	/ˈæpətaɪzɪŋ/	appetitlich, verlockend	Serve with fresh raspberries to make it look really appetising .

		(Gegenteil = unappetitlich)	
astonished (adj)	/ə'stɒnɪʃt/	erstaunt, überrascht	I was astonished to see so many people there.
back (adv) way back	/bæk/ /weɪ 'bæk/	zurück vor langer Zeit, lange zurückliegend	I graduated way back in 1982.
backlog (n)	/'bæklɒɡ/	(Arbeits-, Auftrags-) Rückstand	We're working weekends in order to clear a backlog of orders.
balanced (adj)	/'bælənst/	ausgewogen	He's a journalist who usually gives a balanced view of the situation.
big shot (n)	/bɪɡ 'ʃɒt/	große Nummer, hohes Tier, Bonze	He's a big shot in the film industry.
bitterly (adv)	/'bɪtəli/	bitter(lich), vehement	He complained bitterly that no one had bothered to ask his opinion.
blame (v)	/bleɪm/	die Schuld geben, verantwortlich machen	'Then I told him to leave.' 'I don't blame you!'
blissfully (adv)	/'blɪsfəli/	glücklich, selig, glücklichselig	They were still blissfully unaware of what had happened.
body (n)	/'bɒdi/	Körper, (hier:) Fülle, Gehalt, Aroma	Serve this casserole with a red wine with plenty of body .
bother (v)	/'bɒðə/	(hier:) stören	Doesn't the noise bother you when you're trying to sleep?
bouquet (n)	/bu'keɪ/	Bukett, Duft	It's a white wine with a delicate bouquet .

brehtakingly (adv)	/ˈbreɪtʰeɪkɪŋli/	atemberaubend	The scenery along the coast was brehtakingly beautiful.
bumpy (adj)	/ˈbʌmpi/	holprig, uneben	We had quite a bumpy flight because of the weather.
cabin crew (n)	/ˈkæbɪn kruː/	Flugbegleitpersonal	The cabin crew talked us through the life jacket drill.
celeb (n) (= celebrity)	/səˈleɪb/	(Kurzform für:) berühmte, bekannte Personen	It's a popular club with the celebs .
chance (n) by any chance take a chance	/tʃɑːns/ /baɪ eni ˈtʃɑːns/ /teɪk ə ˈtʃɑːns/	Chance, Möglichkeit, Wahrscheinlichkeit vielleicht, etwa ein Risiko eingehen	You don't happen to recall his name, by any chance? It is just not worth taking any chances .
check (v)	/tʃek/	nachsehen, überprüfen	How many bags do you have to check ?
check sb/sth out (phr v)	/ˈtʃek sʌmbədi/sʌmθɪŋ ,aʊt/	jdn. / etw. unter die Lupe nehmen, überprüfen	The police are checking the woman out .
clue (n) not have a clue	/kluː/ /nɒt hæv ə ˈkluː/	Hinweis, Tipp, Anhaltspunkt keine Ahnung haben	'Do you know where St Paul Street is?' 'I'm sorry, I don't have a clue .'
cocoon (n)	/kəˈkuːn/	Kokon, Schutzzone	They've stayed too long in the cocoon of their parents' love.
coincidence (n)	/kəʊˈɪnsɪdəns/	Zufall, Übereinstimmung,	It was rather a coincidence that she appeared at that exact moment.

		Fügung, Zusammentreffen von Umständen	
collaborate with sb (phr v)	/kə'ləbəreɪt wɪθ ˌsʌmbədi/	zusammenarbeiten mit jdm.	She directed the film and collaborated with Goldman on the script.
come on (phr v)	/kʌm/ /kʌm 'ɒn/	angehen, vorwärts gehen, (hier:) komm schon!, mach schon!	Oh, come on! Only a fool would believe a story like that!
compliment (n) pay sb a compliment	/'kɒmplɪmənt/ /peɪ ˌsʌmbədi ə 'kɒmplɪmənt/	Kompliment jdm. ein Kompliment machen	He kept paying me compliments on my cooking.
complimentary (adj)	/kɒmplɪ'mentri/	zusätzlich	All guests will receive a complimentary bottle of champagne.
conduct (v)	/kən'dʌkt/	ausführen, leiten, betreiben	The agreement doesn't allow you to conduct business from your home.
confidence (n) inspire confidence in sb/sth	/'kɒnfɪdəns/ /ɪnˌspʌɪə 'kɒnfɪdəns ɪn ˌsʌmbədi/ˌsʌmθɪŋ/	Zuversicht, Vertrauen in jdm. / etw. Vertrauen wecken, jdn. / etw. mit Zuversicht erfüllen	Her resignation will do little to inspire confidence in a company that is already struggling.
cruise (v)	/kruːz/	kreuzen, herumfahren, bereisen	We are now cruising at a height of 30,000 feet.
deathly (adv)	/'deθli/	tödlich	There was a deathly silence.
devastate (v)	/'devəsteɪt/	zerstören, umhauen, zugrunde richten, am Boden zerstören	Mary's sisters were devastated by her disappearance.

divert (n)	/daɪ'vɜ:t/	umleiten	Police are trying to divert traffic away from the trouble spot.
downpour (n)	/'daʊnpɔ:/	Platzregen, Regenguss	After the sudden downpour , the sun came out.
downright (adv)	/'daʊnraɪt/	geradezu, ausgesprochen, völlig, total	She was downright rude!
dreadful (adj)	/'dredfʊl/	furchtbar, entsetzlich, grässlich	The journey was dreadful .
drill (n)	/'drɪl/	Übung, Drill	The cabin crew talked us through the life jacket drill .
dump (v)	/'dʌmp/	loswerden, abladen	That's the second time he's dumped the monthly reports on me.
earth (n) what/why/how/where/who on earth ...?	/ɜ:θ/ /wɒt/waɪ/həʊ/weə/hu: ɒn 'ɜ:θ/	Erde, Welt was / warum / wie / wo / wer um alles in der Welt	What on earth do you mean? Why on earth would I want to work for you?
end (n) in the end	/end/ /ɪn ðə 'end/	Ende letzten Endes, letztendlich, schließlich	In the end , we decided not to buy it.
end up (phr v)	/end 'ʌp/	endigen, letztlich / letztendlich etw. tun	I ended up spending the night in the airport.
Eurocrat (n)	/'jʊərəʊkræt/	Eurokrat/in	The word Eurocrat is often used as a criticism to describe officials who have too much influence on the lives and work of

			people in EU countries.
exaggerate (v)	/ɪg'zædʒəreɪt/	übertreiben	Don't exaggerate ! It wasn't that bad!
exceedingly (adv)	/ɪk'si:dɪŋli/	außerordentlich, äußerst, überaus, besonders	Some of the children have done exceedingly well.
excessive (adj)	/ɪk'sesɪv/	übermäßig, übertrieben, überzogen, überhöht	The charges seemed a little excessive .
fabulous (adj)	/'fæbjələs/	fabelhaft, großartig, sagenhaft	This will be a fabulous opportunity for Jack.
fantastic (adj)	/'fæn'tæstɪk/	fantastisch, toll, grandios	You've done a fantastic job.
fascinating (adj)	/'fæsɪneɪtɪŋ/	bezaubernd, fesselnd, faszinierend	It's a fascinating story about fishing in Cape Cod.
fiendishly (adv)	/'fi:ndɪʃli/	höllisch, teuflisch	Yesterday's crossword was fiendishly difficult.
flight path (n)	/'flaɪt pa:θ/	Flugbahn	The flight path crosses over Siberia.
frankly (adv)	/'fræŋkli/	offen gesagt / gestanden	Frankly , I couldn't care less what he thinks.
furious (adj)	/'fjʊəriəs/	wütend, zornig, erzürnt, fuchsteufelswild	Dad was furious with us.
fuselage (n)	/'fju:zələ:ʒ/	Rumpf, Flugzeugrumpf	They retrieved the black box from the wrecked fuselage .

fussy (adj)	/'fʌsi/	pingelig, wählerisch, heikel	Don't worry about me – I'm not a fussy eater.
gale (n)	/geɪl/	sturm, starker Wind	They arrived in the middle of a howling gale .
gloomy (adj)	/'glu:mi/	duster, bedrückt, finster, niedergeschlagen, schwermütig	He became very gloomy and depressed.
go on (phr v)	/gəʊ 'ɒn/	laufen, weitermachen, fortfahren, weitergehen	The film went on a bit – I got bored in the middle.
gorgeous (adj) drop-dead gorgeous	/'gɔ:ʒəs/ /,dɾɒpdɛd 'gɔ:ʒəs/	umwerfend, wunderschön, prachtvoll, hinreißend verdammt gut aussehend umwerfend schön	Nick's girlfriend is drop-dead gorgeous .
guess (v)	/ges/	(er-)raten, -ahnen, vermuten	You'll never guess who I saw on the train!
hammer (v)	/'hæmə/	hämmern	Someone was hammering at the door.
hand (n) fall into sb's hands	/hænd/ /fɔ:l ɪntu ʃʌmbədɪz 'hændz/	Hand jdm. in die Hände fallen / kommen	It would be disastrous if this information fell into the hands of our competitors .
have sb on (phr v)	/hæv ʃʌmbədi 'ɒn/	jdn. auf den Arm nehmen, veräppeln, verkohlen	He's having you on: don't take any notice of him.
headline (n)	/'hedlɪn/	Schlagzeile, Titelzeile, Überschrift	The story of their rescue made the headlines .

heatwave (n)	/ˈhi:tweɪv/	Hitzewelle	Do you remember the heatwave in 2003?
hero (n)	/'hɪərəʊ/	Held	Thanks for the sandwich, Tom. You're my hero !
highly (adv)	/'haɪli/	äußerst, sehr, höchst	That now seems highly unlikely.
hilarious (adj)	/hɪ'leəriəs/	(extrem) lustig, (ur-) komisch	For some reason, she finds his jokes hilarious .
hilariously (adv)	/hɪ'leəriəsli/	sehr amüsan, irrsinnig komisch	It was a hilariously funny situation.
hysterically (adv)	/hɪ'sterɪkli/	wahnsinnig komisch, hysterisch	It's a hysterically funny film.
imagine (v)	/'ɪmædʒɪn/	sich vorstellen (können), vermuten	'It was really frightening!' 'Yes, I can imagine .'
immensely (adv)	/'ɪmensli/	ungemein, immens, ungeheuer, unermesslich	He's an immensely talented drummer.
incidentally (adv)	/ɪn'sɪdɪntli/	übrigens, nebenbei bemerkt / gesagt	Incidentally , what are the travel arrangements for tonight?
incredible (adj)	/'ɪn'kredɪbəl/	unglaublich, unvorstellbar, unfassbar	It was built in a year, which seems absolutely incredible .
inedible (adj) (opposite = edible)	/'ɪn'edɪbəl/	ungeniessbar, nicht essbar (Gegenteil = geniessbar, essbar)	This soup is so salty it's inedible .
invariably (adv)	/'ɪn'veərəbli/	außnahmslos, immer,	Dolores was invariably late.

		stets, ständig	
justify (v)	/ˈdʒʌstɪfaɪ/	rechtfertigen	It's difficult to justify such expenditure.
light (adv) travel light	/laɪt/ /trævəl 'laɪt/	leicht, hell, luftig mit wenig Gepäck reisen	The secret to business trips is to travel light .
literally (adv)	/'lɪtərəli/	buchstäblich, wörtlich, geradezu	Now there are literally thousands of companies using our software.
lucrative (adj)	/'lu:kɹətɪv/	rentabel, gewinnbringend, lukrativ	We're on the point of signing a lucrative contract.
lunch (n) out to lunch	/lʌnʃ/ /aʊt tu 'lʌnʃ/	Mittagessen nicht ganz richtig im Kopf sein, plemplem sein	Do you think Sasha's well? She seems a bit out to lunch at the moment.
marvellous (adj)	/'mɑ:vələs/	wunderbar, herrlich, fantastisch	It's been an absolutely marvellous day.
mature (adj) (opposite = immature)	/mə'tjʊə/	reif, erwachsen (Gegenteil = unreif, kindisch)	He's more mature than the other boys in his class.
mildly (adv) put sth mildly	/'maɪldli/ /pʊt ˌsʌmθɪŋ 'maɪldli/	mild, sanft, glimpflich gelinde gesagt	The pay cut was unpopular, to put it mildly .
mind (n) take your mind off something	/maɪnd/ /teɪk jə 'maɪnd ɒf ˌsʌmθɪŋ/	Verstand, Meinung, Geist es wird dich auf andere Gedanken bringen von etw	A good night out will help you take your mind off exams .

		ablenken	
necessity (n)	/nə'sesəti/	Notwendigkeit, unerlässliche Sache, Muss	Just buy basic necessities like bread and milk.
nightmare (n)	/'naitmeə/	Albtraum	The journey to work was a nightmare .
observation (n)	/əbzə'veɪʃən/	Feststellung, Betrachtung, (hier:) Bemerkung	He made some sarcastic observations about marriage.
odd (adj)	/ɒd/	seltsam, merkwürdig, sonderbar	It's very odd that he hasn't sent you a birthday present.
on (prep)	/ɒn/	(hier:) geht auf jds. Rechnung	You paid last time. This one's on me, I insist.
outgoing (adj)	/'aʊtgəʊɪŋ/	kontaktfreudig	Norman is very shy but his wife's outgoing .
outrageously (adv)	/'aʊtreɪdʒəsli/	fürchterlich, unverschämt, maßlos	That hotel is outrageously expensive.
overbook (v)	/əʊvə'bʊk/	überbuchen	Our flight was overbooked . We had to wait three hours for the next one.
overestimate (v)	/əʊvər'estɪmeɪt/	überschätzen, zu hoch einschätzen	We overestimated how many people would attend.
paranoid (adj)	/'pærənɔɪd/	paranoid, (hier:) unverhältnismäßig ängstlich / besorgt	They're obviously paranoid about somebody copying their products.
point out (phr v)	/pɔɪnt 'aʊt/	hinweisen	He pointed out that we had two hours of free time before dinner.

pointless (adj)	/ˈpɔɪntləs/	sinnlos, zwecklos, müßig	It would be pointless to try and stop him.
polish off (phr v)	/ˈpɒlɪʃ ɒf/	etw. verdrücken, etw. schnell erledigen	He polished off the whole report in a morning.
prohibitively (adv)	/prəʊˈhɪbɪtɪvli/	unverschämt, verboten	Insurance for dangerous sports can be prohibitively expensive.
red-eye (n)	/ˈredaɪ/	(später) Nachtflug	I took a red-eye from New York and arrived in time for the breakfast meeting.
rule (v)	/ru:l/	herrschen, regieren, bestimmen, entscheiden	The court still has not ruled on the Swift case.
ruling (n)	/ˈru:lɪŋ/	Entscheidung, Bestimmung, Regelung	The Supreme Court will issue a clear ruling on the question.
runway (n)	/ˈrʌnweɪ/	Piste, Start-, Lande- bahn, Laufsteg	They had to clear snow off the runway .
sarcastic (adj)	/sɑːˈkæstɪk/	sarkastisch	She made some sarcastic comment about my clothes.
self-appointed (adj)	/selfəˈpɔɪntəd/	selbst ernannt	We were interviewed by the group's self-appointed leader.
serious (adj)	/ˈsɪəriəs/	ernst, ernsthaft, seriös	You can't be serious about leaving your job!
set sb back (phr v)	/set ˌsʌmbədi ˈbæk/	jdn. ärmer machen	Jim's new car must have set him back £30,000.
snow (v) be snowed under	/snəʊ/	schneien ersticken unter	We're snowed under with applications for

	/bi: ʃnəʊd 'lʌndə/	zugeschüttet / eingedeckt sein mit	the job.
sociable (adj) (opposite = antisocial)	/'səʊʃəbəl/	gesellig, kontaktfreudig, umgänglich (Gegenteil = ungesellig, unsozial)	I'm not feeling very sociable today.
soggy (adj)	/'sɒɡi/	aufgeweicht, durchnässt, glitschig	All I've had to eat today is a soggy sandwich.
spectacular (adj)	/spek'tækjələ/	atemberaubend, fantastisch, großartig	The show was a spectacular success.
staggering (adj)	/'stægərɪŋ/	erstaunlich, umwerfend, unglaublich	There's been a staggering 63 per cent increase in viewing figures.
story (n)	/'stɔ:ri/	Geschichte, (hier:) um es kurz zu machen	To cut a long story short, we both spent the night in jail.
stunningly (adv)	/'stʌnɪŋli/	umwerfend, atemberaubend,	Enjoy the island's stunningly beautiful scenery.
talk (v)	/tɔ:k/	sprechen, reden	Talking of money, have we paid our credit card bills yet?
taxi (v)	/'tæksi/	mit dem Taxi fahren, (hier:) rollen	As the plane taxied towards the runway, I realised I'd lost my wallet.
terrifying (adj)	/'terɪfaɪɪŋ/	erschreckend, entsetzlich, Angst erregend	Being kidnapped was a terrifying experience.

thorough (adj)	/ˈθʌrə/	sorgfältig, gründlich, umfassend	The key to a good interview is thorough preparation.
thoroughly (adv)	/ˈθʌrəli/	gründlich, völlig, voll und ganz	You should be thoroughly ashamed of yourself.
top (v) to top it all	/tɒp/ /tu ˈtɒp ɪt ɔ:l/	Spitze, Gipfel zu allem Überfluss, zur Krönung des Ganzen	To top it all , she left me with huge debts.
totally (adv)	/ˈtəʊtəli/	völlig, total, vollkommen	We have such totally different backgrounds.
tough (adj) as tough as old boots	/tʌf/ /əz ˈtʌf əz əʊld bu:ts/	hart, fest, zäh so zäh wie altes Leder / Schuhsohlen	This steak is as tough as old boots .
tribunal (n)	/traɪˈbjʊ:nəl/	Gericht, Untersuchungsausschuss	He appeared before a war crimes tribunal .
turbulence (n)	/ˈtɜ:bjələns/	Turbulenz	We're expecting some turbulence during the flight.
unknown (n)	/ʌnˈnəʊn/	Unbekannte/r	The award went to a relative unknown .
update (v)	/ʌpˈdeɪt/	(sich) aktualisieren, updaten	The database updates automatically when new information is entered.
utterly (adv)	/ˈʌtəli/	absolut, gänzlich, völlig, total	You're being utterly unreasonable.
way (n) by the way	/weɪ/	Weg im Uhrigen übrigen	By the way , Jeff called while you were out.

	/baɪ ðə 'weɪ/	nebenbei (bemerkt)	
whatsoever (pron)	/wɒtsəʊ'evə/	was auch immer, jeglich	It had no effect whatsoever .
withdraw (v)	/wɪθ'drɔː/	zurückziehen, -nehmen, aus dem Verkehr ziehen, vom Markt nehmen	The drug had to be withdrawn because of its side effects.
world (n) out of this world	/wɜːld/ /aʊt əv ðɪs 'wɜːld/	Welt spitze / himmlisch / fantastisch sein	The skiing and the mountains were just out of this world!

Unit 15

headword	pronunciation	translation/notes	example sentence
----------	---------------	-------------------	------------------

acquisition (n)	/ækwə'zɪʃən/	Beschaffung, Erwerb	This department is mainly concerned with the acquisition of property.
activist (n)	/'æktɪvɪst/	Aktivist	Environmental activists demonstrated outside Parliament.
adopt (v)	/ə'dɒpt/	an-, übernehmen, einführen, anwenden	He decided to adopt a more radical approach to the problem.
affirm (v)	/ə'fɜːm/	bestätigen, bekräftigen, versichern	The school affirmed its commitment to its students.
alliance (n)	/ə'lɑːəns/	Verbindung, Bündnis,	Independent companies are encouraged to

		Allianz	form strategic alliances to help them compete.
analyse (v)	/ˈænəlaɪz/	auswerten, untersuchen, analysieren	Candidates must demonstrate an ability to analyse and evaluate information.
analysis (n)	/əˈnælɪsɪs/	Auswertung, Analyse	The study included an analysis of accident statistics.
analytic (adj)	/ænəˈlɪtɪk/	analytisch	Adriana has an analytic mind.
analytical (adj)	/ænəˈlɪtɪkəl/	analytisch, Analyse-	With your analytical skills you should consider a career in forensic science.
antagonise (v)	/ænˈtæɡənaɪz/	verärgern, gegen sich aufbringen	They were always careful not to antagonise rural voters.
assign sth to sb (phr v)	/əˈsaɪn ˌsʌmθɪŋ tə ˌsʌmbədi/	jdm. etw. zuweisen, -teilen, jdn. zu etw. einteilen	It's his job to assign tasks to the various members of the team.
assignment (n)	/əˈsaɪnmənt/	Aufgabe, Auftrag, Einsatz	His first assignment as a reporter was to cover the local election.
attention (n) pay close attention to sth	/əˈtenʃən/ /peɪ kləʊs əˈtenʃən tə ˌsʌmθɪŋ/	Aufmerksamkeit etw. aufmerksam beachten, auf etw. achten	Please pay close attention to the demonstration .
autocratic (adj)	/ɔːtəˈkrætɪk/	selbstherrlich, auto- kratisch, despotisch	Our new boss favours a less autocratic management style.
bash (n)	/bæʃ/	Feier, Party	Are you going to Emma and Jonathan's bash on Saturday.
basics (n pl)	/'beɪsɪks/	Grundlagen, Grund- kenntnisse	The basics of the game can be learned very quickly.

battery (n) recharge your batteries	/ˈbætəri/ /riːtʃɑːdʒ jə ˈbætəriːz/	Batterie, Akku auftanken, neue Kräfte tanken	She needs to take a break to recharge her batteries .
bearing (n) have a bearing on sth	/'beəriŋ/ /hæv nəʊ 'beəriŋ ɒn ˌsʌmθɪŋ/	Verhalten, Gebaren, (hier:) Bedeutung Auswirkung / Einfluss haben auf etw., in Beziehung zu etw. stehen	His private life has no bearing on his competence as a manager.
benevolent (adj) (opposite = malevolent)	/bə'nevələnt/	gütig, wohlwollend, mildtätig, huldvoll (Gegenteil = böseartig, heimtückisch, übel- wollend)	'Keep up the good work', said the CEO with a benevolent smile.
blowout (n)	/'bləʊaʊt/	Gelage, Fete, Party	Jim's having a birthday blowout at the Hacienda.
bond (n)	/bɒnd/	Band, Bindung, Verbindung	The experience formed a close bond between us.
bond (v)	/bɒnd/	zusammenschweißen, zusammenfügen, eine Bindung eingehen	The team has bonded well.
bonus (n)	/'bəʊnəs/	Prämie, Bonus	Most of our employees will receive a Christmas bonus this year.
bottleneck (n)	/'bɒtlɛnek/	Flaschenhals, Engpass, Engstelle	We are currently experiencing bottlenecks in production, resulting from a lack of spare parts.

brainpower (n)	/ˈbreɪnpaʊə/	Intelligenz, Intellekt	The organisers have gathered the greatest scientific brainpower together in one place.
brainstorm (v)	/ˈbreɪnstɔːm/	ein Brainstorming machen	After a brief introduction, delegates were divided into groups to brainstorm .
break up (phr v)	/breɪk ˈʌp/	ab-, aufbrechen, auseinanderbrechen, beenden	There were suggestions that her involvement had broken up the partnership.
build on sth (phr v)	/ˈbɪld ɒn ˌsʌmθɪŋ/	auf etw. bauen, sich auf etw. verlassen, an etw. anknüpfen	We need to build on the ideas we have had so far.
bureaucracy (n)	/ˈbjʊːrəkrəsi/	Bürokratie, Bürokratismus	We had to struggle through a maze of bureaucracy to obtain visas.
burn out (phr v)	/bɜːn ˈaʊt/	ausbrennen, sich völlig verausgaben	Many of these young executives burn out before they turn thirty.
burnout (n)	/ˈbɜːnaʊt/	Burnout, vollkommene Erschöpfung	After all her hard work on the launch, she's taken a week off to recover from burnout .
bust (n)	/bʌst/	Pleite, Flop	His third movie was a bust .
call for sth (phr v)	/kɔːl/ /ˈkɔːl fɔ ˌsʌmθɪŋ/	etw. (er-)fordern, nach etw. verlangen, etw. notwendig machen	Skill and initiative are called for in this job.
charisma (n)	/kəˈrɪzmə/	Ausstrahlung, Charisma	Our finance manager is a man sadly lacking in charisma .
chicken out (phr v)	/ˈtʃɪkən aʊt/	sich (vor etw.) drücken, kneifen, den Schwanz einziehen	I was going to tell her how much it really cost, but I chickened out .

clock (n) work around the clock	/klɒk/ /wɜ:k əraʊnd ðə 'klɒk/	Uhr rund um die Uhr arbeiten	Rescuers worked around the clock to free people trapped in the wreckage.
code of honour (n)	/ˌkəʊd əv 'ɒnə/	Ehrenkodex	Fire fighters have their own code of honour .
cohesive (adj)	/kəʊ'hi:sɪv/	zusammenhängend, zusammenhaltend, kohäsiv	Luis is part of a small cohesive research team.
collectivist (adj)	/kə'lektəvɪst/	Anhänger des Kollektivismus, Kollektivist	Collectivist means relating to a political system in which the government owns all businesses and controls all institutions.
competence (n)	/'kɒmpətəns/	Fähigkeit, Können, Kompetenz	The research looks at ways of improving student communicative competences through teaching in English.
compromise (v)	/'kɒmprəmaɪz/	Kompromiss eingehen	Her refusal to compromise infuriated her colleagues.
conflict (n)	/'kɒnflɪkt/	Konflikt, Streitigkeit, Auseinandersetzung	The issue provoked conflicts between the press and the police.
conglomerate (n)	/kən'glɒməreɪt/	Mischkonzern, Konglomerat	The company was taken over by a huge mining conglomerate .
consensus (n)	/kən'sensəs/	Übereinstimmung, Einigkeit, Konsens	It will be difficult to reach any sort of consensus on this issue.
constraint (n)	/kən'streɪnt/	Beschränkung, Hemmnis, Auflage, Restriktion	The organisation has to operate within the usual democratic constraints .
conventional (adj) (opposite = unconventional)	/kən'venʃənəl/	konventionell (Gegenteil =	You can cook the meat either in a microwave or in a conventional oven.

		unkonventionell)	
core business (n)	/kɔ: 'bɪznɪs/	Kerngeschäft	Selling insurance is still our core business .
counterintuitive (adj) (opposite = intuitive)	/ˌkaʊntərɪn'tju:ətɪv/	nicht eingängig, kontraintuitiv (Gegenteil = intuitiv)	It sounds counterintuitive but to work faster you need to slow down.
de facto (adj)	/deɪ 'fæktəʊ/	faktisch, tatsächlich, in der Praxis, de facto	English is the de facto language of the computer industry.
debate (n)	/dɪ'beɪt/	Debatte, Diskussion, Auseinandersetzung	There has been intense debate over political union.
delegate (v)	/'deləgeɪt/	übertragen, beauftragen, delegieren	He always delegates boring tasks to his assistant.
delegation (n)	/delə'geɪʃən/	Übertragung, Delegation, Vertretung, (hier:) Delegieren	The secret to staying on top of your workload is delegation .
demonstrate (v)	/'demənstreɪt/	aufzeigen, darlegen, be-, nachweisen	The study demonstrates that cigarette advertising does encourage children to smoke.
dilemma (n)	/daɪ'lemə/	Zwangslage, Klemme, Dilemma	I'm in a dilemma over whether to tell him or not.
diplomat (n)	/'dɪpləmət/	Diplomat	HR managers and diplomats require many of the same qualities in their work.
diverse (adj)	/daɪ'vɜ:s/	unterschiedlich, vielfältig, verschieden	The newspaper aims to cover a diverse range of issues.
diversify (v)	/daɪ'vɜ:sɪfaɪ/	verändern, variieren, diversifizieren	We need to diversify in order to still be competitive.

diversity (n)	/daɪ'vɜːsəti/	Vielfalt, Diversität, Verschiedenartigkeit	We value the rich ethnic and cultural diversity of the group.
dogma (n)	/'dɒgmə/	Lehrmeinung, Dogma	Their opposition to the reforms is based on pure dogma .
dominate (v)	/'dɒmɪneɪt/	beherrschen, dominieren	She tends to dominate the conversation.
dotcom (n)	/dɒt'kɒm/	Dotcom-Unternehmen	In addition to their chain of stores, the firm has started up a mail order dotcom .
elite (n)	/'iːliːt/	Auslese, Elite	Guests included heads of state and members of the political elite .
embrace (v)	/ɪm'breɪs/	umarmen, annehmen, ergreifen, sich zu eigen machen	Most countries have enthusiastically embraced the concept of high-speed railways.
empower (v)	/em'paʊə/	befähigen, bevollmächtigen, berechtigen	Our goal is to empower everyone on our staff.
eradicate (v)	/'ɪrædɪkeɪt/	beseitigen, ausmerzen, ausrotten	Inflation will never be completely eradicated from the economy.
e-tailer (n)	/'iːteɪlə/	Internethändler	Most e-tailers can offer more competitive prices than high street shops.
ethnicity (n)	/eθ'nɪsəti/	Volkszugehörigkeit, Ethnie, Ethnizität	There is an optional box on the form for you to indicate your ethnicity .
evaluate (v)	/'ɪvæljuːeɪt/	auswerten, beurteilen, bewerten, evaluieren	The study will evaluate the long-term effects of exposure to radiation.
exceptional (adj)	/ek'sepʃənəl/	außergewöhnlich	The children had shown exceptional courage.

formality (n)	/fɔ:'mæləti/	Formalität, Formsache, formale Vorschrift	We went through the usual formalities at customs and passport control.
formula (n)	/'fɔ:mjələ/	Formel, Rezept, Schema	The company's winning formula includes excellent service and quality products.
general (n)	/'dʒenərəl/	General	My grandfather was a general in the US army.
generate (v)	/'dʒenəret/	erzeugen, hervorbringen, einbringen	The business is not generating enough revenue to cover its costs.
global (adj)	/'gləʊbəl/	global, weltumfassend	There is no obstacle to making our company truly global .
go along with sth (phr v)	/gəʊ ə'ləŋ wɪθ ,sɪmθɪŋ/	mit etw. einhergehen, mit etw. mitziehen, etw. begleiten	They describe him as a weak man who went along with the scheme out of fear.
habit (n)	/'hæbɪt/	(An-)Gewohnheit	George has got into the habit of going to bed late.
hand (n) at hand	/hænd/ /æt 'hænd/	hand nahe-, bevorstehend, in Reichweite, bei / an der Hand, zur Verfügung	Finish with the task at hand before moving on to the next one.
hierarchy (n)	/'haɪərə:ki/	Hierarchie	He reached a high level within the Soviet political hierarchy .
hour (n) put in long hours	/'aʊə/ /pʊt ɪn lɒŋ 'aʊəz/	Stunden viel Zeit verbringen, Überstunden machen	She's putting in long hours at the library.

hover (v)	/ˈhɒvə/	staubsaugen	The waiter was hovering by their table.
illustrious (adj)	/ɪˈlʌstriəs/	berühmt, glanzvoll, glorreich, illustert	He's retiring after 25 illustrious years in advertising.
impact (v)	/ɪmpækt/	beeinträchtigen, einwirken, sich aus- wirken auf	The failure of the transport system impacts daily on all our lives.
implement (v)	/ɪmpləment/	einführen, durch-, umsetzen, implemen- tieren	The agreement was signed but its recommendations were never implemented .
implementation (n)	/ɪmpləmenˈteɪʃən/	Durch-, Umsetzung, Einführung, Anwendung, Implementierung	The full implementation of the system will take some time.
impose (v)	/ɪmˈpəʊz/	auferlegen, verhängen	They have imposed restrictions on trade with foreign companies.
individualism (n)	/ˌɪndɪˈvɪdʒʊəlɪzəm/	Eigenwilligkeit, Individualismus	Americans tend to be self-reliant so individualism is a part of their business culture.
ingredient (n)	/ɪnˈɡriːdiənt/	Bestandteil, Zutat	Good communication is the magic ingredient in good management.
initiative (n)	/ɪˈnɪʃɪtɪv/	Unternehmensgeist, Initiative	Employees are encouraged to use their initiative if faced with a problem.
innovate (v)	/ɪˈnəʊveɪt/	Änderungen / Neuerungen vor- nehmen	If we can see no immediate solution to a problem then we innovate .

insight (n)	/ˈɪnsaɪt/	Einblick, Einsicht, Verständnis	I got more insights about him from reading his books than from talking to him.
intuition (n)	/ɪntjuːʃən/	Gespür, Intuition, Eingebung, Einfühlungsvermögen	Archaeologists often use their intuition to decide where to dig.
lead (n)	/li:d/	Vorsprung	The Spanish rider has a lead of 35 seconds over his nearest rival.
lead (v) lead from the front	/li:d/ /ˈli:d frəm ðə ˈfrʌnt/	(an-)führen, leiten vorneweg marschieren	The team has responded well to a manager who leads from the front .
leadership (n)	/ˈli:dəʃɪp/	Führung, Führerschaft	The complaints from the club seem to be that the president isn't showing enough leadership .
lean (adj)	/li:n/	dünn, schlank, knapp	The new management team is aiming to make the company leaner and more efficient.
logic (n)	/ˈlɒdʒɪk/	Logik	I don't understand your logic .
logistics (n pl)	/lɒˈdʒɪstɪks/	logistisch, den Vertrieb betreffend	Decentralising distribution should solve many of our logistics problems.
loyal (adj)	/ˈlɔɪəl/	treu, loyal	Even customers who have stayed loyal for over ten years are moving to our competitors.
loyalty (n)	/ˈlɔɪəlti/	Treue, Loyalität, Ergebenheit	She inspires great loyalty among her staff.
master (v)	/ˈmɑːstə/	beherrschen, meistern, bewältigen	She never managed to master the Greek language.
mentor (n)	/ˈmentɔː/	Berater, Pate, Mentor	Every new employee is assigned a more experienced mentor .

meritocratic (adj)	/ˈmerɪtəˈkræɪtɪk/	leistungsorientiert	A meritocratic system promotes people on the basis of their merit and expertise.
mission (n)	/'mɪʃən/	Aufgabe, Mission	It is the international community's mission to end terrorism.
motivate (v)	/məʊtɪ'veɪt/	anregen, motivieren	We must motivate students to take charge of their own learning.
mountain (n)	/'maʊntən/	Berg	I've got a mountain of paperwork to get through before the weekend.
multitasking (n)	/'mʌltɪtɑːskɪŋ/	mehre Arbeiten gleichzeitig tun, Multitasking	Recent brain research shows that multitasking actually slows you down.
navigate (v)	/'nævɪgeɪt/	steuern, fahren, navigieren	There's no one I trust more to navigate these tricky political situations.
nurture (v)	/'nɜːtʃə/	nähren, aufziehen, fördern	The magazine had a reputation for nurturing young writers.
obsess about sth (phr v)	/'ɒb'ses əbaʊt ˌsʌmθɪŋ/	sich zwanghaft mit etw. beschäftigen	Joe's always obsessing about his health .
optimise (v)	/'ɒptɪmaɪz/	optimieren	These changes have been designed to optimise the efficiency of the organisation.
oversee (v)	/əʊvə'siː/	überwachen, beaufsichtigen, leiten	The government agencies that oversee the airline industry will issue a joint report on the incident.
paralysis (n)	/'pærələsɪs/	Lähmung, Paralyse	Perhaps a leadership contest will end the paralysis currently affecting the government.
paternalistic (adj)	/'pætɜːnəlɪstɪk/	patriarchalisch, paternalistisch	Companies in Argentina tend to be rather paternalistic . Leaders try to gently persuade subordinates that their way is the best way.

patriarch (n)	/ˈpeɪtriɑ:k/	Herrscher, Patriarch	Leaders of all businesses in China, not just family businesses, act as patriarchs .
patriarchy (n)	/ˈpeɪtriɑ:ki/	Vaterherrschaft, Patriarchat	A patriarchy is a society, system, or organisation in which men have all or most of the power and influence.
perfectionism (n)	/pəˈfekʃənɪzəm/	Perfektionismus	I sometimes find Caroline's perfectionism irritating but she certainly gets good results.
perfectionist (n)	/pəˈfekʃənɪst/	Perfektionist/in	If you were less of a perfectionist , you might manage to meet deadlines more often.
phenomenon (n)	/fəˈnɒmənən/	Vorkommen, Phänomen	Violence in society is not a new phenomenon .
philanthropic (adj)	/fɪlənˈθrɒpɪk/	menschenfreundlich, wohlätig, philanthropisch	Companies that are philanthropic and focused on their local community attract more supporters.
picture (n)	/ˈpɪktʃə/	Bild, Ansicht, Darstellung	It's important we don't lose sight of the larger picture when we make these decisions.
potential (n)	/pəˈtenʃəl/	Leistungsfähigkeit, Potenzial	Our common goal is to maximise our potential for economic growth.
price (n) pay the price	/praɪs/ /peɪ ðə ˈpraɪs/	Preis den Preis bezahlen	One day you will all pay the price for your selfish behaviour.
procedure (n)	/prəʊˈsi:dʒə/	Verfahren, Vorgehensweise, Methode, Prozedur	Companies use a variety of testing procedures to select appropriate candidates.
proposal (n)	/prəˈpəʊzəl/	Vorschlag, Angebot, Plan	Proposals for a new constitution are under discussion.

pyramid (n)	/ˈpɪrəˌmɪd/	Pyramide	This really only benefits the few at the top of the social pyramid .
ratify (v)	/ˈræɪfɪaɪ/	bestätigen, billigen, ratifizieren	The treaty still has to be ratified by EU heads of state.
recession (n)	/rəˈseʃən/	Konjunkturabschwung, Flaute, Rezession	As the recession deepened, the group folded.
recipe (n)	/ˈresɪpi/	Rezept	Giving your kids too much freedom can be a recipe for disaster.
reconcile (v)	/ˈrekənsaɪl/	wieder zusammenführen, in Einklang bringen, unter einen Hut bringen, sich versöhnen	Management and labour are attempting to reconcile their differences.
refurbish (v)	/rɪˈfɜːbɪʃ/	renovieren, sanieren, aufmöbeln, überholen	They have refurbished their office and improved their image.
replenish (v)	/rɪˈpleniʃ/	auffüllen, ergänzen, auffrischen, wieder aufstocken	Rachel's taken a few days off to replenish her energy levels.
revenue (n)	/ˈrevənjuː/	Einkommen, Einnahme, Ertrag	The magazine had been losing advertising revenue for months.
reverence (n)	/ˈrevərəns/	Ehrfurcht, Ehrerbietung, Reverenz	The staff at the school have a reverence for tradition.
reward (v)	/rɪˈwɔːd/	belohnen, honorieren, vergelten	He always believed that the company would reward him for his efforts.
ride out (phr v) ride out a recession	/raɪd ˈaʊt/ /raɪd ˈaʊt ə rəˈseʃən/	ausreiten, überstehen die Rezession überstehen	We hope to ride out this recession better than last time.

rivalry (n)	/ˈraɪvəlri/	Konkurrenz, Wettstreit, Gegnerschaft, Rivalität	There is friendly rivalry between the two teams.
roll out (phr v)	/rəʊl ˈaʊt/	aus-, herausrollen, herausschaufeln, ausliefern, auf den Markt bringen	The firm rolls out 21 million tons of steel a year.
run (n) in the long run	/rʌn/ /ɪn ðə ˈlɒŋ rʌn/	Ablauf, Lauf, Ansturm, Andraung, Laufzeit langfristig, auf Dauer, auf lange Sicht, letzten Endes	Cutting jobs could be more expensive in the long run if we have to hire freelancers.
scene (n) behind the scenes	/si:n/ /bɪˈhɑːnd ðə ˈsi:nz/	Szene, Schauplatz, Bühne, Ort hinter den Kulissen	These agreements have been drafted by officials behind the scenes .
sceptic (n)	/'skeptɪk/	Skeptiker/in, Zweifler/in	Global warming sceptics state that climate is something the human race can do little to influence.
screw up (phr v)	/skru: ˈʌp/	in den Sand setzen, versauen, vermässeln, verpfuschen, schaden	He made a bad decision that screwed up his entire life.
self-reliant (adj)	/selfrɪˈlaɪənt/	eigenverantwortlich, selbstständig, selbstsicher, selbstvertrauend	It's important to help your child become self-reliant .
shake up (phr v)	/ʃeɪk ˈʌp/	aufschütteln, wachrütteln	A new managing director was brought in to shake up the company.
shop floor (n)	/ʃɒp ˈflɔː/	Verkaufsraum, Werk-	Rumours of pay cuts have caused resentment

		statt, Produktion, (hier:) Belegschaft	on the shop floor .
slog through sth (phr v)	/ˈslɒg θruː ˌsʌmθɪŋ/	sich durch etw. (durch)schlagen	I slogged through the first 200 pages before finally abandoning it.
smart (adj)	/smɑ:t/	klug, schlau, intelligent, pfiffig	If you were smart , you'd buy now before prices go up.
sponsor (v)	/ˈspɒnsə/	unterstützen, fördern, finanzieren, sponsern	Nissan sponsors the championships as part of its community relations work.
standardise (v)	/ˈstændədaɪz/	vereinheitlichen, normen, standardi- sieren	We need to standardise discipline procedures throughout the school.
statesman (n)	/ˈsteɪtsmən/	Staatsmann	The president has earned universal respect as a statesman .
step (n) one step ahead	/step/ /wʌn step əˈhed/	Stufe, Schritt einen Schritt voraus	She was congratulating herself on her cleverness, but he was one step ahead of her.
step back from sth (phr v)	/step ˈbæk frəm ˌsʌmθɪŋ/	zurücktreten / Abstand nehmen von etw.	When filming is over, he's going to step back from his career for a few months to spend time with his family.
strategy (n)	/ˈstrætədʒi/	Vorgehensweise, Strategie	The countries hope to devise a common strategy to provide aid.
streamline (v)	/ˈstriːmlaɪn/	straffen, durch- rationalisieren	The new CEO plans to invest in re-training and streamline overseas operations.
subordinate (n)	/səˈbɔːdɪnət/	Untergebene/r	He never won the respect of his subordinates .

suppress (v)	/sə'pres/	verdrängen, abstellen, unterdrücken	State monopolies had suppressed all forms of economic competition.
swamp (v)	/swɒmp/	überschwemmen, überfluten	Online bookshops were swamped with orders during the pre-Christmas rush.
tactful (adj) (opposite = tactless)	/'tæktfəl/	taktvoll, diskret (Gegenteil = taktlos)	He made some tactful enquiries about her family life.
target (n)	/'tɑːɡət/	Ziel, Vorgabe	Not many states will meet their targets for energy conservation.
tend (v)	/tend/	neigen, pflegen, tendieren	The gym tends to get very busy at about six o'clock.
thrive (v)	/θraɪv/	florieren, gedeihen, gut gehen	This type of plant thrives in cool conditions.
throw (v)	/θrəʊ/	werfen, schmeißen	Let's throw a dinner party for him.
top-down (adj)	/'tɒp'daʊn/	von oben nach unten	In Argentina, leaders take an almost military approach. The leadership style is very top-down .
tough cookie (n)	/'tʌf 'kʊki/	zähe Person	Helen's a tough cookie . She's more than capable of dealing with an industrial dispute.
track (n) get back on track	/træk/ /get bæk ɒn 'træk/	Spur, Fährte, Weg, Pfad wieder auf dem richtigen Kurs sein, wieder auf den richtigen Weg bringen	Vanessa got back on track and won the match.
track record (n)	/'træk ,rekɔːd/	(Erfolgs-)Bilanz, -geschichte (hier:) für	They have a long track record of being mean with their money.

		etw. bekannt sein	
turn sth around (phr v)	/tʒ:n ˌsʌmθɪŋ ə'raʊnd/	bei etw. die Wende herbeiführen, -schaffen, (hier:) etw. aus der Krise führene	The £400 million loan will help turn the Russian economy around .
ultimately (adv)	/'ʌltɪmətli/	letztlich, letztendlich, schließlich	Technological advances could ultimately lead to even more job losses.
upside down (adv)	/ˌʌpsaɪd 'daʊn/	durcheinander, auf den Kopf gestellt, umgedreht	The new management has turned the company upside down to try to make it more productive.
venture (n)	/'ventʃə/	Projekt, Unternehmung, Versuch	The event is a joint venture between the British and Italian authorities.
vest (v)	/vest/	bekleiden, verleihen, bevollmächtigen	They are vested with the authority to police the park.
voice (v)	/vɔɪs/	äußern	Matthew voiced some doubts about our plan.
warlord (n)	/'wɔ:lɔ:d/	Kriegsherr	The sword belonged to a Japanese warlord .
warrior (n)	/'wɒrɪə/	Krieger	Archaeologists believe it is the tomb of an Aztec warrior .
wisdom (n)	/'wɪzdəm/	Weisheit	The Egyptian leader was praised for his courage and wisdom .
withstand (v)	/wɪθ'stænd/	standhalten, widerstehen, aushalten	A head teacher needs to be able to withstand criticism.
work ethic (n)	/wɜ:k 'eθɪk/	Arbeitsethik, -ethos, Einstellung zur Arbeit	Giuseppe expects the whole department to share his work ethic .

workload (n)	<i>/ˈwɜːkləʊd/</i>	Auslastung, Arbeitsbelastung, Arbeitspensum	She was suffering from stress caused by her heavy workload .
---------------------	--------------------	---	---