

Unit 1

headword	pronunciation	translation/notes	example sentence
ban (v)	/bæn/	untersagen, verbieten	A few years ago, the French Ministry of Finance decided to ban English terms like <i>e-mail</i> and <i>start-up</i> , replacing them with French equivalents.
choice (n)	/tʃɔɪs/	Wahl	For most EU citizens, speaking English is not a question of choice but of necessity.
not have much choice		keine Wahl haben	My company wants me to learn English, so I don't really have much choice .
cite (v)	/saɪt/	(als Beispiel) anführen	The article cites the case of the South Korean airline that bought its flight simulators from a French supplier rather than a British one because they understood their English better!
communication (n)	/kəˌmjuːnɪˈkeɪʃən/	Kommunikation, Verständigung	English is to international communication what Google is to search engines.
competition (n)	/kəmpeɪˈtɪʃən/	Wettbewerb, Konkurrenz	In spite of increasing competition from other languages, it is still worth making the investment in learning English.
concern (n) express concern about sth	/kənˈsɜːn/	(hier:) Sorge seine Sorge wegen etw. zum Ausdruck bringen	Politicians have expressed concern about the growing threat of English to their national culture.
cultural identity (n)	/ˌkʌltʃərəl aɪˈdentəti/	kulturelle Identität	Some German politicians are concerned that the growth of the English language may present a

disadvantage (n) (opposite = advantage) feel at a disadvantage	/dɪsəd'vɑ:ntɪdʒ/	Nachteil (sich) im Nachteil fühlen	threat to their cultural identity . I feel at a disadvantage with native speakers.
effective (adj) (opposite = ineffective)	/ɪ'fektɪv/	effektiv, wirkungsvoll, wirksam	In some cases, Global English can be even more effective than the original.
equivalent (n)	/ɪ'kwɪvələnt/	Entsprechung, Äquivalent	A few years ago, the French Ministry of Finance decided to ban English terms like <i>e-mail</i> and <i>start-up</i> , replacing them with French equivalents .
evolve (v)	/ɪ'vɒlv/	sich entwickeln	English needs to evolve if it is to remain the world's number one language.
exceed (v)	/ɪk'si:d/	übertreffen, übersteigen	By 2050 the number of English-speaking Chinese is likely to exceed the number of native English speakers.
get on in (phr v)	/get 'ɒn ɪn/	weiterkommen	I want to get on in my career.
global (adj)	/'glɔ:bəl/	global	In Global English the grammar is a little more restricted and the vocabulary rather more basic.
idea (n) be sb's idea of ...	/aɪ'di:ə/	(hier:) Vorstellung jds. Vorstellung von etw. sein	Learning English isn't my idea of fun.
industry standard (n)	/'ɪndəstri 'stændəd/	Industriestandard	English is the " industry standard " of international communication.
investment (n) make an investment in sth	/ɪn'vestmənt/	investition in etw. investieren, in etw. eine Investition tätigen	In spite of increasing competition from other languages, it is still worth making the investment in learning English.
market value (n)	/'mɑ:kɪt 'vælju:/	Marktwert	According to one commentator, a global market value can be given to speaking English.

the media (n pl)	/ðə 'mi:diə/	Medien	English is the language of the media .
necessity (n)	/nə'sesəti/	Notwendigkeit, Muss	For most EU citizens, speaking English is not a question of choice but of necessity .
outnumber (v)	/aʊt'nʌmbə/	an Zahl überlegen, über-treffen	Already non-native speakers of English outnumber native speakers.
overtake (v)	/,əʊvə'teɪk/	überholen	The number of English-speakers in China is likely to overtake the total number of native speakers by 2050.
popularity (n) gain popularity	/pɒpjʊ:'lærəti/	Beliebtheit, Popularität, Zuspruch	Spanish is growing fast as it gains popularity in Asia and Africa.
proportion (n)	/prə'pɔ:ʃən/	Verhältnis, Proportion	Over the last 15 years or so the proportion of English websites has fallen by 25%.
ratio (n) ratio of sth to sth	/'reɪʃiəʊ/	Verhältnis, Rate Verhältnis von etw. zu etw.	The current ratio of native to non-native speakers of English in the world is 1 to 4.
restricted (adj)	/'rɪstrɪktəd/	eingeschränkt, begrenzt	In global English the grammar is a little more restricted and the vocabulary rather more basic.
risk (v)	/'rɪsk/	riskieren	Those who don't speak at least a little English risk losing business to the increasing number who do.
see (v) the way I see it	/si:/	sehen, betrachten wie ich es sehe, ich meine, aus meiner Sicht	The way I see it , if I'm trying to sell you something, I should speak your language.
socialise (v)	/'səʊʃəlaɪz/	Kontakte knüpfen, unter Leute kommen	I mostly speak English when I am socialising with clients and colleagues.
supplier (n)	/sə'plaɪə/	Lieferant	A South Korean airline bought its flight simulators from a French supplier rather than a British one because they understood their English better!

thing (n) that's the thing with/about ...	/θɪŋ/	Ding, Sache so ist das mit ...	That's the thing with English - it's easy to speak a little quite quickly.
threat (n)	/θret/	(Be-)Drohung, Gefahr	Politicians have expressed concern about the growing threat of English to their national culture.
worth (adj) it's worth it	/wɜ:θ/	wert es lohnt sich	Learning English is hard work but it's worth it .

Unit 2

headword	pronunciation	translation/notes	example sentence
advantage (n) take advantage of	/əd'vɑ:ntɪdʒ/	Vorteil, Gewinn, Nutzen einen Nutzen/Vorteil aus etw. ziehen	You can take advantage of the Hilton's car rental service to explore the nearby ruins of Chichen Itza.
agreement (n) reach an agreement	/ə'gri:mənt/	Übereinkommen, Verein- barung, Vertrag eine Vereinbarung erzielen	We have already reached an agreement with a distributor in Naples.
appointment (n) fix an appointment	/ə'pɔɪntmənt/	Termin Termin vereinbaren	I've managed to fix appointments with three distributors.
between (prep) just between us	/brɪ'twi:n/	zwischen nur unter uns	"I hear you've got a new job." "Well, yes. Just between us , I'm moving to Cisco Systems".
bid for (phr v)	/'bɪd fɔ:/	(hier:) ein Gebot abgeben	We're bidding for a new contract in Singapore.
blog (n)	/blɒg/	Blog	This blog was posted on a business travel message board.
bring out (phr v)	/brɪŋ 'aʊt/	herausbringen, (hier:) auf den Markt bringen	Sony are bringing out a new product in December.
btw (= by the way)	/baɪ ðə 'weɪ/	übrigens	BTW don't be embarrassed about walking out of boring presentations halfway through.

business card (n)	/ˈbɪznəs ˌkɑːd/	Visitenkarte	Hand out as many business cards as you can.
centralise (v)	/ˈsentrəˌlaɪz/	zentralisieren	They are closing the plant because they are trying to centralise production.
close down (phr v) (opposite = open up)	/kləʊz ˈdaʊn/	schließen	They're closing down the Liverpool factory.
comment (v) comment on sth	/ˈkɒment/	eine Bemerkung machen über etw. eine Bemerkung machen, etw. kommentieren	You'll be surprised how many delegates comment on your interesting tie.
conference (n) conference goer	/ˈkɒnfərəns/ /ˈkɒnfərəns ˌgəʊə/	Konferenz, Tagung Konferenz-, Tagungsteil- nehmer	I am looking for some general tips and advice from experienced conference goers on how to make the most out of my first conference.
conference organiser	/ˈkɒnfərəns ˌɔːgənaɪzə/	Konferenzveranstalter	That woman in the blue suit is the conference organiser .
the connected economy (n)	/ðə kəˌnektəd iːˈkɒnəmi/	interdependente Wirtschaft	The conference theme is <i>Business in the connected economy</i> .
connection (n)	/kəˈneɪʃən/	Verbindung	The Burj Al Arab occupies a central location in Dubai with flight connections to all the major cities of the world.
consultancy (n)	/kənˈsʌltənsi/	Beratung	Irena Stefanowitz is a professor at the Warsaw University of Technology. She does quite a lot of consultancy work as well.
contact (n)	/ˈkɒntækt/	Verbindung, Kontakt	My boss has told me to come back with some useful contacts .
contact details	/ˈkɒntækt ˌdiːteɪlz/	Adressdaten	I've lost his business card which had his contact details on it.

contract (n)	/ˈkɒntrækt/	Vertrag	We're bidding for a new contract in Singapore.
conversation (n)	/kɒnvə'seɪʃən/	Gespräch, Konversation	
conversation killer	/kɒnvə'seɪʃən ˌkɪlə/	falsches Thema, "Fettnapf"	She's just lost her job; so asking her about work turned out to be a conversation killer .
start/open a conversation		ein Gespräch beginnen	Admiring somebody's tie or earrings is a good way to open a conversation .
keep a conversation going		das Gespräch in Gang halten	You can often keep the conversation going by offering somebody food or a drink.
deal (n)	/di:l/	(hier:) (Geschäfts-)Abschluss	
do a deal with sb		einen Abschluss tätigen	They're doing a deal with a supplier in Tel Aviv.
delegate (n)	/ˈdeləɡət/	(hier:) Teilnehmer/in	I shared a taxi to the airport with two other delegates from the conference.
disagreement (n)	/dɪsə'ɡri:mənt/	Unstimmigkeit, Meinungsverschiedenheit	
(opposite = agreement)		mit jdm. eine Meinungsverschiedenheit haben	A friend of mine had a bit of a disagreement with Irena Stefanowitz and his latest project proposal was rejected by the authorities.
have a disagreement with sb			
distributor (n)	/dɪs'trɪbjʊ:tə/	(Groß-)Händler, Lieferant	I understand you're in talks with a local distributor in Naples.
downsize (v)	/ˈdaʊnsaɪz/	verkleinern, abbauen	GM are laying off 5,000 workers in the UK because they are downsizing .
embarrassed (adj)	/ɪm'bærəst/	verlegen, peinlich berührt	
be embarrassed about		sich wegen etw. schämen	I was very embarrassed about walking out of the presentation halfway through.
end up (phr v)	/end 'ʌp/	gelangen, landen	That's how it ended up costing me 75 euros just to get from the airport to the hotel.

etiquette (n)	/ˈetɪkət/	(gute) Umgangsformen, Anstandsregeln, Etikette	A word about audience etiquette : it's very bad manners to walk out of a talk halfway through.
excuse me	/ɪkˈskjuːz miː/	wenn Sie mich entschuldigen würden ...	If you'll excuse me , I need to make a phone call.
experience (n) an experience to remember	/ɪkˈspɪəriəns/	Erfahrung, (hier:) Erlebnis ein bleibendes Erlebnis	Whether swimming with the dolphins or playing roulette in the offshore casino, you can be sure of an experience to remember .
experienced (adj) (opposite = inexperienced)	/ɪkˈspɪəriənst/	erfahren	I am looking for some general tips and advice from experienced conference goers on how to make the most out of my first conference.
extend to (phr v)	/ɪkˈstend tuː/	sich ausweiten, ausdehnen	Walt Disney's aim to "make people happy" now extends to corporate hospitality.
first (pron) it's the first I've heard of it	/fɜːst/	das Erste das Erste, was ich davon höre	"They're under threat from a hostile takeover bid." "Really? It's the first I've heard of it ".
fix up (phr v)	/fɪks ˈʌp/	festmachen, vereinbaren	Would you like to fix up a time to chat over a drink?
gathering (n)	/'gæðərɪŋ/	Zusammenkunft	A conference is a gathering of important people who singly can do nothing, but together decide that nothing can be done.
globalisation (n)	/'glɒbəlɪzɪʃən/	Globalisierung	Kim Lane will be giving a talk on globalisation later this week.
go (v)	/gəʊ/	(hier:) "den Geist aufgeben", leer werden	The batteries are going on my mobile. Can I call you back? Deluxe suites, a helipad, a golden domed ballroom and spectacular views across the Arabian Gulf all go to make this the ultimate business venue.

hand out (phr v)	/hænd 'aʊt/	verteilen	Hand out as many business cards as you can.
headhunt (v)	/'hed hʌnt/	abwerben	Karl Schelling was headhunted from Philips. They made him an offer he couldn't refuse.
head up (phr v)	/hed 'ʌp/	leiten	Margo Timmerman heads up Cisco's technical department in the Netherlands.
honest (adj) (opposite = dishonest) to be honest	/'ɒnəst/	ehrlich, aufrichtig ehrlich sein	"I like your watch. Is it an Omega?" "Well, to be honest , don't tell anyone, but it's a fake."
hospitality (n) corporate hospitality	/ˌhɒspɪ'tæləti/	Gastfreundschaft, Gastlichkeit Firmengastlichkeit	Walt Disney's aim to "make people happy" now extends to corporate hospitality .
influential (adj)	/ɪnflu:'enʃəl/	einflussreich	Irena Stefanowitz is quite influential in Warsaw.
interest (n) show interest in sth	/'ɪntərəst/	Interesse Interesse zeigen an etw.	That marketing manager from Cisco showed a lot of interest in our product.
keep up with (phr v)	/ki:p 'ʌp wɪθ/	mit etw. Schritt halten, dranbleiben	Make sure you're keeping up with the latest trends by going to all the big talks by industry leaders.
keynote (adj) keynote speech/presentation	/'ki:nəʊt/ /'ki:nəʊt ,spi:tʃ/,prezən'teɪʃən/	Haupt- Grundsatzrede, program- matische Rede, Hauptvor- trag	Margo Timmerman is giving the keynote presentation at the conference.
lay off (phr v) (opposite = take on)	/lei 'ɒf/	entlassen	GM are laying off 5,000 workers in the UK because they are downsizing.
learning experience (n)	/'lɜ:nɪŋ ɪk'spɪəriəns/	Lernerfahrung	I would like to use the event as a networking opportunity as well as a learning experience .
line of business (n)	/laɪn əv 'bɪznɪs/	Branche, Gebiet	What line of business are you in?

logistics (n pl)	/ləˈdʒɪstɪks/	Logistik	Send us your requirements and we will plan the logistics for you.
make (v) make the most out of sth	/meɪk/	machen, tun das Beste aus einer Situation herausholen	I am looking for some general tips and advice from experienced conference goers on how to make the most out of my first conference.
merger (n)	/'mɜːdʒə/	Fusion	Mergers can be very difficult for both the companies involved.
message board (n)	/'mesɪdʒ bɔːd/	Schwarzes Brett, Infoseite	This blog was posted on a business travel message board .
mingle (v)	/'mɪŋɡəl/	(unter die Gäste/Teilnehmer) mischen	Coffee breaks give you a chance to mingle with the other delegates.
mountain (n) a mountain of sth	/'maʊntən/	Berg jede Menge ..., einen Berg von etw.	Don't give your business card to everyone you meet or you'll have a mountain of e-mail when you get back!
multi-media (adj)	/mʌltɪ'miːdiə/	multimedial, Multi-Media-	Sony are bringing out some sort of multi-media entertainment system in December.
negotiating skills (n pl)	/nəˈɡəʊʃɪeɪtɪŋ_skiːlz/	Verhandlungsgeschick, -fertigkeit(en)	There was an excellent workshop on improving your negotiating skills .
negotiations (n pl)	/nəˈɡəʊʃɪ'eɪʃənz/	Verhandlungen	The negotiations are going quite well.
network (v)	/'netwɜːk/	(sich) vernetzen, Kontakte knüpfen	You can network much better at workshops and small group sessions.
networking (n)	/'netwɜːkɪŋ/	Knüpfen von Kontakten	The hotel bar is where the real networking gets done.
note (n) take notes on sth	/nəʊt/	(hier:) Notiz, Anmerkung Notizen anfertigen über etw.	I use lunch and coffee breaks to take notes on what

occupy (v)	/ˈɒkjʊːpaɪ/	belegen, in Anspruch nehmen	you've learned and who you've met. The Burj Al Arab occupies a central location in Dubai with flight connections to all the major cities of the world.
offer (n) make sb an offer they can't refuse	/ˈɒfə/	Angebot jdm. ein Angebot machen, das er/sie nicht ablehnen kann	Karl Schelling was headhunted from Philips. They made him an offer he couldn't refuse .
official (adj) (opposite = unofficial)	/əˈfɪʃəl/	offiziell	It's not official yet. They will announce the takeover next week.
originally (adv)	/ɒˈrɪdʒɪnəli/	ursprünglich	I live in Poland but I was from South Africa originally .
pay (v) not to pay	/peɪ/	(be-)zahlen sich nicht lohnen, sich nicht bezahlt machen	It doesn't pay to get on the wrong side of Irena Stefanowitz. She's quite influential in Warsaw.
plant (n)	/plɑːnt/	(Fabrik-)Anlage, Werk	GEC are setting up a new plant in Warsaw.
position (n) in sb's position	/pəˈzɪʃən/	Lage in jds. Lage	"William Hall doesn't look very happy." "Neither would you in his position . He's just lost his job."
post (v)	/pəʊst/	(hier:) veröffentlichen, bekannt geben	This blog was posted on a business travel message board.
posting (n)	/ˈpəʊstɪŋ/	(hier:) Information	This advice is completely different, even though the two postings are about the same subject.
present (v)	/prəˈzent/	einen Vortrag halten	Karl Schelling is presenting this afternoon. He's giving a talk about data security.
production (n)	/prəˈdʌkʃən/	Produktion	They are closing the plant because they are trying to centralise production .

proposal (n)	/prə'pəʊzəl/	Vorschlag	His latest project proposal was rejected by the authorities.
rate (v)	/reɪt/	bewerten, einstufen	The Hilton Cancun is rated among the three best hotels in Latin America.
reject (v)	/rɪ'dʒekt/	ablehnen (zurückweisen)	His latest project proposal was rejected by the authorities.
represent (v)	/reprɪ'zent/	vertreten	Lisa will be the only person representing the company at the conference.
requirements (n pl)	/rɪ'kwəɪəmənts/	Anforderung(en)	Send us your requirements and we will plan the logistics for you.
risky (adj) (opposite = safe)	/'rɪski/	riskant, gefährlich	It could be a bit risky to get onto the subject of politics.
run out of (phr v)	/rʌn 'aʊt əv/	etw. nicht mehr haben, nichts von etw. mehr haben	I always run out of business cards by the second day of the conference.
security (n) data security	/sɪ'kʊərəti/ /,deɪtə sɪ'kʊərəti/	Sicherheit Datensicherheit	Karl Schelling is giving a talk about data security .
sense (n) make sense	/sens/	Sinn sinnvoll sein ("Sinn machen")	That makes sense . They do most of their business there.
sensitive information (n)	/'sensɪtv ɪnfə'meɪʃən/	heikle Informationen	Philips must be worried about the sensitive information Karl Schelling could give to Siemens.
session (n) group session	/'seʃən/ /gru:p 'seʃən/	Sitzung(-szeit) Gruppensitzung	You can network much better at workshops and small group sessions .
set up (phr v)	/set 'ʌp/	gründen, aufbauen	GEC are setting up a new plant in Warsaw.

side (n) get on the wrong side of sb	/saɪd/	Seite es mit jdm. verderben	It doesn't pay to get on the wrong side of Irena Stefanowitz. She's quite influential in Warsaw.
singly (adv)	/'sɪŋɡli/	allein, auf sich gestellt	A conference is a gathering of important people who singly can do nothing, but together decide that nothing can be done.
skip (n)	/skɪp/	(hier:) schwänzen; auslassen, überspringen	Let's skip the big presentation and go and see something of Rome.
socialise (v)	/'səʊʃəlaɪz/	unter (die) Leute kommen, Kontakte knüpfen	When I first arrived I was too tired to do much socialising .
stand out (phr v)	/stænd 'aʊt/	auffallen, sich aus der Masse hervortun	One way to stand out at conferences is to wear one subtle but interesting thing.
supplier (n)	/sə'plɑɪə/	Lieferant	They're doing a deal with a supplier in Tel Aviv.
sure (adj) that's for sure	/'ʃʊə/	sicher ... ganz sicher / das ist sicher	It gets pretty cold in Moscow, that's for sure .
taboo (adj)	/tə'buː/	Tabu-, tabuisiert, unantastbar	Sex is a taboo subject.
takeover bid (n)	/'teɪkəʊvə bɪd/	Übernahmeangebot	They are under threat from a hostile takeover bid .
talk (n) be in talks	/tɔːk/	Gespräch Gespräche (Verhandlungen) führen	I understand you're in talks with a local distributor in Naples.
talk shop (v)	/tɔːk 'ʃɒp/	über die Arbeit (das Geschäft) reden	When business people get together they often just talk about work. This is called " talking shop ".
tempted (adj) be tempted to do sth	/'temptəd/	versucht versucht sein etw. zu tun	Don't be tempted to spend every evening in the bar; you will end up exhausted.

theme (n)	/θi:m/	Thema	The conference theme is <i>Business in the connected economy</i> .
threat (n) under threat from	/θret/	(Be-)Drohung von etw. bedroht sein	They are under threat from a hostile takeover bid.
tip (n)	/tɪp/	Tipp, Hinweis	I am looking for some general tips and advice from experienced conference goers on how to make the most out of my first conference.
top-up (n)	/'tɒpʌp/	Nachfüllen, nachgeschenkte Portion	"Can I get you another drink?" "Just a top-up , thanks."
transfer (v)	/'trɑ:nsfɜ:z/	(hier:) versetzen	I understand you're being transferred to head office in Stockholm.
trend (n)	/trend/	Trend, Entwicklung	Make sure you're keeping up with the latest trends by going to all the big talks by industry leaders.
turn up (phr v)	/tɜ:n 'ʌp/	auftauchen	Many people don't have the right money for the coffee machine or turn up to a talk without a pen.
understand (v)	/ʌndə'stænd/	(hier:) von etw. ausgehen, etw. annehmen	I understand you're leaving the company in April.
venue (n)	/'venju:/	(hier:) Treffpunkt	Deluxe suites, a helipad, a golden domed ballroom and spectacular views across the Arabian Gulf all go to make this the ultimate business venue .
walk out of (phr v)	/wɔ:k 'aʊt əv/	(hier:) (den Raum) verlassen, hinausgehen	Don't be embarrassed about walking out of boring presentations halfway through.
workshop (n)	/'wɜ:kʃɒp/	Arbeitsgruppe, Workshop	You can network much better at workshops and small group sessions.

Unit 3

headword	pronunciation	translation/notes	example sentence
applicant (n)	/ˈæplɪkənt/	Bewerber/in	We will be interviewing three applicants for the position of divisional manager.
arrangements (n pl)	/ə'reɪndʒmənts/	Vorbereitung(en), Organisation	Are you making progress with the conference arrangements ?
asap (= as soon as possible)	/eɪsə'eɪ'piː/	so bald wie möglich, baldigst	Can you e-mail the PowerPoint slides to me asap ?
attendance (n)	/ə'tendəns/	Teilnahme	We have contacted all the speakers to confirm their attendance .
authorise (v)	/ˈɔːθəraɪz/	bevollmächtigen, Befugnis geben, autorisieren	Can you authorise me to offer them a 14% discount on 50,000?
candidate (n) strong candidate	/ˈkændɪdət/	Kandidat/in "heißer" Kandidat, Kandidat in der engen Wahl	There were several strong candidates so we devised a simple test.
catch (v)	/kætʃ/	(hier:) verstehen	I didn't catch that. Can you speak up please?
come up (phr v)	/kʌm 'ʌp/	geschehen, passieren	I'll have to go, I'm afraid. Something's come up .
conduct (v) conduct an interview	/kən'dʌkt/	(aus-, durch-)führen Befragung durchführen	We conducted interviews with our best customers to find out what they really wanted from the product.

confirm (v)	/kən'fɜ:m/	bestätigen	We have contacted all the speakers to confirm their attendance.
consignment (n)	/kən'saɪnmənt/	Lieferung	The stock control manager says we despatched the Venezuelan consignment a week ago.
contract (n)	/'kɒntrækt/	Vertrag	I'm calling about an estimate for a contract in Malaysia.
deadline (n)	/'dedlaɪn/	(End-)Termin	We will have to work late every day this week if we are to meet Friday's deadline .
deadlocked (adj) be deadlocked on sth	/'dedlɒkt/	festgefahren bei etw. festgefahren sein, mit etw. an einen toten Punkt gekommen sein	The negotiations in Nagoya are going pretty well but we seem to be deadlocked on price.
despatch (v)	/dɪs'pætʃ/	abschicken, versenden	The stock control manager says we despatched the Venezuelan consignment a week ago.
devise (v)	/dɪ'vaɪz/	ausarbeiten, entwerfen, sich etw. ausdenken	There were several strong candidates so we devised a simple test.
endangered (adj)	/ɪn'deɪndʒəd/	(vom Aussterben) bedroht	Kangaroos are not exactly endangered . There are twice as many kangaroos in Australia as there are Australians.
estimate (n)	/'estɪmət/	(hier:) Kostenvoranschlag	I'm calling about an estimate for a contract in Malaysia.
face to face (adv)	/feɪstə'feɪs/	persönlich, direkt,	I don't like making calls in English. I find it much easier to talk to someone face to face .
fax (v)	/fæks/	per Fax schicken, "faxen"	I corrected those figures you faxed me.
feasibility study (n)	/fi:zə'bɪləti ,stʌdi/	Machbarkeitsstudie	Head office waited six months for the preliminary report, another six months for the feasibility study and now they want to see some results.

figures (n pl)	/ˈfɪgəz/	Zahlen	I included the quarterly figures in the report.
get (v)	/get/	(hier:) verstehen, mitbekommen	Did you get all that or shall I go through it once more?
get back to sb (phr v)	/get ˈbæk tə ˌsʌmbədi/	(hier:) wieder anrufen jdn. wegen etw. noch einmal ansprechen	Please leave a message after the tone and I'll get back to you as soon as I can. I need to discuss the discount with my boss. Can I get back to you on that?
go well (phr v)	/gəʊ ˈwel/	gut gehen, laufen	The negotiations in Nagoya are going pretty well but we seem to be deadlocked on price.
handout (n)	/ˈhændaʊt/	(ausgeteilte) Unterlage, Handzettel	All these figures will be on the handout that you will be given at the end of the presentation.
healthy option (n)	/ˈhelθi ˌɒpʃən/	gesunde Alternative	Kangaroo meat is a really healthy option with ten times less fat than a beef steak.
launch (n)	/lɔːnʃ/	(hier:) Produkteinführung	We are working hard to be ready for the launch in March.
leave (v) leave sth with sb	/li:v/	(ver-, über-, be-)lassen jdm. etw. überlassen	I think I've given you all the relevant facts, so can I leave it with you for a few days?
line (n) on the other line	/laɪn/	(hier:) Leitung auf /in der anderen Leitung	I've got someone on the other line . Can I call you back?
memory stick (n)	/ˈmeməri ˌstɪk/	Speicherstift, Memorystick	I've lost the memory stick with my entire presentation on it.
misunderstand (v) (opposite = understand)	/ˌmɪsʌndəˈstænd/	missverstehen	I totally misunderstood what he said on the phone.
negotiations (n pl)	/ˌnəɡəʊʃɪˈeɪʃənz/	Verhandlung(en)	The negotiations in Nagoya are going pretty well but we seem to be deadlocked on price.

packing department (n)	/ˈpækɪŋ dəˌpɑːtmənt/	Versandabteilung	Can you pass their complaint on to the packing department .
position (n)	/pəˈzɪʃən/	Stelle, Position	We will be interviewing three applicants for the position of divisional manager.
preliminary report (n)	/prəˈlɪmɪnəri rɪˌpɔːt/	Zwischenbericht, vorläufiger Bericht	Head office waited six months for the preliminary report , another six months for the feasibility study and now they want to see some results.
processing plant (n)	/ˈprəʊsesɪŋ ˌplɑːnt/	Aufbereitungsanlage	The visitors from the UK didn't have time to see the processing plant .
progress (n) make progress with sth	/ˈprəʊɡres/	Fortschritt mit etw. Fortschritte machen	Are you making progress with the conference arrangements?
purpose (n)	/ˈpɜːpəs/	Zweck, Grund	Can I ask the purpose of your call?
put off (phr v)	/put ˈɒf/	aufschieben	I have been putting off this call because I don't want to speak English.
put through (phr v)	/put ˈθruː/	durchstellen, verbinden	I'll just put you through to Ms Mellor now.
quality control (n)	/ˈkwɒləti kənˌtrɒl/	Qualitätskontrolle	Bill Andrews asked a lot of questions about quality control .
quarterly (adj)	/ˈkwɔːtəli/	Quartals-, vierteljährlich	I included the quarterly accounts in the report.
query (v)	/ˈkwɪəri/	monieren, in Frage stellen, reklamieren	The people in Seattle are querying our invoice.
read back (phr v)	/riːd ˈbæk/	vorlesen	Can you read those figures back to me, please?
refer to (phr v)	/rɪˈfɜː tu/	auf etw. verweisen	The lawyer referred to the well-known Gates v Monopolies Commission case.
reinvoice (v)	/riːˈɪnvɔɪs/	erneut in Rechnung stellen,	Can you ask Accounts to check the figures and

reminder (n)	/rɪ'maɪndə/	fakturieren Zahlungserinnerung, Mahnung	reinvoice if necessary. If they haven't paid by the end of the month, we will have to send them a reminder .
requirements (n pl)	/rɪ'kwaɪəmənts/	Anforderung(en)	We are meeting next week to discuss my client's requirements .
shipping agent (n)	/'ʃɪpɪŋ, ɛɪdʒənt/	Schiffsspediteur, Verloader	The shipping agent has confirmed that the goods were delivered this morning.
sound (v)	/saʊnd/	klingen, sich anhören	You sounded quite rude and unhelpful but perhaps you were busy.
speak (v)	/spi:k/	reden, sprechen	I'd like to speak to somebody in the Accounts Department, please.
speaker (n)	/'spi:kə/	Referent/in, Redner/in	We have contacted all the speakers to confirm their attendance.
speak up (phr v)	/spi:k 'ʌp/	lauter sprechen	I didn't catch that. Can you speak up please?
stock control (n)	/'stɒk kən'trəʊl/	Bestandskontrolle	The stock control manager says we despatched the Venezuelan consignment a week ago.
stuck (adj) be stuck in	/stʌk/	festsitzen in etw. festsitzen, fest- hängen	I'm still stuck in a meeting at head office. I think you should start without me.
tone (n)	/təʊn/	(Ton-)Zeichen	Please leave a message after the tone and I'll get back to you as soon as I can.
touch (n) be in touch	/tʌtʃ/	Berührung, Kontakt sich melden, Verbindung aufnehmen	They said they'd be in touch in the next couple of days or so.
track (n) lose track of sth	/træk/	Spur, Schiene etw. aus den Augen ver- lieren	I completely lost track of the conversation because my English is not very good.

tricky (adj) (opposite = easy)	/ˈtrɪki/	heikel	What was the trickiest question they asked you at the interview?
unpronounceable (adj)	/ʌnprəˈnaʊnsəbəl/	unaussprechlich	I find some of our Polish colleagues' names unpronounceable .
visual (n)	/ˈvɪʒʊəl/	Visualisierung, visuelle Darstellung	My memory stick won't work and all the visuals for my presentation are on it!
worry (n) have no worries	/ˈwʌəri/	Sorge, Besorgnis unbesorgt sein	So he asked about quality control? I hope you told him he's got no worries there.

Unit 4

headword	pronunciation	translation/notes	example sentence
add up (phr v)	/æd 'ʌp/	(hier:) sich rechnen, aufgehen	I'm no negotiator. I just make sure the figures add up .
annually (adv)	/'ænjʊəli/	jährlich	Only 3.1 people per thousand die annually in Kuwait, compared with 11.2 in Britain.
average (n) on average	/'ævərɪdʒ/	durchschnittlich im Durchschnitt	On average , women live 10% longer than men.
bestselling (adj)	/'best'selɪŋ/	mit dem höchsten Umsatz	American Budweiser is the world's bestselling brand of beer.
break off (phr v)	/breɪk 'ɒf/	abbrechen	The unions have broken off negotiations.
brief (v)	/'brɪ:f/	informieren, (kurz) einweisen, unterrichten	Don't worry about the figures. Janet will brief you before the meeting.
budget (n)	/'bʌdʒət/	Etat, Budget	They've turned down our application for a bigger budget .
build up (phr v)	/'bɪld 'ʌp/	aufbauen	We're trying to build up market share.
call off (phr v)	/'kɔ:l 'ɒf/	absagen	Will you agree to call off the strike?
calm down (phr v)	/'kɑ:m 'daʊn/	sich beruhigen	Calm down , everybody. We need to be practical.
capital (n)	/'kæpɪtəl/	Hauptstadt	Johannesburg is said to be the murder capital of the world.

carry out (phr v)	/ˌkæri 'aʊt/	aus-, durchführen	We will carry out tests on the system now.
catch (v)	/kætʃ/	(hier:) hören, verstehen	Sorry, I didn't catch what you said. Could you slow down a bit?
clarify (v)	/'klærɪfaɪ/	klären	Ask your partner to clarify anything you don't understand.
compared with ...	/kəm'peəd wɪθ/	verglichen mit	Only 3.1 people per thousand die annually in Kuwait, compared with 11.2 in Britain.
competitor (n)	/kəm'petɪtə/	Wettbewerber, Konkurrent	Budweiser is the biggest brewery in the world with 50 per cent greater output than its nearest competitor , Heineken.
conflict with sth (phr v)	/kən'flɪkt wɪθ ,sʌmθɪŋ/	sich widersprechen	Sometimes what people say in meetings conflicts with what they said earlier.
consume (v)	/kən'sju:m/	konsumieren (verzehren)	The number of Cokes consumed in the world per day exceeds 1.3 billion.
consumer (n)	/kən'sju:mə/	Verbraucher/in, Konsument/in	Some consumers do not realise that there are two different Budweiser companies, both producing beer.
count on sb (phr v)	/'kaʊnt ɒn ,sʌmbədi/	auf jdm. zählen, sich auf jdm. verlassen	I'm counting on you. I know you won't let me down.
cut down (phr v)	/kʌt 'daʊn/	reduzieren, verringern	We should cut down the amount of time we waste in meetings.
decision (n) reach a decision	/dɪ'sɪʒən/	Entscheidung zu einer Entscheidung gelangen	We have to reach a decision by next week.
disagree (v) (opposite = agree)	/dɪsə'gri:/	nicht übereinstimmen, unterschiedlicher Meinung sein	People sometimes disagree about facts in meetings.

discrepancy (n)	/dɪs'kreɪənsi/	Unstimmigkeit, Widerspruch	I want to query one or two discrepancies which I spotted in your report.
dispute (n)	/dɪs'pjʊt/	Disput, Streit(igkeit)	After a long legal dispute , the Czech company now markets its product under the Budweiser name in more than 40 different countries.
exceed (v)	/ɪk'si:d/	übertreffen, -steigen	The number of Cokes consumed in the world per day exceeds 1.3 billion.
exporter	/ɪk'spɔ:tə/	Exporteur	The world's biggest exporter of computer software is Ireland.
familiar (adj) (opposite = unfamiliar) be familiar with sth	/fə'mɪljə/	vertraut mit etw. vertraut sein	Robin is very familiar with business procedures here, as well as being fluent in Japanese.
figures (n pl)	/'fɪgəz/	Zahlen(werk)	I'm no negotiator. I just make sure the figures add up.
find out (phr v)	/faɪnd 'aʊt/	herausfinden	I need more time to find out what the problem is with your computers.
fix up (phr v)	/fɪks 'ʌp/	etw. arrangieren	We really must fix up a meeting to discuss our pricing strategy.
fluent (adj) be fluent in sth	/'flu:ənt/	fließend in etw. fließend sein	Robin is very familiar with business procedures here, as well as being fluent in Japanese.
follow (v)	/'fɒləʊ/	folgen	I'm afraid I didn't quite follow his explanation.
in full	/ɪn 'fʊl/	ausführlich, vollständig, lückenlos	Write down the information in full .
GDP (= gross domestic product)	/dʒi:di:'pi:/	BIP (Bruttoinlandsprodukt)	The world's richest country in GDP per head is Luxembourg.

global (adj)	/ˈɡlɒbəl/	global	The single invention with the highest global turnover is the electric light bulb.
golden rule (n)	/ˈɡəʊldən ru:l/	goldene Regel	One of the golden rules of public speaking is 'keep it short'.
go over (phr v)	/ɡəʊ ˈəʊvə/	etw. durchgehen	I still don't quite understand. Could you go over that again?
harm (n) do sb much harm	/hɑ:m/	Schaden jdm. Schaden zufügen	Drinking red wine in moderation won't do you much harm ; in fact it could prevent heart disease.
head (n) per head	/hed/ /pɜ: ˈhed/	Kopf pro Kopf	The world's richest country in GDP per head is Luxembourg.
hold on (phr v)	/həʊld ˈɒn/	(hier:) warten	Now just hold on a minute, there's no need to argue about this.
household (n)	/ˈhaʊshəʊld/	Haushalt	Finland has more mobile phones per household than any other country.
lay off (phr v) (opposite = take on)	/leɪ ˈɒf/	entlassen	Management is planning to lay off a quarter of the workforce.
let sb down (phr v)	/let ˌsʌmbədi ˈdaʊn/	jdn. im Stich lassen	I'm counting on you. I know you won't let me down .
market (v)	/ˈmɑ:kɪt/	vermarkten	After a long legal dispute, the Czech company now markets its product under the Budweiser name in more than 40 different countries.
marketing budget (n)	/ˈmɑ:kətɪŋ ˌbʌdʒɪt/	Marketingetat, -budget	With its enormous marketing budget , Budweiser spent more than 32 million dollars to be 'an official partner' in the soccer World Cup.
market share (n)	/ˌmɑ:kɪt ʃeə/	Marktanteil	We're trying to build up market share .

mean (v)	/mi:n/	meinen, etw. sagen wollen	Sorry, could you explain that again. I don't see what you mean .
mergers and acquisitions (n pl)	/'mɜ:ʤəz ənd ækwɪ,zɪʃənz/	Fusionen und Übernahmen	The bank sent a mergers and acquisitions specialist to Tokyo to work as part of the project team during the takeover bid.
miss (v)	/mɪs/	etw. nicht mitbekommen, verpassen	Sorry, I missed that. Could you repeat your address, please.
mistake (n)	/mɪs'teɪk/	Fehler	They haven't been paid? There must be some mistake .
moderation (n) in moderation	/mɒdə'reɪʃən/	Mäßigung mäßig, in Maßen	Drinking red wine in moderation won't do you much harm; in fact it could prevent heart disease.
move on (phr v)	/mu:v 'ɒn/	weitergehen, zu etw. kommen	Let's move on to item three: new projects.
multinational (n)	/mʌltɪ'næʃənəl/	Multi, multinationaler Konzern	Budweiser's nearest competitor is the Dutch multinational , Heineken.
negotiations (n pl)	/nə,gəʊʃɪ'eɪʃənz/	Verhandlung(en)	Leading the negotiations with the Sapporo Bank will be your main responsibility.
negotiator (n)	/nə,gəʊʃɪ'eɪtə/	Verhandlungsführer/in, Unterhändler/in	I'm no negotiator , especially for a takeover as big as this.
option (n)	/'ɒpʃən/	Option, Alternative	Leaving work at 3 p.m. is not an option !
output (n) (opposite = input)	/'aʊtpʊt/	Ausstoß, Output	Budweiser is the biggest brewery in the world with 50 per cent greater output than its nearest competitor, Heineken.
point out (phr v)	/pɔɪnt 'aʊt/	auf etw. hinweisen, etw. hervorheben	He pointed out several errors in their brochure.
postpone (v)	/pəʊst'pəʊn/	auf-, verschieben	Let's postpone our decision until after next week's

proposal (n)	/prə'pəʊzəl/	Vorschlag	meeting. Eight out of ten members of staff liked the proposal .
put off (phr v)	/pʊt 'ɒf/	auf-, verschieben	I'm afraid we can't put that decision off any longer.
query (v)	/'kwɪəri/	in Frage stellen, hinterfragen	I want to query one or two discrepancies which I spotted in your report.
resources (n pl)	/rɪ'zɔ:səz/	Mittel, Ressourcen	The Czech company has fewer resources to spend on advertising.
responsibility (n)	/rɪs,pɒnsɪ'bɪlɪtɪ/	Verantwortung(sbereich), Zuständigkeit(sbereich)	Leading the negotiations with the Sapporo Bank will be your main responsibility .
revenue (n)	/'revənju:/	Einnahmen, Erlös	The biggest company in the world in terms of revenue is Exxon Mobil.
round (n)	/raʊnd/	Runde	The first round of negotiations is on the 13 th April.
run through (phr v)	/rʌn 'θru:/	durchspielen, grob prüfen	Janet ran through the figures with Matt before the meeting.
sales (n pl)	/seɪlz/	Absatz, Verkauf	Sales in Scandinavia are usually terrible, but they were excellent in June.
schedule (v)	/'ʃedju:l/	planen, ansetzen	It isn't good news when the result of a meeting is to schedule more meetings.
signal (v)	/'sɪgnəl/	(an-)zeigen, signalisieren	It usually signals trouble when the union representative demands an immediate meeting.
slogan (n) advertising slogan	/'sləʊgən/ /'ædvə,tɑɪzɪŋ 'sləʊgən/	Motto, Devise, Schlagwort Werbespruch	By far the most successful advertising slogan the company has had is: "Budweiser: the King of Beers".
slow down (phr v)	/sləʊ 'daʊn/	(hier:) langsamer sprechen	Sorry, I didn't catch what you said. Could you slow

sort out (phr v)	/sɔ:t 'aʊt/	lösen	down a bit? Have you managed to sort out the problem with our computers?
sound (v)	/saʊnd/	klingen, sich anhören	Forty thousand dollars? That doesn't sound right to me.
sound right	/saʊnd 'raɪt/	sich richtig anhören	
specialist (n)	/'speʃəlist/	Fachmann, -frau, Spezialist/in, Experte	The bank sent a mergers and acquisitions specialist to Tokyo to work as part of the project team during the takeover bid.
specific (adj)	/spɪ'sɪfɪk/	genau, präzise, speziell	Could you be a bit more specific (about the deadline)?
be specific (about sth)		bei etw. genau sein	
spot (v)	/spɒt/	(hier:) erkennen, herausfinden, wahrnehmen	I want to query one or two discrepancies which I spotted in your report.
statistically (adv)	/stə'tɪstɪkəli/	statistisch	Statistically , Johannesburg is more dangerous than New York.
strategy (n)	/'strætədʒi/	Strategie, (Preis-)Politik	We really must fix up a meeting to discuss our pricing strategy .
sure (adj)	/'ʃʊə/	sicher	Are you sure the meeting is next week?
take on (phr v)	/teɪk 'ɒn/	übernehmen	This is not the time to be taking on more work.
takeover (n)	/'teɪkəʊvə/	Übernahme	I'm no negotiator, especially for a takeover as big as this.
takeover bid	/'teɪkəʊvə bɪd/	Übernahme(an)gebot	The bank sent a mergers and acquisitions specialist to Tokyo to work as part of the project team during the takeover bid .
term (n)	/tɜ:m/	Begriff, Bezeichnung,	

in terms of sth		Bezug, Bedingung bezüglich, im/mit Blick auf, im Sinne von	The biggest company in the world in terms of revenue is Exxon Mobil.
track (n) lose track of sth	/træk/	Weg, Schiene, Spur etw. aus den Augen ver- lieren	When you take part in meetings in English, it is easy to lose track of what people are saying.
track record (n)	/træk 'rekɔ:d/	Erfolgs- und Erfahrungsgeschichte	Matt's track record makes him the ideal person to lead the negotiations.
turn down (phr v)	/tɜ:n 'daʊn/	ablehnen	They've turned down our application for a bigger budget.
turnover (n)	/'tɜ:nəʊvə/	Umsatz	The single invention with the highest global turnover is the electric light bulb.
upgrade (n)	/'ʌpɡreɪd/	Upgrade, nächsthöhere Version	A complete upgrade of the accounting software will cost \$3,000.
with (prep) (not) to be with sb	/wɪθ/	mit, bei jdm. folgen	Sorry, I'm not with you . What do I need an interpreter for?
workforce (n)	/'wɜ:kfɔ:s/	Belegschaft, Personal	Management is planning to lay off a quarter of the workforce .

Unit 5

headword	pronunciation	translation/notes	example sentence
access (n) gain access to sth	<i>/'ækses/</i> <i>/geɪn 'ækses tu:</i> <i>ˌsʌmθɪŋ/</i>	Zugang, Zugriff zugänglich machen	Now I pretty much concentrate on targeting women as clients, because when you do a good job for one client, you gain access to a whole network of clients.
account for sth (phr v)	<i>/ə'kaʊnt fɔ ˌsʌmθɪŋ/</i>	etw. verantworten, ausmachen	Women now account for about 47% of the workforce in China. In the two weeks following the promotion, sales of Dell's plasma TV spiked, accounting for 70% of its units sold.
adopter (n)	<i>/ə'dɒptə/</i>	Person, die etw. über- bzw. annimmt	Young Chinese are enthusiastic adopters of all kinds of technology.
alienate (v)	<i>/'eɪliəneɪt/</i>	entfremden	So as not to alienate male drinkers Harriet decided to call her beer Harry's Ale.
authority (n)	<i>/ɔ:'θɒrəti/</i>	(hier:) Kompetenz	Thanks to their purchasing power and decision-making authority , working women have emerged as a potent force in the market place.
average (n) on average	<i>/'ævərɪdʒ/</i>	Durchschnitt im Durchschnitt	On average , women earn about 25% less than men.
built in (adv)	<i>/bɪlt 'ɪn/</i>	integriert, eingebaut,	The laptops had all the usual features, including a

the case (n)	/ðə 'keɪs/	installiert der Fall	full-size keyboard and wireless networking built in . The number of people living alone in Northern Europe is approaching 50%. In Spain, this is not so much the case .
come up with sth (phr v)	/kʌm 'ʌp wɪθ ˌsʌmθɪŋ/	etw. aufbringen	Nike's creative director came up with Nike Goddess after figuring out that women feel uncomfortable in Nike's stores because they prefer a more residential feel.
compromise (n) no compromise on sth	/'kɒmprəˌmaɪz/	Zugeständnis, Kompromiss keine Zugeständnisse bei etw.	X2 have assured consumers there will be no compromise on technology.
concentrate on sth (phr v)	/'kɒnsəntreɪt ən ˌsʌmθɪŋ/	sich konzentrieren, fokussieren	Now I pretty much concentrate on targeting women as clients.
consumer (n)	/kən'sju:mə/	Verbraucher/in, Konsu- ment/in	If you're going to target female consumers , do masses of market research first. Don't trust your intuitions. They can be very wrong!
consumer power	/kən'sju:mə ˌpaʊə/	Verbrauchermacht	Rising female consumer power is changing the way companies design, make and market products.
consumer spending	/kən'sju:mə ˌspendɪŋ/	Verbraucherausgaben, Konsumausgaben	Market research can reveal some surprising facts about consumer spending .
creative director (n)	/kri:'eɪtɪv daɪˌrektə/	Kreativchef/in	Nike's creative director came up with Nike Goddess after figuring out that women feel uncomfortable in Nike's stores because they prefer a more residential feel.
credit facility (n)	/'kredɪt fəˌsɪləti/	Kreditrahmen	Astrid Hastreiter has launched a bank for women in Germany which offers a full range of financial services and credit facilities .

custom-design (v)	/ˌkʌstəmdrɪˈzaɪn/	gezielt entwickelt	Up-market fashion houses like Burberry have custom-designed carry cases for the iPod in their signature plaid pattern.
decision-maker (n)	/dɪˈsɪʒənˌmeɪkə/	Entscheidungsträger/in	In Spain, there is no question that women are the main purchasing decision-makers in most families.
decision-making (adj)	/dɪˈsɪʒənˌmeɪkɪŋ/	Entscheidungs-	Women's decision-making authority has grown in part because more households are headed by women.
do (v) do it for sb	/duː/	tun, machen (aus-)reichen für jdn.	Nike's slogan 'Just do it' doesn't really do it for most women.
draw (v)	/drɔː/	(an-)ziehen, Anziehungskraft ausüben	iPod digital music players which come in several colours have predictably drawn more women buyers than the standard black and white models.
emerge (v)	/ɪˈmɜːdʒ/	aufsteigen, in Erscheinung treten, an den Tag kommen	Thanks to their purchasing power and decision-making authority, working women have emerged as a potent force in the market place.
end up (phr v)	/end ˈʌp/	enden, als etw. landen	Several companies have tried to create products - like cars - specifically for women and failed because they end up stereotyping women.
extensively (adv)	/ɪkˈstensɪvli/	umfangreich, ausführlich, lang, ausgedehnt	Women shop differently from the way men do, research more extensively and are less likely to be influenced by advertising.
favour (n) in favour of sth	/'feɪvə/	Gefallen zugunsten (von) etw.	Marketers are shifting away from TV ads in favour of promotional efforts women trust: reviews in women's magazines and spots on TV shows.
feature (n)	/'fi:tʃə/	Merkmal, Eigenschaft	The laptops had all the usual features , including a full-size keyboard and wireless networking built in.

feel (n)	/fi:l/	Gefühl, Ambiente	Nike's creative director came up with Nike Goddess after figuring out that women feel uncomfortable in Nike's stores because they prefer a more residential feel .
feminise (v)	/'feminaɪz/	“feminisieren”, auf Frauen zuschneiden	Sometimes ' feminising ' a product can be as simple as just changing the colour.
figure out (phr v)	/'fɪgə 'aʊt/	etw. herausfinden	Nike's creative director came up with Nike Goddess after figuring out that women feel uncomfortable in Nike's stores because they prefer a more residential feel.
geekspeak (n)	/'gi:kspi:k/	Fachchinesisch	Best Buy is retraining its floor sales staff to talk to women in practical terms, not in geekspeak .
gender (n)	/'dʒendə/	Geschlecht	On the other hand, I think you can take the gender thing too far.
head (v)	/hed/	(an-)führen, leiten	Women's decision-making authority has grown in part because more households are headed by women.
hit (v)	/hɪt/	schlagen, treffen (hier:) etw. plötzlich erkennen	It took me a while to realise this, but then it hit me: when women are happy with the services they get, they tell all their friends and colleagues about it.
home improvements (n pl)	/'həʊm ɪm'pru:vmənts/	handwerkliche Verbesserungsarbeiten zu Hause, Heimwerkertätigkeiten	These days 75% of women carry out home improvements by themselves.
hostile (adj) (opposite = friendly) be hostile to sb	/'hɒstaɪl/	ablehnend, feindselig jdm. ablehnend gegenüberstehen	The bank is women-friendly but that does not mean we are hostile to men.
impact (n) gain impact on sb	/'ɪmpækt/ /,geɪn 'ɪmpækt ən	Durchschlagskraft (hier:) Einfluss auf jdm. gewinnen	The company is investigating ways of promoting its products in order to gain maximum impact on

	,sʌmbədi/		female customers.
implication (n)	/ɪmplɪ'keɪʃən/	Auswirkung, Folge, Konsequenz	Rising female consumer power has many implications for companies' marketing policies.
influence (v) be influenced by sth	/'ɪnfluəns/	beeinflussen von etw. beeinflusst werden	Women shop differently from the way men do, research more extensively and are less likely to be influenced by advertising.
intuition (n)	/ɪntʃu:'ɪʃən/	Einfühlungsvermögen, Gespür, Intuition	If you're going to target female consumers, do masses of market research first. Don't trust your intuitions . They can be very wrong!
makeover (n)	/'meɪkəʊvə/	Überarbeitung, (hier:) "Frühjahrskur"	Computer manufacturer X2 went for the standard colour makeover by launching a range of laptops called Stylebooks, which came in green, powder blue and pink, as well as black and silver.
male-dominated (adj)	/'meɪl,dɒmɪnətəd/	männlich-dominiert (Männerdomäne-)	Harriet Easton has taken on the male-dominated world of traditional English beer by developing a light, fruity ale that appeals to women of all ages.
marketer (n)	/'mɑ:kɪtə/	Marketingexperte	Today's woman is the chief purchasing agent of the family and marketers have to recognise that.
market place (n)	/'mɑ:kɪt ,pleɪs/	Marktplatz	Thanks to their purchasing power and decision-making authority, working women have emerged as a potent force in the market place .
market research (n)	/'mɑ:kɪt 'ri:sɜ:tʃ/	Marktforschung	If you're going to target female consumers, do masses of market research first. Don't trust your intuitions. They can be very wrong!
modification (n)	/mɒdɪfɪ'keɪʃən/	(Ver-)Änderung, Modifikation	I would like some suggestions for modifications we can make to our products to appeal more to women.

network (n)	/ˈnetwɜ:k/	Netzwerk	Now I pretty much concentrate on targeting women as clients, because when you do a good job for one client, you gain access to a whole network of clients.
out-earn (v)	/aʊtˈɜ:n/	einkommensmäßig übersteigen	In the past three decades, men's income has barely moved while women's has soared. Some 30% of working women out-earn their husbands.
potent (adj) (opposite = impotent)	/'pəʊtənt/	kraftvoll, potent	Thanks to their purchasing power and decision-making authority, working women have emerged as a potent force in the market place.
predictably (adv)	/prəˈdɪktəbli/	vorhersehbar	iPod digital music players which come in several colours have predictably drawn more women buyers than the standard black and white models.
promotional (adj)	/prəˈməʊʃənəl/	werblich, verkaufsfördernd, Werbe-	Marketers are shifting away from TV ads in favour of promotional efforts women trust: reviews in women's magazines and spots on TV shows.
purchasing (n) purchasing power	/'pɜ:ʃəsɪŋ/ /'pɜ:ʃəsɪŋ ˌpaʊə/	Kauf, Erwerb Kaufkraft	Thanks to their purchasing power and decision-making authority, working women have emerged as a potent force in the market place.
purchasing agent	/'pɜ:ʃəsɪŋ ˌeɪdʒənt/	Einkäufer/in	Today's woman is the chief purchasing agent of the family and marketers have to recognise that.
reconsider (v)	/ri:kən'sɪdə/	überdenken, -prüfen, neu überlegen	We may have to reconsider our marketing strategy with the female consumer in mind.
referral (n)	/rɪ'fɜ:rəl/	Rückgabe, -sendung	My female clients bring me ten times more new business, more referrals , than my male clients.
reflect (v)	/rɪ'flekt/	(hier:) spiegeln	According to Confucian tradition, men are the chief decision-makers, but this doesn't reflect the current situation in China.

research (v)	/rɪ'sɜ:tʃ/	Nachforschungen anstellen, vergleichen	Women shop differently from the way men do, research more extensively and are less likely to be influenced by advertising.
retailer (n)	/'ri:teɪlə/	Einzelhändler	Marketers warn that retailers and manufacturers assume that marketing to women is as easy as changing the colour of a product to pink.
review (n)	/'rɪ'vju:/	Besprechung, Bewertung (Rezension)	Marketers are shifting away from TV ads in favour of promotional efforts women trust: reviews in women's magazines and spots on TV shows.
school of thought (n)	/sku:l əv 'θɔ:t/	Denkschule, Richtung	It depends on which school of thought you belong to - the buy-it-on-credit or the save-up-for-it school of thought.
sharp-suited (adj)	/ʃɑ:p'su:təd/	sorgfältig gekleidet (piekfein)	Women are not keen to sit opposite a sharp-suited banker who has little understanding of their needs.
shift away from sth (phr v)	/ʃɪft ə'weɪ frəm ,sʌmθɪŋ/	sich von etw. wegbewegen	Marketers are shifting away from TV ads in favour of promotional efforts women trust: reviews in women's magazines and spots on TV shows.
shop around (phr v)	/ʃɒp ə'raʊnd/	sich umsehen, Preise vergleichen	Women shop around more than men before buying.
signature (adj)	/'sɪgnətʃə/	Unterschrift	Up-market fashion houses like Burberry have custom-designed carry cases for the iPod in their signature plaid pattern.
slogan (n)	/'sləʊgən/	Werbeprosch, Slogan	Nike's slogan 'Just do it' doesn't really do it for most women.
soar (v)	/sɔ:/	rapide steigen, in die Höhe schnellen	In the past three decades, men's income has barely moved while women's has soared . Some 30% of working women out-earn their husbands.
specifically (adv)	/spɪ'sɪfɪkəli/	speziell, besonders	Does your company attempt to market its products

(opposite = generally)			specifically for women?
spending power (n)	/ˈspendɪŋ ˌpaʊə/	Kaufkraft	Women have more spending power today than ever before.
spike (v)	/spaɪk/	etw. Hochjagen, einen Höchststand erreichen	In the two weeks following the promotion, sales of Dell's plasma TV's spiked , accounting for 70% of its units sold.
spot (n)	/spɒt/	(hier:) Werbekurzfilm, -spot	Marketers are shifting away from TV ads in favour of promotional efforts women trust: reviews in women's magazines and spots on TV shows.
stereotype (v)	/ˈsterɪəʊˌtaɪp/	Klischee bedienen	Several companies have tried to create products - like cars - specifically for women and failed because they end up stereotyping women.
strategy (n)	/ˈstrætədʒi/	Strategie, Politik, Ausrichtung	We may have to reconsider our marketing strategy with the female consumer in mind.
take on (phr v)	/teɪk ˈɒn/	sich mit jdm./etw. anlegen, herausfordern	Harriet Easton has taken on the male-dominated world of traditional English beer by developing a light, fruity ale that appeals to women of all ages.
take (v) take a thing too far	/teɪk/	nehmen, machen etw. zu weit treiben	On the other hand, I think you can take the gender thing too far .
target (v)	/ˈtɑːɡət/	auf etw. zielen	Now I pretty much concentrate on targeting women as clients.
trend (n)	/trend/	Entwicklung, Trend	There are more and more single people these days. This is another important trend .
triple (v)	/ˈtrɪpəl/	verdreifachen	The number of women earning \$100,000 or more has tripled in the last 10 years.
up-market (adj) (opposite = downmarket)	/ʌpˈmɑːkət/	gehoben, der gehobenen Preisklasse	Up-market fashion houses like Burberry have custom-designed carry cases for the iPod in their

warn (v)	/wɔ:n/	warnen	signature plaid pattern. Marketers warn that retailers and manufacturers assume that marketing to women is as easy as changing the colour of a product to pink.
wireless networking (n)	/'waɪələs ,netwɜ:kɪŋ/	WLAN	The laptops had all the usual features, including a full-size keyboard and wireless networking built in.
women-friendly (adj)	/,wɪmən'frendli/	frauenfreundlich	The bank is women-friendly but that does not mean we are hostile to men.
word-of-mouth marketing (n)	/wɜ:dəv ,maʊθ 'mɑ:kɪtɪŋ/	Empfehlungsmarketing, Mundpropaganda	Now I pretty much concentrate on targeting women as clients, because when you do a good job for one client, you gain access to a whole network of clients. It's perfect word-of-mouth marketing .
workforce (n)	/'wɜ:kf ɔ:s/	Personal, Arbeitskräfte	Women now account for about 47% of the workforce in China.