

in company 2nd edition

Upper-intermediate

Case study: Cash or conscience?

headword	pronunciation	translation/notes	example sentence
age bracket (n)	/ˈeɪdʒ brækət/	Altersgruppe, -klasse	The programme is aimed at people in the 50–60 age bracket .
agenda (n)	/əˈdʒendə/	Tages-, Geschäftsordnung	Funding the health service is now back on the political agenda .
agribusiness (n)	/ˈægrɪbɪznəs/	Agrarindustrie	Agribusinesses account for 75% of the diesel market in Argentina.
analyst (n)	/ˈænəlist/	Analytiker/in	Economic analysts are predicting that this recession will last for another 18 months.
authentic (adj)	/ɔːˈθentɪk/	authentisch, Original-	The restaurant serves authentic Italian food at very reasonable prices.
authenticity (n)	/ɔːθenˈtɪsəti/	Authentizität, Echtheit, Glaubwürdigkeit	The film has been praised for the authenticity of its historical detail.
battle (v)	/ˈbætəl/	kämpfen, sich schlagen	A small, ill-equipped police force is battling against the powerful drug barons.
benefit (n) reap the benefits	/ˈbenəfit/ /rɪːp ɔ̃ ˈbenəfɪts/	Nutzen, Gewinn, Wohltat aus etw. Kapital schlagen, für etw. entlohnt werden	The town was still reaping the benefits years after the film's release.

biofuel (n)	/ˈbaɪəʊfjuəl/	Biokraftstoff	Most of the rape we grow is made into biofuel .
boom (v)	/bu:m/	florieren, boomen, einen Boom erleben	The housing market is booming .
breakdown (n)	/ˈbreɪkdaʊn/	(hier:) Aufschlüsselung (von Zahlen)	We'll need to see a breakdown of these figures before we sign the contract.
bureaucracy (n)	/bjʊ:'rɒkrəsi/	Bürokratie	We had to deal with a maze of bureaucracy when we bought our house in Spain.
case (n) make a case	/keɪs/ /meɪk ə 'keɪs/	Fall überzeugende Argumente für etw. vorbringen	Calvin makes a good case for this unpopular policy in his article.
cash in on (phr v) cash in on an investment	/kæʃ/ /'kæʃ ɪn ɒn ən ɪnˌvestmənt/	sich etw. zunutze machen, Kapital schlagen mit einer Investition Geld verdienen	We were advised to cash in on our investment early.
cater for (phr v)	/'keɪtə fɔ:/	sorgen für, versorgen	The school aims to cater for children of all abilities.
cater to (phr v)	/'keɪtə tu:/	auf jdn. / etw. ausgerichtet sein, jdn. / etw. als Zielgruppe haben	There are more and more TV shows catering to young male audiences.
clone (v)	/kləʊn/	kopieren, nachbauen	A rival company has cloned our technology and is selling its products at a lower price.
confer (v)	/kən'fɜ:/	beratschlagen	He asked for some time to confer with his lawyers.
conglomerate (n)	/kən'glɒməreɪt/	Firmengruppe, Konglomerat	The company was bought by a big mining conglomerate .
conscience (n)	/'kɒnʃəns/	Gewissen	The decision must be a matter of individual conscience .

dead meat (n)	/ded 'mi:t/	ein Mann des Todes sein	You'll be dead meat when dad finds out!
developing country (n)	/di'veləpɪŋ ˌkʌntri/	Entwicklungsland	Children in many developing countries lack basic medical care.
differentiate sth from sth (phr v)	/dɪfə'renʃɪeɪt ˌsʌmθɪŋ frəm ˌsʌmθɪŋ/	etw. von etw. unterscheiden / abheben	The ability to speak differentiates humans from other animals .
disposable (adj) disposable income	/dɪs'pəʊzəbəl/ /dɪs'pəʊzəbəl ˌɪnkʌm/	verfügbar verfügbares Einkommen	After we've paid our mortgage, bills and travel expenses, we don't have much disposable income left.
dry (adj)	/draɪ/	trocken	Although the country is dry , there are some places where tourists are permitted to drink alcohol.
easy (adv) take it easy	/'i:zi/ /teɪk ɪt 'i:zi/	leicht, (auch:) entspannt immer mit der Ruhe, locker bleiben	Hey, take it easy! There's no need to lose your temper.
elite (adj)	/ɪ'li:t/	Elite-	An elite unit was called out to rescue the men by helicopter.
emerging (adj)	/ɪ'mɜ:ʒɪŋ/	(hier:) aufstrebend, neu	We're developing software for the emerging online market.
empty-handed (adj) go away empty-handed	/emptɪ'hændəd/ /gəʊ əˌweɪ emptɪ'hændəd/	erfolglos, mit leeren Händen leer ausgehen	They were hoping for a contribution for their fundraising event but they went away empty-handed .
energy (n) renewable energy	/'enədʒi/ /ɪˌnju:əbəl 'enədʒi/	Energie erneuerbare Energie	They are at last beginning to invest in renewable energy .

equal (adj) (opposite = inequal) all things being equal	/ˈiːkwəl/ /ɔːl ˌθɪŋz ˌbiːɪŋ ˈiːkwəl/	gleich (Gegenteil = ungleich, verschieden) unter ansonsten gleichen Bedingungen, wenn nichts dazwischenkommt	All things being equal , we should get there by the evening.
ethical (adj) (opposite = unethical) along ethical lines	/ˈeθɪkəl/ /əˌlɒŋ ˈeθɪkəl laɪnz/	ethisch, moralisch (Gegenteil = unethisch, unmoralisch) ethischen Grundsätzen entsprechend	We want to continue to run the business along ethical lines .
exclusive (adj)	/eksˈkluːsɪv/	vornehm, exklusiv	They live in an exclusive neighbourhood.
expand (v) expand by ...	/ekˈspænd/ /ekˈspænd baɪ/	ausweiten, -dehnen, wachsen, expandieren um ... wachsen	We hope to expand by over 30% by the end of the decade.
expansion (n)	/ekˈspæŋʃən/	(hier:) Expansion, Wachstum	The company has looked at a number of ways of financing its expansion .
expectation (n) exceed sb's expectations	/ekspekˈteɪʃən/ /eksɪːd ˌsʌmbədɪz ekspekˈteɪʃənz/	Erwartung jds. Erwartungen übertreffen	The success of the product has exceeded all our expectations .
fight (v) fight tooth and nail	/faɪt/ /faɪt tuːθ ən neɪl/	kämpfen mit Zähnen und Klauen (Händen und Füßen) kämpfen	Ministers have been fighting tooth and nail over this issue.
formula (n)	/ˈfɔːmjələ/	Formel, (hier:) Rezept	The company's winning formula includes excellent service and quality products.
foundation (n)	/faʊnˈdeɪʃən/	Stiftung	My grandmother started up a charitable

			foundation.
gain (n) make a gain	/geɪn/ /meɪk ə 'geɪn/	Zugewinn, Zuwachs einen Zuwachs erzielen	The Green Party made big gains in the local elections.
grab (n) be up for grabs	/græb/ /bi: ʌp fə 'græbz/	Griff, Greifer zu haben sein	A total of £250 million is up for grabs this year.
green (adj)	/grɪn/	grün	The government is backing wind farms and other green energy schemes.
hallmark (n) the hallmark of sth	/'hɔ:lma:k/ /ðə 'hɔ:lma:k əv sʌmθɪŋ/	Kennzeichen, Gütesiegel Kennzeichen, wesentliches Merkmal	The hallmark of the restaurant's success is its excellent service.
homework (n) do your homework	/'həʊmwɜ:k/ /du: jə 'həʊmwɜ:k/	Hausaufgabe mach' deine / machen Sie Ihre Hausaufgaben	You could tell from the interviewer's questions that he hadn't really done his homework .
injection (n) injection of cash/capital	/ɪn'dʒekʃən/ /ɪn'dʒekʃən əv kæʃ/ kæpɪtəl/	Spritze, Injektion Geld- / Kapitalspritze	The report highlights the need for an injection of capital from the parent bank.
instrumental (adj) be instrumental in sth	/ɪnstrə'mentəl/ /bi: ɪnstrə'mentəl ɪn sʌmθɪŋ/	dienlich, förderlich (entscheidend) hilfreich / förderlich sein	The general was instrumental in helping both sides to reach a compromise.
isolation (n)	/aɪsə'leɪʃən/	Isolation, Abkapselung	How will the country deal with its increasing political isolation ?
issue (n)	/'ɪʃu:/	Thema, Problem	

not be an issue	/nɒt bi: ən 'ɪʃu:/	kein Thema / nicht das Problem sein	The reliability of the statistics is not an issue .
judgement (n)	/'dʒʌdʒmənt/	Urteil	You have to accept his judgment on the matter.
knowledge (n) be common knowledge	/'nɒlɪdʒ/ /bi: ˌkɒmən 'nɒlɪdʒ/	Wissen, Kenntnis Allgemeinwissen sein	It's common knowledge that smoking and cancer are linked.
level (n) take sth to the next level	/'levəl/ /teɪk ˌsʌmθɪŋ tə ðə nekst 'levəl/	Niveau, Stufe etw. auf die nächsthöhere Stufe bringen	Intensive training over the winter has helped Murray take his game to the next level .
lion (n) be thrown to the lions the lion's share	/'laɪən/ /bi: ˌθrəʊn tə ðə 'laɪənz/ /ðə 'laɪənz ʃeə/	Löwe den Löwen zum Fraß vorgeworfen werden Löwenanteil	I felt like I'd been thrown to the lions . There were four people interviewing me, including the CEO. The lion's share of his money went to his grandchildren.
lookout (n) be on the lookout for sth	/'lʊkaʊt/ /bi: ɒn ðə 'lʊkaʊt fə ˌsʌmθɪŋ/	Ausschau, -blick, -guck (hier:) auf der Lauer liegen, Ausschau halten nach etw.	Police in Brighton are on the lookout for a gang of car thieves.
mastermind (v)	/'mɑ:stəmaɪnd/	lenken, steuern	The attack was masterminded by a small protest group.
matter (n) to make matters worse	/'mætə/ /tə meɪk 'mætəz wɜ:s/	Sache, Ding, Angelegenheit zu allem Übel, erschwerend kommt hinzu, dass ...	To make matters worse , these new crops are destroying traditional agriculture.
media baron (n)	/'mi:diə ˌbærən/	Medienbaron, -mogul	The TV station was bought by a Russian media baron .

micro-loan (n)	/'maɪkrəʊləʊn/	Mikrokredit	Micro-loans assist people in developing countries to set up small businesses.
momentum (n) lose momentum	/mə'mentəm/ /lu:z mə'mentəm/	Schwung, Impuls Schwung verlieren	There was already evidence that the riots were losing their momentum .
net (adj) (opposite = gross) net worth	/net/ /net 'wɜ:θ/	netto (Gegenteil = brutto) Nettowert	Once we have paid back our start-up loan, the restaurant's net worth will be \$800 thousand.
networking (n) social networking	/'netwɜ:kɪŋ/ /ˌsəʊʃəl 'netwɜ:kɪŋ/	(hier:) Netzwerkarbeit soziales Netzwerk	We have enlarged our client base through networking . I got back in contact with an old university friend on a social networking site.
niche (n)	/ni:ʃ/	Nische	The company fills a niche in the digital TV market.
obstacle (n) obstacle to sth	/'ɒbstəkəl/ /'ɒbstəkəl tə ˌsʌmθɪŋ/	Hindernis, Hürde Hindernis bei / für etw.	All major obstacles to peace have now been removed.
off-peak (adj) off-peak viewing	/ɒf'pi:k/ /ɒf'pi:k ˌvju:ɪŋ/	bei geringerer Be-/Auslastung Nebensendeplatz	The quiz is less popular these days and has been moved to an off-peak viewing slot.
off-the-shelf (adj)	/ɒfðə'self/	von der Stange, vom Regal, serienmäßig produziert	I've installed an off-the-shelf virus checker for the time being.
on stream (adv) bring sth on stream	/ɒn 'stri:m/ /brɪŋ ˌsʌmθɪŋ ɒn 'stri:m/	in Betrieb, laufend etw. in Betrieb nehmen	They plan to bring the new power station on stream next month.

overcrowded (adj)	/əʊvə'kraʊdəd/	überfüllt, überlaufen	Is the market for computer games becoming overcrowded ?
panel (n)	/'pænəl/	Ausschuss, Gremium, Kommission	The case was heard by a panel of judges.
pay off (phr v)	/peɪ 'ɒf/	sich bezahlt machen	All those weeks of studying will pay off when you take the exam.
payroll (n)	/'peɪrɔːl/	Gehaltsliste, -abrechnung	They have an annual payroll of £23 million.
peak (v)	/pi:k/	seinen Höhepunkt erreichen	Interest rates peaked at 19%.
penetration (n)	/penə'treɪʃən/	Durchdringung, Verbreitung	This was in the days before the organisation's penetration into African markets.
philanthropic (adj)	/fɪlən'θɒrɒpɪk/	philanthropisch, (hier:) wohl-tätig	The organisation is run on philanthropic principles.
piece (n) tear sb to pieces	/pi:s/ /teə 'sʌmbədi tə 'pi:səz/	Stück jdn. in Stücke reißen	The directors tore him to pieces for revealing confidential information.
pitch (n)	/pɪtʃ/	Wettbewerb, Ausschreibung (unter Dienstleistern und Agenturen), (hier:) Bewerbung	She only had ten minutes to make her pitch for the contract.
pitch (v)	/pɪtʃ/	(hier:) bei jdm. für etw. werben	He had tried to pitch the series to all the major television networks.
precaution (n)	/preɪ'kɔːʃən/	Vorsichtsmaßnahme, vorbeugende Maßnahme	Residents along the coast were evacuated as a precaution .
preconception (n)	/pri:kən'sepʃən/	vorgefasste Meinung	Before meeting with a client, you must try to erase

			any preconceptions you may have about them.
prevalent (adj)	/ˈprevələnt/	(weit) verbreitet, vorherrschend	This negative attitude is surprisingly prevalent among young boys.
prime-time (adj)	/ˈpraɪmtaɪm/	in der Hauptsendezeit, zur besten Sendezeit	He took off all his clothes on prime-time television.
profile (n)	/ˈprəʊfaɪl/	Profil	We now know the social and financial profile of the family.
project (v)	/prɒˌdʒekt/	hochrechnen	It is projected that the population will rise by one million by 2015.
promise (n)	/ˈprɒmɪs/	Versprechen	Her invention failed to fulfil its initial promise .
proposition (n) business proposition	/prɒpəˈzɪʃən/ /ˌbɪznəs prɒpəˈzɪʃən/	Vorschlag, Angebot geschäftliches Angebot	I have a business proposition to put to you.
push through (phr v) push through a deal	/pʊʃ ˈθruː/ /pʊʃ ˈθruː ə diːl/	durchdrücken, -setzen ein Abschluss durchsetzen	We have succeeded in pushing through the distribution deal .
put aside (phr v)	/pʊt əˈsaɪd/	beiseitstellen, -legen, zurückstellen	Laura put aside her concerns and got on with the job.
ratings (n pl) slip in the ratings	/ˈreɪtɪŋz/ /slɪp ɪn ðə ˈreɪtɪŋz/	(hier:) Einschaltquoten in den Einschaltquoten nach unten rutschen	Regional news programmes have slipped in the ratings .
reality TV (n)	/riːˈæləti tiːviː/	Reality-TV	Reality TV does not use actors but shows real events and situations involving ordinary people.
regulatory agency (n)	/ˈregʊlətəri ˌeɪdʒənsi/	Regulierungs-, Kontroll- behörde	The incident is being investigated by the nuclear regulatory agency .

relations (n pl) diplomatic relations	/rɪ'leɪʃənz/ /dɪplə'mætɪk rɪ'leɪʃənz/	Beziehung, Verbindung diplomatische Beziehungen	The United States broke off diplomatic relations with Cuba in 1961.
replicate (v)	/'replɪkeɪt/	wiederholen, replizieren	Other scientists have been unable to replicate his results.
respected (adj)	/'rɪspektəd/	(hier:) anerkannt	His article is to be published in a highly respected scientific journal.
responsible (adj) (opposite = irresponsible) socially responsible	/rɪ'spɒnsɪbəl/ /ɪ'səʊʃəli rɪ'spɒnsɪbəl/	verantwortlich (Gegenteil = unverantwortlich)	We only invest in socially responsible ventures.
return (n) get a good return	/rɪ'tɜ:n/ /get ə ɡʊd rɪ'tɜ:n/	Ertrag, Rendite eine gute Rendite für eine Investition erzielen	We were able to get a good return on our investment.
revenue (n)	/'revənju:/	Einnahme(n), (AE) Umsatz	The magazine had been losing advertising revenue for months.
ripe (adj) be ripe to ...	/raɪp/ /bi: 'raɪp tə/	reif für etw. reif sein	The company is ripe to expand.
running (n) the smooth running of sth	/'rʌnɪŋ/ /ðə smu:ð 'rʌnɪŋ əv ɪsəmθɪŋ/	Funktionieren das saubere Funktionieren von etw.	Mike has been responsible for the smooth running of the accounts department for over 15 years.
scale (n) economy of scale	/skeɪl/ /ɪkɒnəmi əv 'skeɪl/	Waage, Maßstab, Skala Skaleneffekt, Mengenderession	To achieve economies of scale we need to bring two other refineries on stream.
scenario (n) worst-case scenario	/sə'nɑ:riəʊ/	Szenario Szenario bei ungünstigster	The worst-case scenario would be closing the

	/ˌwɜːstkeɪs səˈnɑːrɪəʊ/	Entwicklung	school until the strike is over.
seed capital (n)	/ˈsiːd ˌkæpɪtəl/	Gründungskapital	The bank put up the seed capital to finance the development of this technology.
self-made (adj)	/selfˈmeɪd/	selbstgemacht, (hier:) Self-made-	Several candidates are self-made billionaires.
shortage (n) skills shortage	/'ʃɔːtɪdʒ/ /skɪlz 'ʃɔːtɪdʒ/	Mangel, Knappheit Mangel an Fertigkeiten	There is a skills shortage among local women.
slow (v)	/sləʊ/	verlangsamen	Inflation slowed significantly in the 1990s.
socialite (n)	/'səʊʃəlart/	Persönlichkeiten des öffentlichen Lebens	The magazine mainly features photographs of socialites at parties.
solid (adj)	/'sɒlɪd/	solide	Would the evidence be solid enough to convince a jury?
sound (adj)	/saʊnd/	gesund, intakt	Firms wishing to take part in the programme must be able to show that they are financially sound .
source (v)	/sɔːs/	(hier:) beziehen	All our timber is sourced from sustainable forests.
-speak (suffix)	/spi:k/	-sprache	In management- speak , employees are 'human resources'.
stable (adj) (opposite = volatile)	/'steɪbəl/	stabil, beständig	The marine environment is relatively stable .
stake (n)	/steɪk/	Anteil	They took a 40% stake in the company last year.
start-up (n)	/'stɑːtʌp/	Neu-, Existenzgründung	Many Internet start-ups fail in their first year.
status (n) status-conscious	/'stetəs/	Status statusbewusst	Russia is a very status-conscious society.

status-oriented	/'stertəs,kɒŋʃəs/ /'stertəs,ɔ:riəntətəd/	statusorientiert	Status-oriented businesses have really taken off in Russia.
strategy (n) exit strategy	/'strætədʒi/ /ɪkzɪt 'strætədʒi/	Strategie Ausstiegsstrategie	Our exit strategy is to sell to one of the big US social networking sites.
stretch (v) stretch a brand	/stretʃ/ /stretʃ ə 'brænd/	ausweiten, -dehnen eine Marke ausweiten	We have stretched the Elita brand and opened a chain of nightclubs.
struggling (adj)	/'ʃtrʌgəliŋ/	(um die Existenz) kämpfend	The government has introduced measures to assist struggling farmers through this latest health scare.
subsidised (adj)	/'sʌbsɪdaɪzd/	subventioniert, finanziell unterstützt	The cafeteria no longer serves subsidised meals.
surplus (n)	/'sɜ:pləs/	Überschuss	Congress is debating whether to spend the budget surplus .
take off (phr v)	/teɪk 'ɒf/	(hier:) einschlagen, rasch zunehmen	Status-oriented businesses have really taken off in Russia.
tap into sth (phr v)	/'tæp ɪntə ˌsʌmθɪŋ/	etw. anzapfen	There is a supply of skilled workers that they can tap into .
target (v)	/'tɑ:gət/	(Zielgruppe) ansprechen	The billboards had been targeting travellers at airports.
techno-hub (n)	/'teknəʊhʌb/	Firma, die Internet-technologie anbietet	Techno-hubs are springing up all over South Africa allowing business owners access to the Internet.
timing (n)	/'taɪmɪŋ/	Wahl des Zeitpunkts, Timing	They objected to the timing of the election.

touch (n) lose touch with sb	/tʌtʃ/ /lu:z 'tʌtʃ wɪθ ,sʌmbədi/	Kontakt, Berührung den Kontakt zu jdm. verlieren	If you've lost touch with a friend or neighbour we can help you find them.
township (n)	/'taʊnʃɪp/	Township	I grew up in a township outside Cape Town.
track record (n)	/'træk ,rekɔ:d/	(Erfolgs-)Geschichte	They have a long track record of being mean with their money.
transnational (adj)	/trænz'næʃənəl/	länderübergreifend, transnational	A transnational programme to protect the environment was set up at the conference.
trend (n)	/trend/	Trend, Entwicklung	Today's figures continue the upward trend in the stock market.
triple (v)	/'tripəl/	verdreifachen	Sales tripled over a six-month period.
trouble (n) give sb sth for their trouble	/'trʌbəl/ /gɪv sʌmbədi ,sʌmθɪŋ fə ðeə 'trʌbəl/	Streit, Ärger jdm. etw. für seine Mühe geben	We gave the taxi driver twenty pounds for his trouble .
tycoon (n)	/taɪ'ku:n/	Magnat, Tycoon	He's a media tycoon who has always wanted to own his own television network.
unconventional (adj) (opposite = conventional)	/ʌnkən'venʃənəl/	unkonventionell, zwanglos (Gegenteil = konventionell)	He has a really unconventional dress sense.
venture (n) venture capital	/'ventʃə/ /'ventʃə ,kæpɪtəl/	Unternehmen Wagniskapital	He and his wife run a profitable mail order venture . We applied to several banks for the venture capital to set up the restaurant.
verdict (n)	/'vɜ:dɪkt/	Urteil	His verdict on the lunch was 'a disaster'.

verge (n) on the verge of sth	/vɜ:ɟ/ /ɒn ðə 'vɜ:ɟ əv ˌsʌmθɪŋ/	Rand(streifen) am Rande von etw. sein, kurz vor etw. stehen	The two countries were on the verge of war .
viral marketing (n)	/'vaɪrəl ˌmɑ:kɪtɪŋ/	Virales Marketing, Viralmarketing	Viral marketing depends on an organisation's customers advertising a product simply by talking to other people about it.
virgin territory (n)	/'vɜ:ɟɪn ˌterɪtəri/	Neuland	Serious drama is virgin territory for him. He's always performed stand-up comedy till now.
virtuous circle (n)	/'vɜ:tjuəs ˌsɜ:kəl/	Teufelskreis	By selling biodiesel back to our soy bean producers to fuel their machinery and trucks, we create a virtuous circle .
word of mouth (n)	/'wɜ:d əv ˌmaʊθ/	Mund-zu-Mund, mündliche Überlieferung	Most of our customers hear about us by word of mouth .
workaholic (n)	/wɜ:kə'hɒlɪk/	Arbeitssüchtige/r, Arbeitstier	Robert's a workaholic . He hardly even takes any time off at weekends.