

Unit 1

headword	pronunciation	translation/notes	example sentence
accessible (adj) be accessible to sb (opposite = inaccessible)	/ək'sesəbəl/ /bi: ək'sesəbəl tu: ,sʌmbədi/	zugänglich	The complete document is only accessible to managers.
assessment (n)	/ə'sesmənt/	Bewertung, Beurteilung	All staff discuss their personal assessments with their line manager every six months.
attachment (n)	/ə'tætʃmənt/	Anhang	They sent the document as an e-mail attachment .
base (v) be based somewhere be based around sth	/beɪs/ /bi: 'beɪst ,sʌmwɛə/ /bi: ,beɪst ə'raʊnd sʌmθɪŋ/	seinen (Stamm-, Haupt-)Sitz haben; etw. als Basis haben	I am based in Brussels but I travel a great deal. Each network is based around a company, region or school.
brand (n)	/brænd/	Marke	Cobra is becoming a mainstream, global beer brand .
browse (v)	/braʊz/	etw. durchstöbern, hier: surfen	I don't have much time to browse the Internet at work.
business (n) do business with sb set up a business	/'bɪznəs/ /du: 'bɪznəs wɪθ ,sʌmbədi/ /set ʌp ə 'bɪznəs/	Geschäft mit jdm. Geschäfte machen ein Geschäft (eine Firma) gründen	We do business with several companies in the Far East. They are setting up a roofing business .

chain (n)	/tʃeɪn/	Kette	Silvia works for a retail chain with franchises all over the world.
click (v)	/kɪk/	klicken	Click here for further information.
competitor (n)	/kəm'petɪtə/	Wettbewerber	Our main competitor is P & G.
confirmed (adj) (opposite = unconfirmed)	/kən'fɜ:mɪd/	bestätigt	Only confirmed friends can see your Facebook profile.
connect (v) connect with sb	/kə'nekt/ /kə'nekt wɪθ ,sʌmbədi/	verbinden mit jdm. verbinden	Facebook enables you to connect with friends and classmates.
connection (n)	/kə'nekʃən/	Verbindung	We pay £25 per month for our Internet connection .
co-worker (n)	/'kəʊw ɜ:kə/	Kollege, Kollegin, Mitarbeiter/in	I use Facebook to communicate with many of my co-workers .
the daily grind (n)	/ðə 'deɪlɪ 'grænd/	der tägliche Trott	We've had a great holiday but it's back to the daily grind tomorrow.
demand (n) meet the demand for sth	/dɪ'mɑ:nd/ /mi:t ðə dɪ'mɑ:nd fə sʌmθɪŋ/	Nachfrage eine Nachfrage nach etw. befriedigen	We intend to extend operations to meet the demand for Cobra in the European and worldwide market.
discount (n)	/'dɪskaʊnt/	Nachlass, Rabatt	They make a profit of \$4.20 on each book they sell without any discounts .
dismiss (v)	/dɪs'mɪs/	entlassen	Five members of staff were dismissed for revealing confidential information about the company.
download (v) (opposite = upload)	/daʊn'ləʊd/	herunterladen	You can download music and pictures from the site.

e-mail (n)	/i:meɪl/	E-Mail	I will send you an e-mail to confirm the order.
e-mail address	/i:meɪl əˈdres/		Please provide a valid e-mail address .
employ (v)	/ɪmˈplɔɪ/	beschäftigen	The company employs over 2,000 workers in Europe.
employment agency (n)	/ɪmˈplɔɪmənt ˌeɪdʒənsi/	Arbeitsvermittlung, -agentur	None of the candidates sent by the employment agency were suitable.
evaluation (n)	/ɪvæljʊˈeɪʃən/	Aus-, Bewertung, Beurteilung	She's been working harder recently because the staff evaluations are taking place next week.
exclusivity (n)	/eksklʊˈsɪvətɪ/	Exklusivität	Karan advises suppliers never to ask for exclusivity .
expand (v)	/ekˈspænd/	sich ausdehnen, wachsen	The company is expanding rapidly with a growth rate of 42% in the last ten years.
expansion (n)	/ekˈspænjən /	Expansion, Wachstum	The company plans to sell some European assets to finance its expansion in China.
experience (n)	/ɪkˈspɪəriəns/	Erfahrung	I have five years of experience in sales.
extend (v)	/ɪkˈstend/	aufstocken, ausbauen	We intend to extend operations to meet the demand for Cobra in the European and worldwide market.
favourite (n)	/'feɪvərət/	Favorit, Lieblings-	Please add our site to your list of favourites .
field (n)	/fi:ld/	Bereich	Jean-Christophe has five years' experience working in the HR field .
finance (v)	/'famaɪns/	finanzieren	We need more investment to finance our expansion in China.
fire (v) hiring and firing	/'faɪə/	entlassen Einstellung(en) und	Human Resources involves much more than hiring

	/ˌhaɪərɪŋ ənd 'faɪərɪŋ/	Entlassung(en)	and firing.
founder (n)	/'faʊndə/	Gründer	Mark Zuckeberg is the founder of Facebook.
franchise (n)	/'fræntʃaɪz/	Lizenzbetrieb, Franchise- unternehmen	McDonalds has franchises all over the world.
global (adj)	/'glɔːbəl/	global	Cobra is becoming a mainstream, global beer brand.
growth (n)	/'grəʊθ/	Wachstum	Our online marketing led to amazing growth in sales.
head office (n)	/hed 'ofɪs/	Zentrale	Their head office is in Prague.
headquarters (n pl)	/hed'kwɔːtəz/	Haupt-, Stammsitz	The headquarters of Nestlé are in Geneva.
hire (v) hiring and firing	/'haɪə/ /ˌhaɪərɪŋ ənd 'faɪərɪŋ/	einstellen Einstellung(en) und Entlassung(en)	Human Resources involves much more than hiring and firing.
human resources (HR) (n pl)	/ˌhjuːmən rɪ'zɔːsɪz/	Humankapital, Personalwesen	Most companies now talk about Human Resources instead of Personnel.
infect (v) be infected by sth	/ɪn'fekt/ /biː ɪn'fektəd baɪ sʌmθɪŋ/	infizieren, sich anstecken	Our system is infected by a virus.
innovate (v)	/'ɪnəʊveɪt/	Innovationen umsetzen, Neuerungen vornehmen	It's important to innovate if you want to survive in the IT market.
innovation (n)	/ɪnəʊ'veɪʃən/	Innovation, Neuerung	Innovation is still the key to the Cobra philosophy.
the Internet (n)	/ðə 'ɪntənət/	Internet	This is one of the best websites on the Internet.

Intranet (n)	/ˈɪntrənɛt/	Intranet, internes Netzwerk	A company's Intranet is like the Internet but its pages are only accessible inside that company.
investment (n)	/ɪnˈvestmənt/	Investition	We need more investment to finance our expansion in China.
investor (n)	/ɪnˈvestə/	Geldgeber, Investor	We have good ideas but we need to convince our investors .
involve (v)	/ɪnˈvɒlv/	beinhalten, etw. bedingen, mit etw. verknüpft sein mit etw. zu tun haben	Her job involves communicating with clients to ensure after-sales satisfaction. The company is mainly involved with food and drink products but also has other lines.
be involved with sth	/bi: ɪnˈvɒlvd wɪθ sʌmθɪŋ/		
keep (v)	/ki:p/	halten (Kontakt) aufrechterhalten	I still keep up with many of my friends from university.
keep up with sb			
link (n)	/lɪŋk/	Link	We pay them to provide a link to our website on their page.
location (n)	/ləʊˈkeɪʃən/	Standort	Directors are looking into a new location for the company.
mainstream (adj)	/ˈmeɪnstri:m/	(hier:) etabliert	Cobra is becoming a mainstream , global beer brand.
management (n)	/ˈmænɪdʒmənt/	Management, Leitung	You have been selected for the management
management training	/ˌmænɪdʒmənt ˈtreɪnɪŋ/	Führungskraftetraining gehobenes Management	training weekend. If you reach senior management , you will be given a company car.
senior management	/ˈsi:njə ˌmænɪdʒmənt/		
manufacture (v)	/mænju:ˈfæktʃə/	herstellen, produzieren	The company manufactures and sells clothes.
market (n)	/ˈmɑ:kɪt/	Markt	As the market grows, they are increasing production.
market research		Marktforschung	Our market research suggests that there is

	/ˌmɑ:kɪt 'ri:sɜ:tʃ/		demand for a new teenage magazine.
marketing (n)	/ˈmɑ:kɪtɪŋ/	Marketing	Our online marketing led to amazing growth in sales.
motivation (n)	/məʊtɪ'veɪʃən/	Motivation	The seminar is about performance and motivation .
mouse (n)	/maʊs/	Maus	A mouse with no cable is much more comfortable to use.
network (n)	/'netwɜ:k/	Netzwerk	Join a regional network to connect with people in your area.
online (adj) (opposite = offline)	/'ɒnlaɪn/	online, über das Netz	Our online marketing led to amazing growth in sales.
online (adv) (opposite = offline)	/'ɒn'laɪn/	online, über das Netz	Our company website provides information about our products, but we don't sell anything online .
operation (n) extend operations	/ɒpə'reɪʃən/ /ɪk'stend ɒpə'reɪʃənz/	(hier:) Aktivität Aktivitäten ausdehnen	We intend to extend operations to meet the demand for Cobra.
outset (n) from the outset	/'aʊtset/ /frɒm ðə 'aʊtset/	Anfang von Anfang an	His business principles from the outset are very straightforward.
payroll (n)	/'peɪrɒl/	Gehaltsliste, Gehaltsabrechnung	You need to fill this form in for the payroll department.
performance (n)	/pə'fɔ:məns/	Leistung	The seminar is about performance and motivation.
personnel (n)	/pɜ:sə'nel/	Personal(wesen)	Her role is related to personnel .
post (n)	/pəʊst/	Stelle, Position	I have a post in the marketing department.
previous (adj)	/'pri:vɪəs/	bisherig, früher, vorangehend	He has the right qualifications for the job but he does not have any previous experience .

privacy settings (n pl)	/ˈpraɪvəsi ˌsetɪŋz/	Datenschutzvorgaben	Privacy settings control who can see what on Facebook.
production (n)	/prəˈdʌkʃən/	Produktion	As the market grows, they are increasing production .
product line (n)	/ˈprɒdʌkt laɪn/	Produktpalette, Artikelgruppe	This has been their most successful product line so far.
profile (n)	/ˈprəʊfaɪl/	Profil	Only confirmed friends can see your Facebook profile .
profit (n) make a profit (on)	/ˈprɒfɪt/ /meɪk ə ˈprɒfɪt (ɒn)/	Gewinn mit etw. Gewinn machen	They make a profit of \$4.20 on each book they sell without any discounts.
profitable (adj) (opposite = unprofitable)	/ˈprɒfɪtəbəl/	einträglich, gewinnträchtig, profitabel	Cobra is a profitable business.
quality control (n)	/ˈkwɒləti kənˌtrəʊl/	Qualitätskontrolle	Quality control is important for our customer satisfaction.
recruiting agency (n)	/rəˈkruːtɪŋ ˌeɪdʒənsi/	Personalagentur	They use a recruiting agency to hire staff.
recruitment (n)	/rəˈkruːtmənt/	Personalbeschaffung	Silvia is responsible for recruitment and training in the European area.
register (v)	/ˈredʒɪstə/	eintragen, angeben	All you need to register is a valid e-mail address.
responsible (adj) be responsible for sth	/rɪsˈpɒnsəbəl/ /biː rɪsˈpɒnsəbəl fə sʌmθɪŋ/	verantwortlich	My department is responsible for marketing and sales in Eastern Europe.
role (n)	/rəʊl/	Funktion, Aufgabe	Her role is related to personnel.
sales figures (n pl)	/ˈseɪlz ˌfɪgəz/	Verkaufs-, Absatzzahlen	I need to prepare last month's sales figures .

screen (n)	/skri:n/	Bildschirm	Working too close to the screen is bad for your eyes.
share price (n)	/'ʃeə praɪs/	Aktienkurs	Our company share price is steadily improving.
social networking (n)	/,səʊʃəl 'netwɜ:kɪŋ/	soziales Netzwerk	Facebook is a social networking site.
start-up (n)	/'stɑ:tʌp/	Firmenneugründung, Existenzgründung	New start-ups often fail because of inadequate market research.
subsidiary (n)	/səb'sɪdɪəri/	Tochtergesellschaft	Cobra has subsidiaries in India, South Africa and the US.
supplier (n)	/sə'plɑ:ə/	Lieferant	We are looking for new suppliers to provide us with the parts.
surf (v)	/sɜ:f/	durchsuchen, stöbern, "surfen"	Jan surf ed the web for hours to find that book.
training course (n)	/'treɪnɪŋ ,kɔ:s/	Lehrgang, Schulungsmaßnahme	The training course will focus on using the new software.
turnover (n)	/'tɜ:nəʊvə/	Umsatz	For the company to survive, our turnover needs to grow by 20% this year.
unique selling point (USP) (n)	/ju:'ni:k ,selɪŋ pɔɪnt/	Alleinstellungsmerkmal	Cobra's unique selling point is that it is a lighter, less gassy beer.
upload (v) (opposite = download)	/ʌp'ləʊd/	hochladen	You can upload an unlimited number of photos.
valid (adj) (opposite = invalid)	/'vælɪd/	gültig, aktuell	Please provide a valid e-mail address.
virus (n)	/'vaɪrəs/	Virus	Our system is infected by a virus .
waste of time (n)	/,weɪst əv 'taɪm/	Zeitverschwendung	Many employees see the training as a waste of time .

website (n) set up a website	/'websaɪt/ /set ʌp ə 'websaɪt/	Webseite, Webangebot ein Webangebot entwickeln	We are designing a new website at the moment. We set up a website so that people can get information about our products online.
welcome break (n)	/'welkəm breɪk/	willkommene Unterbrechung	I'd been working on the accounts all morning so the presentation came as a welcome break .

Unit 2

headword	pronunciation	translation/notes	example sentence
blog (n)	/blɒg/	Blog, Internettagebuch	A blog is easy to start but difficult and time-consuming to maintain.
blog (v)	/blɒg/	bloggen, Internettagebuch führen	I have been blogging for several months.
Board of Directors (n)	/ˌbɔ:d əv daɪ'rektəz/	Aufsichtsrat (AG), Vorstand	The Board of Directors will meet to decide how to deal with this crisis.
career prospects (n pl)	/kə'riə ,prɒspekts/	Karriere-, Aufstiegschancen	Blogs can show that a writer has talent and improve their career prospects .
CEO (n) (AmE) (= Chief Executive Officer) (BrE = Managing Director)	/si:ni'eʊ/	Vorstandsvorsitzende(r), Geschäftsführer	The CEO used to be a junior member of the sales team.
chairman (n)	/'tʃeəmən/	Vorsitzender	He's been the chairman of the board for two years.
charge (n) be in charge of sth	/tʃɑ:ʒ/ /bi: ɪn tʃɑ:ʒ əv sʌmθɪŋ/	(hier:) Verantwortung verantwortlich sein für etw.	The regional marketing manager is in charge of the sales reps.
correspondence (n)	/kɒrə'spɒndəns/	Korrespondenz, Schriftverkehr	I need to go through today's correspondence with you.
crash (v)	/kræʃ/	abstürzen	I haven't finished the report because my computer crashed .

the downside (n)	/dʌ 'daʊnsaɪd/	Nachteil	The salary is very good but the downside is that I have to work most weekends.
earner (n) top earner	/'ɜːnə/ /tɒp 'ɜːnə/	Verdiener Spitzenverdiener	Women represent only 5% of the top earners in this company.
e-mail (n) (single item) (system)	/'iːmeɪl/	E-Mail	I use my laptop at home to read the previous day's e-mails . I find that the phone is nearly always quicker than using e-mail .
exercise (n) take exercise	/'eksəsaɪz/ /teɪk 'eksəsaɪz/	(Ausgleichs-)Sport treiben	It's important to take regular exercise .
experience (n) (opposite = inexperience)	/ɪk'spɪəriəns/	Erfahrung	You should get practical experience as well as qualifications.
feedback (n)	/'fiːdbæk/	Rückmeldung, -kopplung	Blogs are a good way to get feedback on ideas and developments.
human face (n)	/ˌhjuːmən 'feɪs/	(Menschliches) Gesicht	Sally McDermott's blog gives her company a more human face .
involve (v)	/ɪn'vɒlv/	etw. bedingen, nach sich ziehen, mit etw. einhergehen	The job is well-paid but it involves long hours.
job title (n)	/'dʒɒb ˌtaɪtl/	Funktionsbezeichnung	Her job title is "vice-president".
key (n) be the key to sth	/kiː/ /biː θə kiː tə sʌmθɪŋ/	Schlüssel(faktor)	Professor Axt stresses that laziness is only one of the keys to a longer life.
laptop (n)	/'læptɒp/	Laptop	I sometimes work on my laptop in the evenings.

laze around (phr v)	/ˌleɪz əˈraʊnd/	faulenzen	Professor Axt advises people to waste time and enjoy just lazing around .
living (n) make a living	/'lɪvɪŋ/ /meɪk ə 'lɪvɪŋ/	Lebensunterhalt Lebensunterhalt verdienen	Sometimes writers can make a living through advertising.
marketing strategy (n)	/'mɑ:kətɪŋ ˌstrætədʒi/	Vermarktungsstrategie	The department has been developing a new marketing strategy .
operation (n)	/ɒpə'reɪʃən/	(Tochter-)Unternehmen	He works for a major telecom with operations in most of Europe and in Latin America.
position (n)	/pə'zɪʃən/	Position, Funktion	The CEO is the top position in the company.
president (n)	/'prezɪdənt/	Präsentation	Please switch off your mobile phones before the presentation begins.
product development (n)	ˌprɒdʌkt dɪ'veləpmənt/	Produktentwicklung	Product development is vital for the future of the company.
productive (adj) (opposite = unproductive)	/prə'dʌktɪv/	Produktiv	Nobody can be productive sixteen hours a day.
public relations (n pl)	ˌpʌblɪk rɪ'leɪʃənz/	Öffentlichkeitsarbeit, PR	Asking for customer feedback is good public relations .
qualifications (n pl)	ˌkwɒlɪfɪ'keɪʃənz/	Qualifikationen, berufliche Befähigungsnachweise	You should get practical experience as well as qualifications .
ratio (n)	/'reɪʃɪəʊ/	Verhältnis	The ratio of men to women is two to one in my job.
responsibilities (n pl)	ˌrɪs.pɒnsɪ'bɪlɪtɪz/	Verantwortungsbereich	My responsibilities include liaising with the designers and working out the production schedule.
retired (adj)	/'rɪtaɪəd/	im Ruhestand	He used to be on the board but he's retired now.

sales rep (n) (= sales representative)	/ˈseɪlz rep/	Vertriebsmitarbeiter/in	The regional marketing manager is in charge of the sales reps .
strenuous activity (n)	/ˌstreɪnjuːəs ˈeksəsəɪz/	anstrengende Tätigkeiten	Professor Axt recommends avoiding strenuous activity like working out in a gym.
stress (n) suffer from stress	/stres/ /ˌsʌfə frəm ˈstres/	Stress unter Stress leiden	David's been off work for a week because he's suffering from stress .
stress (v)	/stres/	betonen	Professor Axt stresses that laziness is only one of the keys to a longer life.
techie (n) (= technician)	/'teki/	Technikfreak	You can often find the solution to a computer problem in some techie's blog.
telecom (n) (= telecommunications company)	/'teləkɒm/	Telekommunikationsunternehmen	He works for a major telecom with operations in most of Europe and in Latin America.
text message (n)	/'tekst ˌmesɪdʒ/	SMS-(Nachricht)	My daughter sends around twenty text messages a day.
time-consuming (adj)	/'taɪmkənˌsjuːmɪŋ/	zeitaufwändig	A blog is easy to start but difficult and time-consuming to maintain.
update (v)	/ʌp'deɪt/	aktualisieren	A blog which is not updated gives a very bad impression.
working lunch (n)	/'wɜːkɪŋ ˌlʌnʃ/	Arbeitsessen	I usually have a working lunch in a nearby restaurant.
work out (phr v)	/wɜːk ˈaʊt/	(in einem Fitnessstudio) trainieren	Professor Axt recommends avoiding strenuous activity like working out in a gym.

Unit 3

headword	pronunciation	translation/notes	example sentence
access (n) have access to sth	/ˈækses/ /hæv ˈækses tu: sʌmθɪŋ/	Zugang zu etw. Zugang haben	I don't have access to my e-mail account.
apologise (v)	/æˈpɒlədʒaɪz/	sich entschuldigen	Mr Clark apologised for the late delivery date.
call (n) place/put a call on hold	/kɔ:l/ /pleɪs/put ə kɔ:l ɒn 'həʊld/	Anruf in der Warteschleife halten	We try not to place calls on hold for longer than two minutes.
return a call	/rɪˈtʌn ə kɔ:l /	zurückrufen	Ms Simmons will return your call when she gets back.
transfer a call	/trænzˈfɜːr ə kɔ:l /	durchstellen	You often have to listen to irritating music while they transfer your call .
car hire (n)	/ˈkɑː ˌhaɪə/	Autovermietung	The car hire company gives us a discount because we use it so frequently.
cell (phone) (n) (AmE) (BrE = mobile phone)	/ˈsel fəʊn/	Handy, Mobiltelefon	My cell (phone) isn't receiving a signal here.
company image (n)	/ˌkʌmpəni ˈɪmɪdʒ/	Firmenimage, -bild in der Öffentlichkeit	It is vital to project a company image which is friendly and professional.
the competition (n)	/ðə kɒmpəˈtɪʃən/	Wettbewerb, Konkurrenz	In the insurance business, failure to respond efficiently can result in a valuable policy going to the competition .

contact (n) get in contact (with sb)	/ˈkɒntækt/ /get ɪn ˈkɒntækt wɪθ sʌmbədi/	Kontakt zu jdm. Kontakt aufnehmen	I'll ask Mr Downs to get in contact with you.
contact (v)	/ˈkɒntækt/	in Kontakt treten	Mr Johansson will contact you as soon as he returns from Germany.
cut off (phr v) get cut off	/kʌt ˈɒf/ /get kʌt ˈɒf/	abgeschnitten werden	I got cut off in the middle of the call.
delay (n)	/dɪˈleɪ/	Verspätung, Verzögerung	I'm sorry. There is a two hour delay on that flight.
dialling tone (n)	/'daɪəlɪŋ ˌtəʊn/	Freizeichen	Wait until you hear the dialling tone
directory (n) directory enquiries/service	/'daɪrektəri/ /'daɪrektəri ɪnˈkwɪərɪz/'sɜːvɪs/	Telefonbuch, -verzeichnis Telefonauskunft	I don't have a telephone directory for that area. I'll try to get their number from directory enquiries/a directory service .
driving licence (n)	/'draɪvɪŋ ˌlaɪsəns/	Fahrerlaubnis	Make sure you have your international driving licence with you.
electronic communication (n)	/elɪkˌtrɒnɪk kəmjuːnɪˈkeɪʃən/	elektronische Kommunikation	In this age of electronic communication , the telephone is still an important business tool.
e-mail (n)	/'iːmeɪl/	E-Mail	I don't have access to my e-mail account.
engaged (adj) (BrE) (AmE = busy)	/ɪnˈɡeɪdʒd/	besetzt	The line is engaged . I'll try later.
estimate (n)	/'estɪmət/	(hier:) Kostenvoranschlag	This is the cheapest of the three estimates we received.

extension (number) (n)	/ek'stenʃən ˌnʌmbə/	Nebenstellenummer, Durchwahl	Could you put me through to Jorgen Bode's extension , please?
factor (n) major factor	/'fæktə/	Faktor	The quality of a firm's response to a call is a major factor in creating a perception of service.
frustration (n)	/frʌ'streɪʃən/	Enttäuschung	Getting cut off is just one of many telephone frustrations .
go over (phr v)	/gəʊ 'əʊvə/	etw. durchgehen	Would you go over that again, please?
hold (n) put sb on hold	/həʊld/ /pʊt sʌmbədi ɒn 'həʊld/	Warteschleife jdn. bitten zu warten	His assistant put me on hold while she checked the order.
hold (v)	/həʊld/	(hier:) warten	Mr Wright is on the other line. Would you like to hold ?
Internet connection (n)	/'ɪntənət kəˌnekʃən/	Internetverbindung	The hotel's Internet connection is not working.
meeting room (n)	/'mi:tɪŋ ru:m/	Besprechungszimmer	I've booked a meeting room for 11 a.m.
message (n) leave a message take a message	/'mesɪdʒ/ /li:v ə 'mesɪdʒ/ /teɪk ə 'mesɪdʒ/	Nachricht Nachricht hinterlassen jdm. etw. ausrichten	Your wife left three messages for you. Would you like me to take a message for him?
mobile (phone) (n) (BrE) (AmE = cell phone)	/'məʊbaɪl fəʊn/	Handy, Mobiltelefon	I need to recharge my mobile (phone) .
networking (n)	/'netwɜ:kɪŋ/	Vernetzung	The Vodafone survey reveals that the telephone is still the dominant networking tool.
number (n)	/'nʌmbə/	(Telefon-)Nummer	Can you give me the number of Budget Car Rental, please?

flight number		Flugnummer	If you know your flight number you can check online to see it is delayed.
wrong number	/ˈflaɪt ˌnʌmbə/ /ˈrɒŋ ˌnʌmbə/	falsche Nummer	I'm afraid you've got the wrong number .
off-peak call (n)	/ɒfpi:k 'kɔ:l/	Anruf außerhalb der Spitzenzeiten	Off-peak calls are free with this contract.
operator (n)	/'ɒpəreɪtə/	Telefonvermittlung	You have to dial the operator to make a reverse charge call.
priority (n) take priority (over sth)	/praɪ'brəti/ /teɪk praɪ'brəti əvə sʌmθɪŋ/	Priorität vorrangig behandeln	E-mail takes priority over the phone.
product performance (n)	/'prɒdʌkt pɜːfɔːməns/	Produktleistung, -qualität	More business is lost through poor service than by poor product performance .
project (v)	/prɒ'dʒekt/	entwerfen	It is vital to project a company image which is friendly and professional.
put sb through (phr v)	/put sʌmbədi θruː/	jdn. durchstellen, verbinden	Could you put me through to Jorgen Bode's extension, please?
reverse charge call (n)	/rɪ'vɜːs tʃɑːdʒ ˌkɔ:l/	R-Gespräch	You have to dial the operator to make a reverse charge call .
sales enquiry (n)	/seɪlz ɪn'kwɪəri/	Verkaufsanfrage	Ninety per cent of all sales enquiries begin on the telephone.
service (n)	/'sɜːvɪs/	Service	More business is lost through poor service than by poor product performance.
speak (v)	/spi:k/	sprechen (hier: "am Apparat")	"Can I speak to Mrs Williams?" " Speaking ".
survey (n)	/'sɜːveɪ/	Befragung, Erhebung	The Vodafone survey reveals that the telephone is still the dominant networking tool.

switchboard (n)	/ˈswɪtʃˈbɔːd/	Telefonzentrale	The switchboard gets very busy around midday.
terminal (n)	/ˈtɜːmɪnəl/	Flugsteig	The flight leaves from Terminal 4.
time (n)	/taɪm/	Zeit	Our flight arrived on time .
on time	/ɒn ˈtaɪm/	pünktlich	
update (v)	/ʌpˈdeɪt/	aktualisieren	They are updating all their manuals.
usage (n)	/ˈjuːsɪdʒ/	Gebrauch, Verwendung	Phone usage has dropped by almost a third.
voicemail system (n)	/ˈvɔɪsmel_sɪstəm/	Voicemail-System	I was put through to their voicemail system yet again.

Unit 4

headword	pronunciation	translation/notes	example sentence
be based	/bi: 'beɪst/	einen (Haupt)Sitz haben	"Where is your company based ?" "Our offices are in Berlin".
bump into sb (phr v)	/bʌmp 'ɪntu: ,sʌmbədi/	zufällig jdn. treffen	I often bump into Carla at conferences.
business (n) business development	/'bɪznəs/ /'bɪznəs	Geschäft, Firma Akquisition	He has an important position at Guinness as Director of Business Development .
line of business	dɪˌveləpmənt/ /laɪn əv 'bɪznəs /	Branche, Geschäftsgebiet	"What line of business are you in?" I'm a sales manager for a clothing firm.
conference (n) sales conference	/'kɒnfərəns/ /'seɪlz ˌkɒnfərəns/	Konferenz, Tagung Vertretertagung, Außendienstkonferenz	The sales conference was held in Dubai last year.
contact (n) have contact with sb	/'kɒntækt/ /hæv 'kɒntækt wɪθ ,sʌmbədi/	Kontakt in Kontakt stehen	Do you still have have contact with Jan in your work?
gossip (n) the latest gossip	/'gɒsɪp/ /ðə ˌleɪtəst 'gɒsɪp/	Gerücht(eküche) die neusten Gerüchte	Conferences provide a good opportunity for catching up on the latest gossip .
laugh (n)	/lɑ:f/	Lachen	

be a good laugh	/bi: ə gud 'lɑ:f/	jd. mit dem man Spaß haben kann	I like Cathy - she's a really good laugh .
marketing (n)	/'mɑ:kətɪŋ/	Marketing, Vermarktung	Florent is in marketing . He works for a retail company.
operation (n)	/ɒpə'reɪʃən/	(hier:) Unternehmen	It is a big operation with nearly fifty stores worldwide.
public relations (n pl)	/ˌpʌblɪk rɪ'leɪʃənz/	Öffentlichkeitsarbeit, PR	A Public Relations Manager is responsible for developing a good relationship between a company and its customers.
site (n)	/saɪt/	Standort	We have found several possible sites just outside Milan.
store (n) (AmE) (BrE = shop/outlet)	/stɔ:/	Laden, Kaufhaus	We have 50 clothing stores throughout the country.

Unit 5

headword	pronunciation	translation/notes	example sentence
accessible (adj) be accessible to sb	/ək'sesəbəl/ /bi: ək'sesəbəl tu: ,sʌmbədi/	zugänglich für jdn. zugänglich sein	The network was accessible to anyone in the world with a computer.
achieve (v)	/ə'tʃi:v/	erreichen, realisieren	Our objective is to achieve sales of \$30 million this year.
addictive (adj) (opposite = non-addictive)	/ə'dɪktɪv/	süchtig machend	Tetris is one of the most addictive games of all time.
adopt (v)	/ə'dɒpt/	übernehmen, einführen	Eleven member states of the European Union adopted the euro as common currency.
advantage (n) take advantage of sth	/əd'vɑ:ntɪdʒ/	Vorteil sich etw. zunutze machen	Nintendo formed a partnership with Mitsubishi to take advantage of their micro-processor technology.
advertising campaign (n)	/'ædvə,tɑ:zɪŋ/	Werbekampagne	A clever advertising campaign helped the Wii to achieve higher levels of sales than all its competitors.
ago (adv)	/ə'gəʊ/	vor ...	The delegation from Geneva arrived three hours ago .
available (adj) (opposite = unavailable)	/ə'veɪləbəl/	erhältlich, vorhanden, lieferbar, verfügbar	

become available		verfügbar werden	The first user-friendly Internet browser became available in 1993.
begin (v) begin work on sth	/bə'ɡɪn/ /bə'ɡɪn 'wɜ:k ɒn ,sʌmθɪŋ/	anfangen, beginnen mit der Arbeit an etw. beginnen	In 1965 ARPA began work on a system to connect computers.
brand (n)	/brænd/	Marke	Nintendo is one of the best-known brands in the world.
browse (v)	/braʊz/	durchstöbern, "surfen"	By the early 1990s the World Wide Web was the most popular way of browsing the web.
browser (n)	/'braʊzə/	Browser	The first user-friendly Internet browser became available in 1993.
business (n) on business	/'bɪznəs/ /ɒn 'bɪznəs/	Geschäft, Firma geschäftlich, dienstlich	I travel on business about three times a month.
common currency (n)	/ˌkɒmən 'kʌrənsi/	gemeinsame Währung	Eleven member states of the European Union adopted the euro as common currency .
complaint (n) deal with a complaint	/kəm'pleɪnt/ /di:l wɪθ ə kəm'pleɪnt/	Reklamation, Beschwerde eine Reklamation bearbeiten	The customer service department deals with client complaints .
compete against (phr v)	/kəm'pi:t ə,ɡenst/	mit etw. im Wettbewerb stehen, gegen etw. konkurrieren	The DS is popular but has to compete against the PSP.
competitor (n)	/kəm'petɪtə/	Wettbewerber, Konkurrent	A clever advertising campaign helped the Wii to achieve higher levels of sales than all its competitors .
connect (v)	/kə'nekt/	verbinden	In 1973 the Net went international, connecting computers in England and Norway.

connection (n) make a connection	/kə'nekʃən/ /meɪk ə kə'nekʃən/	Verbindung eine Verbindung herstellen	The first international computer connection was made in 1973.
console (n)	/'kɒnsəʊl/	Konsole	The Playstation works as a CD player as well as a console .
consultancy (n)	/kən'sʌltənsi/	Beratung	Consultancies provide services for other companies.
consume (v)	/kən'sju:m/	konsumieren, abnehmen	It is not just children who consume products such as handheld consoles.
course (n) go on a course	/kɔ:s/ /ˌgəʊ ɒn ə kɔ:s/	Fortbildungsmaßnahme, Kurs einen Kurs machen	We encourage staff to go on courses in order to develop their skills.
crash (v)	/kræʃ/	abstürzen	It's important to save your work in case the computer crashes .
database (n)	/'deɪtəbeɪs/	Datenbank	The database is designed to serve the needs of any user.
deal (n) negotiate a deal	/di:l/ /nəˌɡəʊʃɪeɪt ə 'di:l/	(hier:) Geschäftsabschluss einen Abschluss verhandeln	We negotiated a deal with another company to produce new software.
deal with (phr v) deal with a problem/complaint	/di:l wɪθ/ /di:l wɪθ ə 'prɒblem/kəm'pleɪnt/	sich einer Sache annehmen, sich kümmern, zuständig sein	The customer service department deals with client complaints .
delegation (n)	/delə'geɪʃən/	Abordnung	The delegation from Geneva arrived three hours ago.
design (v) be designed to do sth	/dɪ'zaɪn/ / bi: dɪ'zaɪnd tʊ ˌdu: sʌmθɪŋ/	konzipieren, entwerfen auf etw. ausgelegt sein	The database is designed to serve the needs of any user.

develop (v)	/dɪ'veləp/	entwickeln	They developed software to help them locate, identify and edit material stored on the Internet.
dominate (v)	/'dɒmɪneɪt/	beherrschen, dominieren	The "GameBoy Advanced" dominated the hand-held market in the USA.
download (v) (opposite = upload)	/daʊn'ləʊd/	herunterladen	Napster had problems over people downloading music.
economic (adj)	/i:ke'nɒmɪk/	wirtschaftlich, ökonomisch	In the 1980s an economic boom caused a dramatic increase in house prices. The Wall Street Crash started a worldwide economic depression .
economic boom	/i:ke'nɒmɪk bu:m/	wirtschaftlicher Boom	
economic depression	/i:ke'nɒmɪk dɪ'preʃən/	wirtschaftliche Depression	
economy (n)	/i:'kɒnəmi/	Wirtschaft	Computer and video game companies play an ever-increasing role in our nation's growing economy .
edit (v)	/edɪt/	redigieren, (inhaltlich) bearbeiten	They developed software to help them locate, identify and edit material stored on the Internet.
e-mail (n)	/'i:meɪl/	E-Mail	Ray Tomlinson sent the first e-mail .
e-mail (v)	/'i:meɪl/	mailen	Can you ask Sarah to e-mail Jane?
entertainment (n)	/entə'teɪnmənt/	Unterhaltung	Entertainment software is one of the fastest-growing industries in the United States.
establish (v)	/ɪ'stæblɪʃ/	gründen	In the last three years the company has established ten subsidiaries.
expand (v)	/ek'spænd/	wachsen, sich ausdehnen	To make money, companies need to expand quickly.
face (v)	/feɪs/	sich einer Sache gegenübersehen	Nintendo faced a major new competitor and, as a result, sales suffered badly.

found (v)	/faʊnd/	gründen (aufbauen)	The present president's father founded the company.
growth (n)	/grəʊθ/	Wachstum	The growth of its main competitor encouraged Nintendo to innovate.
hand-held (adj)	/hænd'held/	tragbar	In 2004 they released a new hand-held console: the Nintendo DS.
handheld (n)	/'hændheld/	Handheld, Handgerät	The Nintendo DS is popular but has to compete against Sony's handheld , the PSP.
host (n)	/həʊst/	Zentralcomputer, Host	In 1992 the number of hosts reached 1,000,000.
increase by sth (phr v)	/ɪn'kri:ɪs baɪ ,sʌmθɪŋ/	(sich) erhöhen, steigern	Our turnover increased by 20% last year.
innovation (n)	/ɪnəʊ'veɪʃən/	Innovation, Neuerung	The Wii was a brilliant innovation which saved Nintendo from disaster.
interactive (adj)	/ɪntər'æktɪv/	interaktiv	Nintendo is the leader in interactive video entertainment .
interactive games/entertainment	/ɪntər'æktɪv geɪmz/entə'teɪnmənt/	interaktive Spiele/Unterhaltung	
international (adj)	/ɪntə'næʃənəl/	international	
go international	/'gəʊ ɪntə'næʃənəl/		In 1973 the Net went international , connecting computers in England and Norway.
the Internet (n)	/ðə 'ɪntənət/	Internet	The first message was sent on the Internet in 1969.
Internet browser	/'ɪntənət ,braʊzə/	Browser	Internet browsers allow you to search for information.
interview (n)	/'ɪntəvjʊ:/	Interview, Gespräch	When was the last time you had an interview ?
have an interview		ein Bewerbungsgespräch führen (haben)	

key personality (n)	/ki: pɜ:sə'næləti/	Schlüsselpersönlichkeit	The Sales Director is one of our company's key personalities .
launch (v) launch a product/system	/lɔ:ɳʃ/ /lɔ:ɳʃ ə 'prɒdʌkt /	(in den Markt) einführen	The company plans to launch a new product line.
leader (n)	/'li:də/	Marktführer	Nintendo is the leader in interactive video entertainment .
link (v)	/lɪŋk/	verbinden	The first net linked four American universities.
look (v) look bad for sb	/lʊk/ /lʊk 'bæd fə ,sʌmbədi/	aussehen	Things looked bad for Nintendo until a brilliant innovation saved them from disaster.
manufacture (v)	/mænjʊ:'fæktʃə/	herstellen, produzieren	Henry Ford manufactured cars.
market (n)	/'mɑ:kɪt/	Markt	Nintendo decided to concentrate on the portable market .
mass-produced (adj)	/mæsprə'dju:st/	Massenprodukt	In 1953 Nintendo manufactured the first mass-produced plastic playing cards in Japan.
message (n) send a message	/'mesɪdʒ/ /send ə 'mesɪdʒ/	Nachricht eine Nachricht versenden	The first message was sent on the Internet in 1969.
micro-processor (n)	/,maɪkrəʊ'prəʊsesə/	Mikroprozessor	Nintendo formed a partnership with Mitsubishi to take advantage of their micro-processor technology.
mobile (phone) (n) (BrE) (AmE = cell phone)	/'məʊbaɪl fəʊn/	Handy, Mobiltelefon	I use my mobile phone more than the Internet.
needs (n pl)	/ni:dz/	Anforderung, Bedürfnis	The database is designed to serve the needs of any user.

negotiate (v) negotiate a deal	/nə'gəʊʃieɪt/ /nə'gəʊʃieɪt ə 'di:l/	verhandeln einen Abschluss verhandeln	Nintendo negotiated deals with third-party companies to produce new games.
network (n)	/'netwɜ:k/	Netzwerk	Finally it was possible to link different networks in one web.
objective (n)	/ɒb'dʒektɪv/	Ziel	Our objective is to achieve sales of \$30 million this year.
operating system (n)	/'ɒpəreɪtɪŋ_sɪstəm/	Betriebssystem	The software allowed networks using different operating systems to connect to each other.
origins (n pl)	/'ɒrɪdʒɪnz/	Ursprung	The company has its origins in the late nineteenth century.
partnership (n) form a partnership with sb	/'pɑ:tnəʃɪp/	Zusammenarbeit (Beteiligung) eine Beteiligung eingehen	In 1975 Nintendo formed a partnership with Mitsubishi Electric.
portable (adj)	/'pɔ:təbəl/	tragbar	Nintendo decided to concentrate on the portable market.
produce (v)	/prə'dju:s/	herstellen, produzieren	A lot of dot.coms don't really produce anything.
profit (n) make a profit	/'prɒfɪt/ /meɪk ə 'prɒfɪt/	Gewinn Gewinn machen	They started making a profit after only six months.
provide (v) provide services for sb	/prəʊ'vaɪd/	anbieten, zur Verfügung stellen für jdn. eine Dienstleistung erbringen	Consultancies provide services for other companies.
reach (v)	/ri:tʃ/	erreichen	Profits reached \$2 million last year.
release (v) release a product/system	/rɪ'li:s/ /rɪ'li:s ə	herausbringen ein Produkt/System heraus-	In 2004 they released a new hand-held console:

	,prɒdʌkt/,sɪstəm/	bringen	the Nintendo DS.
represent (v)	/reprɪ'zent/	(hier:) entsprechen	In 1990 Nintendo sales represented 10% of the trade deficit between Japan and the USA.
role (n) play a role	/rəʊl/ /pleɪ ə 'rəʊl/	Rolle eine Rolle spielen	Computer and video game companies play an ever-increasing role in our nation's growing economy.
sales (n pl)	/seɪlz/	Absatz, Verkauf	Nintendo faced a major new competitor and, as a result, sales suffered badly.
save (v) save sb from disaster	/seɪv/ /seɪv ,sʌmbədi frɒm dɪ'zɑːstə/	retten, vor etwas bewahren jdn. vor Schaden bewahren	Things looked bad for Nintendo until a brilliant innovation saved them from disaster .
set up (phr v)	/set 'ʌp/	gründen	He set up the company in 2002.
sign (v)	/saɪn/	unterzeichnen, -schreiben	The six European states signed the Treaty of Rome.
software (n)	/'sɒftweə/	Software	Entertainment software is one of the fastest-growing industries in the United States.
subsidiary (n)	/səb'sɪdɪəri/	Tochtergesellschaft, Niederlassung	In the last two years the company has established three subsidiaries .
suffer (v)	/'sʌfə/	leiden, stark zurückgehen	Sales have suffered badly because the country is facing a recession.
text (v)	/tekst/	eine SMS schicken	Jack texted me this morning.
third-party (adj)	/θɜːd'pɑːti/	Dritt-, Fremd-	Nintendo negotiated deals with third-party companies to produce new games.

track (n) keep track of sth	/træk/ /ki:p 'træk əv ,sʌmθɪŋ/	(hier:) Überblick (behalten) etw. im Auge behalten	At first Yahoo! was a way to keep track of their personal interests on the Internet.
trade deficit (n)	/treɪd 'defɪsɪt/	Handelsdefizit	In 1990 Nintendo sales represented 10% of the trade deficit between Japan and the USA.
turnover (n)	/'tɜ:nəʊvə/	Umsatz	Our turnover increased by 20% last year.
user (n)	/'ju:zə/	Nutzer	The database is designed to serve the needs of any user .
user-friendly (adj)	/'ju:zə'frendli/	benutzerfreundlich	The first user-friendly Internet browser became available in 1993.
work as (phr v)	/'wɜ:k æz/	(hier:) funktionieren als	The Playstation works as a CD player as well as a console.
world economy (n)	/'wɜ:ld i:'kɒnəmi/	Weltwirtschaft	This is an important industry in the world economy .
worldwide (adj)	/'wɜ:ld'waɪd/	weltweit	The Wall Street Crash started a worldwide economic depression.