

Unit 11

headword	pronunciation	translation/notes	example sentence
access (n)	/ˈæksɛs/	Zugang	Nokia started to produce mobile phones with access to the Internet in 1999.
account (n)	/əˈkaʊnt/	Konto	I've been responsible for the Anderson account for five years.
acquire (v)	/əˈkwɪə/	kaufen, erwerben	Nokia acquired Mobira, which later became the Nokia Mobile Phones division.
advisory role (n)	/ədˈvaɪzəri ˌrɒl/	Beratungsfunktion	Since then he has continued in an advisory role .
anniversary (n)	/ænɪˈvɜːsəri/	Jahrestag	The company has recently celebrated its twentieth anniversary .
announce (v)	/əˈnaʊns/	verkünden, bekannt geben	Nokia and Siemens announced plans for Nokia Siemens Networks.
bet (n) be the best bet for sth	/bet/ /bi: ðə best ˈbet fə ˌsʌmθɪŋ/	Wette die größte Aussicht haben auf etw.	25% of us think that the lottery is the best bet for becoming a millionaire.
bonus (n)	/ˈbʌnʊs/	Bonus, Prämie	We don't get a bonus at the end of the year.
brainstorming (n)	/ˈbreɪnˌstɔːmɪŋ/	Brainstorming, Ideenfindung	The three men often met late at night for brainstorming sessions.
career opportunity (n)	/kəˈrɪə ɒpəˌtjuːnəti/	berufliche Entwicklungs-	He told me about an extremely interesting career

		möglichkeit, Aufstiegs- möglichkeit	
celebrate (v)	/sɛlɪ'breɪt/	feiern, begehen	opportunity.
cell phone (n) (AmE) (BrE = mobile phone)	/'sɛl fəʊn/	Mobiltelefon, Handy	The company has recently celebrated its twentieth anniversary.
co-founder (n)	/'kəʊfaʊndə/	Mit(be)gründer	Nokia has been selling digital cell phones since 1993.
communications (n pl)	/kə'mju:nɪ'keɪʃənz/	Kommunikation	Most people didn't know that there was also a third co-founder of the company.
competitive (adj) (opposite = uncompetitive)	/kəm'petɪtɪv/	wettbewerbsintensiv	Nokia is a leading international communications company.
component (n)	/kəm'pəʊnənt/	(Bau-)Teil, Komponente	Nokia has continuously brought innovations to the highly competitive and growing telecommunications markets.
concept (n)	/'kɒnsɛpt/	Konzept	It was a small firm which produced components for other manufacturers.
co-operative (n)	/kəʊ'ɒpərətɪv/	Genossenschaft	He originally pitched the concept of a video-sharing website to his friends.
deal (n) sign a deal negotiate a deal	/di:l/ /saɪn ə 'di:l/ /nə'gəʊʃɪət ə 'di:l/	(Geschäfts-)Abschluss einen Abschluss unter- zeichnen einen Abschluss verhandeln	The company is a co-operative so all the employees have a stake in it.
degree (n) obtain a degree	/dɪ'ɡri:/ /əb'teɪn ə dɪ'ɡri:/	(Hochschul-)Abschluss, Grad	When the deal was signed , everybody was talking about YouTube's co-founders. We managed to negotiate a good deal .
			Karim obtained a degree in economics and engineering in 2004.

digital (adj) (opposite = analogue) digital technology	/ˈdɪdʒɪtəl/ /ˈdɪdʒɪtəl tekˈnɒlədʒi/	digital Digitaltechnologie	Nokia is a pioneer in digital technology and wireless data communications.
digital cell phone	/ˈdɪdʒɪtəl ˈsel fəʊn/	digitales Mobiltelefon	Nokia has been selling digital cell phones since 1993.
division (n)	/dɪˈvɪʒən/	Unternehmensbereich	The company soon set up new divisions .
entrepreneur (n)	/ˌɒntrəprəʊˈnɜːz/	Unternehmer	Jawed Karim is not the first entrepreneur to lose his place in history.
establishment (n)	/ɪˈstæblɪʃmənt/	Gründung	The Nokia story begins with the establishment of a paper mill in Finland.
ethical (adj) (opposite = unethical)	/ˈeθɪkəl/	ethisch	Some people do not think that the headhunter's role is ethical .
expand (v)	/ɪkˈspænd/	wachsen, sich ausdehnen, expandieren	The business expanded quickly.
found (v)	/faʊnd/	gründen	Dan Colman has held the top position since the company was founded .
graduate (v)	/ˈgrædʒu:ert/	einen (Hochschul-) Abschluss erlangen	Dan Colman graduated from York University with a degree in electronic engineering.
headhunter (n)	/ˈhedhʌntə/	Personalabwerber, Head- hunter	Headhunters try to persuade good staff to leave their jobs and go to work for another company.
headquarters (n pl)	/hedˈkwɔ:təz/	Zentrale	In 1998 they moved the company's headquarters to Milton Keynes.
innovation (n)	/ɪnəʊˈveɪʃən/	Innovation, Neuerung	Nokia has continuously brought innovations to the highly competitive and growing telecommunications markets.
interface (n)	/ˈɪntəfeɪs/	Schnittstelle	Hurley designed the site's interface and logo.

the Internet (n)	/ðə 'ɪntənət/	Internet	Nokia started to produce mobile phones with access to the Internet in 1999.
jackpot (n) hit the jackpot	/'jækpɒt/ /hɪt ðə 'jækpɒt/	Hauptgewinn das große Los ziehen	He first hit the jackpot when eBay bought the company he was working for.
joint venture (n)	/,dʒɔɪnt 'ventʃə/	Gemeinschaftsunternehmen, Joint Venture	Nokia and Siemens are working on a joint venture .
launch (v)	/lɔːnʃ/	in den Markt einführen	Recently it has launched a range of computer accessories.
leader (n) world leader	/'liːdə/ /ˌwɜːld 'liːdə/	(Markt-)Führer	Nokia became the world leader in mobile phones in 1998.
logo (n)	/'lɒgəʊ/	Firmenzeichen, Logo	Hurley designed the site's interface and logo .
lucky (adj) (opposite = unlucky) get lucky	/'lʌki/ /get 'lʌki/	glücklich Glück (wieder auf seiner Seite) haben	He got lucky again when Microsoft agreed to buy YouTube.
management (n) management consultants	/'mænɪdʒmənt/ /'mænɪdʒmənt kən'sʌltənts/	Management, Führung Managementberater	I work for People Search, the management consultants .
manufacturer (n)	/'mænjʊː'fæktʃərə/	Hersteller, Produzent	It was a small firm which produced components for other manufacturers .
market (n) put sth on the market	/'mɑːkɪt/ /pʊt ˌsʌmθɪŋ ɒn ðə 'mɑːkɪt/	Markt etw. auf den Markt bringen	Nokia has continuously brought innovations to the telecommunications markets . The company put the first Nokia mobile telephone on the international market in 1986.

merge (v)	/mɜːdʒ/	fusionieren	The three companies merged to create Nokia Corporation.
millionaire (n)	/mɪljə'neə/	Millionär	He is not worried about the cost of his Ferrari because he is already a millionaire .
mobile phone (n) (BrE) (AmE = cell phone)	/'məʊbaɪl fəʊn/	Mobiltelefon, Handy	Nokia started to produce mobile phones in 1986.
negotiate (v)	/nə'gəʊʃɪeɪt/	verhandeln	We managed to negotiate a good deal .
pioneer (n)	/'paɪə'nɪə/	Wegbereiter, Bahnbrecher, Vorkämpfer	Nokia is a pioneer in digital technology and wireless data communications.
be a pioneer in sth	/bi: ə paɪə'nɪə ɪn ,sʌmθɪŋ/	Wegbereiter bei etw. sein	
pitch (v)	/'pɪtʃ/	(in einem Verkaufsgespräch) anpreisen	He originally pitched the concept of a video-sharing website to his friends.
produce (v)	/'prə'djuːs/	herstellen, produzieren	Nokia started to produce mobile phones with access to the Internet in 1999.
profile (n) professional profile	/'prəʊfaɪl/ /'prə,fesjənəl 'prəʊfaɪl/	Profil	Our client is looking for someone with just your professional profile .
promotion (n)	/'prə'məʊʃən/	Beförderung	He's waited for this promotion for months.
propose (v) propose an idea	/'prə'pəʊz/ /'prə'pəʊz ən aɪ,dɪə/	vorschlagen	Karim was the person who first proposed the idea .
public face (n)	/'pʌblɪk 'feɪs/	Gesicht nach außen	Chad Hurley and Steve Chen were the public faces of YouTube.
range (n)	/'reɪndʒ/	Palette, Auswahl	Recently it has launched a range of computer accessories.

responsible (adj) responsible for sth	/rɪs'pɒnsəbəl/ /bi: rɪs'pɒnsəbəl fə ,sʌmθɪŋ/	verantwortlich, zuständig	The engineers responsible for this success have become directors.
set up (phr v)	/set 'ʌp/	gründen, aufbauen	The company soon set up new divisions.
sign (v) sign a deal	/saɪn/ /saɪn ə 'di:l/	unterschreiben, -zeichnen einen Abschluss unterschreiben	When the deal was signed , everybody was talking about YouTube's co-founders.
stake (n) have/take a stake in sth	/steɪk/ /hæv/teɪk ə 'steɪk ɪn ,sʌmθɪŋ/	Anteil, Beteiligung an etw. beteiligt sein	He agreed to take a smaller stake in the company.
stockholding (n)	/'stɒkheʊldɪŋ/	Aktien-, Anteilbesitz	The company is a co-operative so all the employees have a stockholding in it.
substantial (adj) (opposite = insubstantial)	/səb'stænʃəl/	gewichtig, erheblich, beachtlich	When eBay bought PayPal they all received substantial payments.
upload (v) (opposite = download)	/ʌp'ləʊd/	hochladen	He was the person who uploaded the first video onto YouTube.
venture (n) joint venture	/'ventʃə/ /ˌdʒɔɪnt 'ventʃə/	unternehmerisches Vorhaben, Projekt Joint Venture	The three men often met late at night to discuss possible ventures . Nokia and Siemens are working on a joint venture .
website (n)	/'websaɪt/	Webseite	He originally pitched the concept of a video-sharing website to his friends.
world leader (n)	/'wɜ:ld 'li:də/	Welt(markt)führer	Nokia became the world leader in mobile phones in 1998.

Unit 12

headword	pronunciation	translation/notes	example sentence
acquire (v)	/æ'kwairə/	kaufen, erwerben	Although good communication skills are natural to some extent, they can be acquired by practice and preparation.
arrange (v) arrange to do sth	/ə'reɪndʒ/	abmachen vereinbaren etw. zu tun	Sorry, I'll have to go. I arranged to meet someone at the bar five minutes ago.
back off (phr v)	/'bæk 'ɒf/	sich zurückziehen	It's better to give up and back off gracefully.
break the ice	/,breɪk ði: 'aɪs/	das Eis brechen	Once you have broken the ice , hopefully the ongoing conversation will be relaxed and enjoyable.
business (n) on a business trip	/'bɪznəs/ /ɒn ə 'bɪznəs trɪp/	Geschäft auf Geschäfts-, Dienstreise	My name's Allan. I'm here on a business trip .
by the way	/baɪ ðə 'weɪ/	übrigens	My name's Nadine, by the way . I'm from Xanadu Electronics.
catch (v) catch sb later	/kætʃ 'lɑ:p/	fangen, greifen, erwischen später auf jdn. zurück- kommen	Sorry, I have a call on my mobile. I'll catch you later .
charge up (phr v)	/tʃɑ:ʒ 'lɑ:p/	aufladen	I need to charge up my mobile phone.

check sth out (phr v)	/tʃek ˌsʌmθɪŋ ˈaʊt/	etw. überprüfen	Could I have a look at your newspaper? There's something I want to check out .
communication skills (n pl)	/kəˌmjuːnɪˈkeɪʃən skɪlz/	Kommunikationsfähigkeiten	Good communication skills project an image of confidence and intelligence.
compliment (n) offer a compliment	/'kɒmpləmənt/ /ˌɒfə ə 'kɒmpləmənt/	Kompliment ein Kompliment machen	Offer a compliment if you can.
contact (n) establish contacts	/'kɒntækt/ /ɪˌstæblɪʃ 'kɒntæktz/	Kontakt, Verbindung Kontakte aufbauen	The ability to establish contacts and network is critical in business.
conversation (n) start a conversation with sb	/kɒnvə'seɪʃən/ /stɑːt ə kɒnvə'seɪʃən wɪθ ˌsʌmbədi/	Gespräch mit jdm. ins Gespräch kommen	Asking someone if you can borrow their newspaper is one way of starting a conversation with them.
coverage (n)	/'kʌvərɪdʒ/	Reichweite, Netzverbindung	Is it my mobile phone or is there a problem with coverage here?
critical (adj)	/'krɪtɪkəl/	entscheidend	The ability to establish contacts and network is critical in business.
cut sb off (phr v)	/'kʌt ˌsʌmbədi ɒf/	jdn. unterbrechen	Sorry to cut you off , but I've just seen someone I need to talk to.
Don't mention it.	/dəʊnt 'menʃən ɪt/	gerne, keine Ursache	"Thanks very much for lending me your paper." " Don't mention it. "
extent (n) to some extent	/ɪk'stent/ /tə sʌm ɪk'stent/	(Aus-)Maß einigermaßen, gewissermaßen	Although good communication skills are natural to some extent , they can be acquired by practice and preparation.
eye (n) look sb in the eye	/aɪ/ /lʊk ˌsʌmbədi ɪn ðə 'aɪ/	Auge jdm. in die Augen sehen	Look the other person in the eye , but don't stare or get too close.

finish with sth (phr v)	/ˈfɪnɪʃ wɪθ ˌsʌmθɪŋ/	mit etw. fertig sein	"Would you mind if I had a look at your newspaper?" "Er no, I've finished with it. "
follow-up questions (n pl)	/ˈfɒləʊwʌp ˌkwɛstjənz/	Anschluss-, Folgefragen	Ask follow-up questions and offer opinions to show that you are interested.
gambit (n)	/'gæmbɪt/	Gambit, Schachzug	A gambit is something you say or do in an attempt to gain an advantage.
give up (phr v)	/gɪv 'ʌp/	aufgeben	It's better to give up and back off gracefully.
go ahead (phr v)	/gəʊ ə'hɛd/	(hier:) bitte	"Could I borrow your newspaper?" " Go ahead. "
good luck (with sth)	/gʊd 'lʌk (wɪθ ˌsʌmθɪŋ)/	viel Erfolg	Thanks for the drink and good luck with your meeting.
go well (phr v)	/gəʊ 'wel/	gut laufen	If things don't go well and the rapport really isn't there, it's better to give up and back off gracefully.
hand (n) be an old hand at sth	/hænd/ /bi: ən əʊld 'hænd ət ˌsʌmθɪŋ/	Hand bei etw. ein alter Hase sein	"This is the fourth conference I've been to here." "Oh right, so you're an old hand. "
hang on (phr v)	/hæŋ 'ɒn/	warten	Hang on a minute, I won't be long.
How do you do?	/ˌhaʊ də ju 'duː/	angenehm	"I'm Bill Smart from Silicon Technologies." "Right, how do you do? I'm Kazuo Yamada from Lexico."
How long ... ?	/ˌhaʊ lɒŋ/	wie lange ... ?	" How long have you been here?" "Since Saturday." " How long are you staying?" "Another four or five days."
I('ll) have to be off.	/aɪ(l) ˌhæv tə bi: 'ɒf/	ich muss los	Well it's getting late. I have to be off.

image (n) project an image	/ˈɪmɪdʒ/ /prɒˌdʒekt ən ˈɪmɪdʒ/	Image, Bild einen Eindruck erzeugen	Good communication skills project an image of confidence and intelligence.
(It was) nice to meet you.	/ (ɪt wəz) ˌnaɪs tə ˈmi:t juː/	schön Sie getroffen zu haben	" Nice to meet you , Sean." "Right, it was nice talking to you too."
local attractions (n pl)	/ˈləʊkəl əˈtrækjənz/	örtliche Anziehungspunkte, Sehenswürdigkeiten	Talking about the local attractions can be a good way of starting a conversation with people you don't know at a conference.
look (n) have a quick look at sth	/lʊk/ /ˌhæv ə kwɪk ˈlʊk ət ˌsʌmθɪŋ/	Blick etw. rasch ansehen	Would you mind if I had a quick look at your newspaper?
machinery (n)	/məˈʃiːnəri/	Maschinen, maschinelle Anlagen	"Are you here on business?" "Yes, I'm here to buy some machinery ."
mentally (adv)	/ˈmentəli/	geistig, innerlich	It is a good idea to mentally prepare a list of possible topics before you begin a conversation.
mobile phone (n) (BrE) (AmE = cell phone)	/ˈməʊbaɪl fəʊn/	Mobiltelefon, Handy	"Would you mind lending me your mobile phone ?"
network (v)	/ˈnetwɜ:k/	Netzwerk	The ability to establish contacts and network is critical in business.
No problem.	/nəʊ ˈprɒbləm/	kein Problem	"Would you mind lending me your mobile phone?" " No problem. "
ongoing (adj)	/ˈɒŋɡəʊɪŋ/	laufend	Once you have broken the ice, hopefully the ongoing conversation will be relaxed and enjoyable.
opinion (n) offer an opinion	/əˈpɪnjən/ /ɔ:f ə ən əˈpɪnjən/	Meinung, Ansicht eine Einschätzung abgeben	Ask follow-up questions and offer opinions to show that you are interested.

Pleased to meet you.	/ˈpli:zd tə ˌmi:t ju:/	angenehm, freut mich	"I'm Boris." "I'm David. Pleased to meet you. "
point out (phr v)	/pɔɪnt ˈaʊt/	auf etw. hinweisen, etw. hervorheben, auf etw. aufmerksam machen	Look around and see if there is anything unusual to point out.
project (v) project an image	/prɒˌdʒekt/ /prɒˌdʒekt ən ˈɪmɪdʒ/	entwerfen einen Eindruck, ein Bild entwerfen	Good communication skills project an image of confidence and intelligence.
rapport (n)	/ræˈpɔː/	Stimmung, Harmonie, Verhältnis	The rapport really wasn't there, so I pretended to see someone I knew and left.
register (v)	/ˈreɒdʒɪstə/	sich eintragen, anmelden	I'll show you where to register.
See you later.	/ˌsiː juː ˈleɪtə/	Bis später. Tschüs.	I think the meeting's about to start. See you later.
strategy (n) develop a strategy	/'strætədʒi/ /dɪˌveləp ə ˈstrætədʒi/	Strategie eine Strategie entwickeln	Sometimes it is useful to develop a strategy for when you want to start a conversation with someone you don't know.
Take your time.	/teɪk jə ˈtaɪm/	Lassen Sie sich Zeit.	"Could I have a look at your newspaper?" "Go ahead, take your time. "
That's very kind (of you).	/ˌdætʃ vɛri ˈkaɪnd (əv juː)/	Das ist sehr freundlich (von Ihnen).	"Can I lend you my mobile?" " That's very kind , but I was expecting a call on this number."
valid (adj) (opposite = invalid)	/'vælɪd/	gültig (anwendbar) sein	Several of these strategies are valid . It depends on the situation.

Unit 13

headword	pronunciation	translation/notes	example sentence
adopt (v)	/ə'dɒpt/	übernehmen	If BA's policy on rude passengers is a success, other airlines will adopt it.
in advance (adv)	/ɪn əd'vɑ:ns/	im Voraus	If you book months in advance , you'll be too early for a seat assignment.
air (n)	/'eə/	Luft	What sort of problems can you have when you travel by air ? " Air rage " is an expression meaning violent or drunken behaviour by passengers during a flight.
by air	/baɪ 'eə/	in der Luft, per Flugzeug	
air rage	/'eə reɪdʒ/	Flugkoller	
aisle seat (n)	/'aɪl si:t/	Gangplatz	If you're sitting in an aisle seat , it's easier to get up and go to the toilet.
allowed (adj)	/ə'laʊd/	zulässig	If your luggage is just over the allowed weight, they will charge you for "excess baggage".
armrest (n)	/'ɑ:mrest/	Armlehne	The person sitting in the middle seat should try to dominate the armrests .
available (adj) (opposite = unavailable)	/ə'veɪləbəl/	frei, verfügbar	I'll show you the available seats on the seating plan.
back (n)	/'bæk/	Rücken, (hier:) Heck	Where would you prefer to sit - at the front of the plane or at the back ?
the back (of) (opposite = the front of)	/ðə 'bæk (əv)/	hinten, im Heck	

baggage (n)	/ˈbæɡɪdʒ/	Gepäck	
baggage reclaim	/ˈbæɡɪdʒ ˌriːkleɪm/	Gepäckrückgabe	I don't have to go through baggage reclaim because I only have hand luggage.
excess baggage	/ˈɛksɛs ˌbæɡɪdʒ/	Übergewicht, Überfracht	If your luggage is just over the allowed weight, they will charge you for " excess baggage ".
board (v)	/bɔːd/	an Bord gehen	
board a flight/plane	/ˌbɔːd ə ˈflaɪt/pleɪn/	ein Flugzeug besteigen	Passengers should board the flight at Gate 23.
boarding pass (n)	/ˈbɔːdɪŋ ˌpɑːs/	Bordkarte	You'll need to show your boarding pass and passport before getting on the flight.
book (v)	/bʊk/	buchen	Book more than three weeks before the flight to get a 10% discount.
booking (n)	/ˈbʊkɪŋ/	Buchung	With an early booking you can choose the seat you want.
boom (n)	/buːm/	Boom, stürmische Entwicklung	The cut-price air ticket is fuelling a boom that will make controlling global warming impossible.
business (n)	/ˈbɪznəs/	Geschäft, Firma	
business traveller	/ˈbɪznəs ˌtrævələ/	Geschäfts-, Dienstreisende(r)	Even experienced business travellers sometimes end up sitting in the middle seat.
do business with sb	/duː ˈbɪznəs wɪθ ˌsʌmbədi/	mit jdm. Geschäft(e) machen	We want to do business with you but we need to talk about the price.
charge (n)	/tʃɑːdʒ/	(hier:) Gebühr	
hidden charges	/ˈhɪdən ˌtʃɑːdʒəz/	versteckte Gebühren	Be careful when you book flights online because there can be a lot of hidden charges .
check in (phr v)	/tʃek ˈɪn/	einchecken	Where do I check in for flight RA 264?
check-in (n)	/ˈtʃekɪn/	Abflugschalter, Check-in	If you are five minutes late for check-in , they won't

check-in attendant/staff	/ˈtʃekɪn əˌtendənt/stɑːf/	Check-in-Angestellter	let you through. Passengers who are rude to check-in staff risk being banned from boarding their plane!
claustrophobic (adj)	/klaʊstrəˈfəʊbɪk/	klaustrophobisch, Platzangst habend	Sitting in the middle seat makes me feel claustrophobic .
confirm (v) confirm a booking	/kənˈfɜːm/ /kənˈfɜːm ə ˌbʊkɪŋ/	bestätigen Buchung bestätigen	You should confirm your booking or you won't get a good seat.
contract (n)	/'kɒntrækt/	Vertrag	If we make a good offer, we'll get the contract .
control (v)	/kənˈtrəʊl/	kontrollieren, (hier:) eindämmen	The cut-price air ticket is fuelling a boom that will make controlling global warming impossible.
cost (v) cost the earth	/kɒst/ /ˌkɒst ðə 'zɜːθ/	Kosten die Welt kosten	It might be cheap, but budget travel is going to cost the earth .
customs (n pl) go through customs	/'kʌstəmz/ /gəʊ ˌθruː 'kʌstəmz/	Zoll durch die Zollabfertigung gehen	It took us an hour to go through passport control and customs .
cut-price (adj) cut-price airline/travel	/kʌtˈpraɪs/ /kʌtˌpraɪs 'eəlaɪn/'trævəl/	zum Kampfpreis Billigfluglinie	Cut-price airlines run online reservation systems so it is your fault if you get a bad deal.
deal (n) It's a deal!	/di:l/ /ɪts ə 'di:l/	Geschäft, Abschluss Abgemacht!	Negotiate to get the best deal possible. "I can offer you £200 units at 5.5 euros a unit." "It's a deal!"
delay (v)	/dɪˈleɪ/	sich verspäten	You can't claim a refund if a flight is delayed for less than two hours.

deliver (v)	/də'livə/	liefern	Are you sure you can deliver in less than two weeks?
delivery time (n)	/dɪ'livəri taɪm/	Lieferzeit	You have to allow for 21 days' delivery time .
discount (n) accept/offer a discount	/'dɪskaʊnt/ /æk,sept/,ɒfə ə 'dɪskaʊnt/	Nachlass, Rabatt, Ermäßigung	We offer a 5% discount for payment within 14 days.
excess baggage (n)	/'eksɪs ˌbæɡɪdʒ/	Übergepäck, Überfracht	If your luggage is just over the allowed weight, they will charge you for " excess baggage ".
exit (n)	/'eksɪt/	Ausgang	Many people feel safer in aeroplanes if they're sitting near one of the exits .
figures (n pl)	/'fɪɡəz/	Zahlen(werk)	If I have time, I'll finish the figures this afternoon.
flight (n)	/flaɪt/	Flug	The clerk told us there were no seats on the flight due to overbooking.
board a flight	/,bɔ:d ə 'flaɪt/	ein Flugzeug besteigen	Difficult passengers can be prevented from boarding their flight .
book a flight	/,bʊk ə flaɪt/	einen Flug buchen	Try to book your flight early so that you get a good seat.
miss a flight (opposite = catch a flight)	/,mɪs ə flaɪt/	einen Flug verpassen	If the taxi doesn't come soon, I'm going to miss my flight .
fortune (n) cost/charge a fortune	/'fɔ:tju:n/ /,kɒst/,tʃɑ:ʒ ə 'fɔ:tju:n/	Vermögen ein Vermögen verlangen / in Rechnung stellen	They charge you a fortune for excess baggage.
frequent flier (n)	/,fri:kwənt 'flaɪə/	Vielflieger	I'm a frequent flier and travel by air at least twice a month.
front (n) the front (of)	/frʌnt/	Vorderseite vorne	I usually try to sit at the front of the plane so that I

(opposite = the back of)	/d̩ə 'frʌnt (əv)/		can get off faster.
straight to the front		ganz nach vorne	You don't need to queue up again. Come straight to the front .
	/,streɪt tə d̩ə 'frʌnt/		
gate (n)	/geɪt/	Abflugsteig	The gate check-in attendant can be your best friend.
get off (phr v)	/get 'ɒf/	(hier:) aussteigen	
get off a flight/plane	/get 'ɒf ə ,flaɪt/plen/	aus einem Flugzeug aussteigen	Violent or drunken passengers should be forced to get off the plane .
(opposite = get on)			
get on (phr v)	/get 'ɒn/	(hier:) einsteigen	
get on a flight/plane	/get 'ɒn ə ,flaɪt/plen/	in ein Flugzeug einsteigen	All passengers must show their boarding pass and passport before getting on the plane .
(opposite = get off)			
global warming (n)	/,glɔːbəl 'wɔːmɪŋ/	globale Erwärmung	The cut-price air ticket is fuelling a boom that will make controlling global warming impossible.
go down to (phr v)	/,gəʊ 'daʊn tu/	heruntergehen bis	I'll go down to 5 euros if you order 200 units or more.
go higher (than)	/,gəʊ 'haɪə ðən/	höher gehen als	I'm sorry, I won't go any higher than 6.5 euros a unit.
go lower (than)	/,gəʊ 'ləʊə ðən/	tiefer gehen als	If we go lower than 4.5 euros per unit, we won't make any profit.
go up to (phr v)	/,gəʊ 'ʌp tu/	hochgehen bis	For 150 units, I'll go up to 12%.
go with sth (phr v)	/,gəʊ 'wɪθ sʌmθɪŋ/	einverstanden sein	"The price is 9 euros a unit." "Okay, I can go with that ."

graphic (n)	/ˈgræfɪk/	grafische Darstellung	To illustrate their narrow profit margins, EasyJet use a graphic which shows the seating plan of a plane with 155 seats.
ground staff (n)	/ˈgraʊnd stɑːf/	Bodenpersonal	The new rules prohibit customers from boarding flights if they behave aggressively to ground staff or crew.
guarantee (n)	/gəˈrænˈtiː/	Gewährleistung, Garantie	Would you consider extending the guarantee to 18 months?
hand luggage (n)	/hænd ˈlʌɡɪdʒ/	Handgepäck	Can I take this bag on as hand luggage ?
illustrate (v)	/ˈɪləstreɪt/	veranschaulichen	To illustrate their narrow profit margins, EasyJet use a graphic which shows the seating plan of a plane with 155 seats.
insurance (n) insurance against sth	/ɪnˈʃʊərəns/	Versicherung	Each passenger pays a sum for insurance against terrorism.
the Internet (n) on the Internet	/ðə ˈɪntənət/ /ɪn ðə ˈɪntənət/	Internet im Internet	I'm flying to Stockholm next week. I got a good deal on the Internet .
over the Internet	/əʊvə ðə ˈɪntənət/	über das Internet	Book your flight over the Internet .
laptop (n)	/ˈlæptɒp/	Laptop	It's forbidden to use electrical equipment such as laptops during the flight.
look (v) look sth up	/lʊk/ ˈlʊk ˌsʌmθɪŋ ʌp/	sehen nachsehen	I've lost my reference number. Could you look it up for me?
lower (v) (opposite = raise)	/ˈləʊwə/	herabsetzen	We will lower the price for customers who pay within 30 days.
negotiate (v)	/neɪˈɡəʊʃɪeɪt/	verhandeln, vereinbaren	Negotiate to get the best deal possible.

offer (n)	/ˈɒfə/	Angebot	
best offer	/best ˈɒfə/	höchstes (bestes) Angebot	Let's say 5.5 euros for 200 units or more. That's my best offer .
online (adj)	/ˈɒnlaɪn/	online	Cut-price airlines run online reservation systems so it is your fault if you get a bad deal.
order (n)	/ˈɔːdə/	Bestellung, Auftrag	What sort of a price can you give me on an order of 300 units?
order (v)	/ˈɔːdə/	bestellen, in Auftrag geben	I can offer a lower price if you order 200 units or more.
overbook (v)	/ˈəʊvəbʊk/	überbuchen	The flight was overbooked so they offered me a refund or a later flight.
passport (n)	/ˈpɑːspɔːt/	(Reise-)Pass	You'll need to show your boarding pass and passport before getting on the flight.
passport control	/ˈpɑːspɔːt kənˌtrəʊl/	Passkontrolle	It took us an hour to go through passport control and customs.
payment (n)	/ˈpeɪmənt/	Zahlung(sbedingungen)	"What about payment ?" " Payment is within 60 days."
policy (n)	/ˈpɒləsi/	Richt-, Leitlinie, Grundsatz	If BA's policy on rude passengers is a success, other airlines will adopt it.
preference (n)	/ˈprefərəns/	Bevorzugung	Inform the travel agent of your seating preference - aisle or window seat.
price (n)	/praɪs/	Preis	
give sb a price	/gɪv ˌsʌmbədi ə 'praɪs/	jdm. einen Preis anbieten	What sort of a price can you give me on an order of 300 units?
push up the price	/ˌpʊʃ ʌp ðə 'praɪs/	Preis hochdrücken	RyanAir blames special extra fees for pushing up the prices .

pricing (n)	/ˈpraɪsɪŋ/	Preisgestaltung	Nowadays airlines have variable pricing policies.
profit (n)	/ˈprɒfɪt/	Gewinn	Airlines adjust ticket prices to get the maximum possible profit for each seat on the flight.
profit margins	/ˈprɒfɪt ˌmɑːdʒɪnz/	Gewinnspanne	Airlines justify their variable pricing policies on the extremely narrow profit margins of the business.
promotion (n)	/prəˈməʊʃən/	Beförderung	If I get a promotion , I'll earn more money.
queue up (phr v)	/kjuː ˈʌp/	anstehen, sich anstellen	Do I have to queue up again?
re-schedule (v)	/riːˈʃedjuːl/	neu festlegen, planen, terminieren	I can go on Wednesday if I re-schedule a couple of meetings.
reference number (n)	/ˈrefərəns ˌnʌmbə/	Buchungsnummer	I've lost my booking reference number .
refund (n)	/ˈriːfʌnd/	(Rück-)Erstattung,	You can't claim a refund if a flight is delayed for less than two hours. BA will not offer a refund to passengers who are banned from their flights.
claim a refund	/ˌkleɪm ə ˈriːfʌnd/	Entschädigungszahlung	
offer a refund	/ˌɒfə ə ˈriːfʌnd/	fordern/anbieten	
reservation (n)	/rezəˈveɪʃən/	Buchung	I'll ask my assistant to make some reservations for us. Cut-price airlines run online reservation systems so it is your fault if you get a bad deal.
make a reservation	/ˌmeɪk ə rezəˈveɪʃən/	eine Buchung vornehmen	
online reservation	/ˌɒnlaɪn rezəˈveɪʃən/	Online-Buchung	
seat (n)	/siːt/	Sitzplatz	If you book months in advance, you'll be too early for a seat assignment .
seat assignment	/ˈsiːt əˌsaɪnmənt/	Sitzplatzreservierung	
aisle seat	/ˈaɪl siːt/	Gangplatz	
middle seat		Mittelplatz	Sitting in a middle seat makes me feel very

window seat	/ˈmɪdəl si:t/ /'wɪndəʊ si:t/	Fensterplatz	claustrophobic. You get a good view if you sit in the window seat .
seat belt (n)	/'si:t belt/	Sicherheitsgurt	Fasten your seat belt for take-off and landing.
seating plan (n)	/'si:tn̩ ,plæn/	Sitzplan	To illustrate their narrow profit margins, EasyJet use a graphic which shows the seating plan of a plane with 155 seats.
stretch (v) stretch your legs	/stretʃ/ /ˌstretʃ jə 'legz/	strecken sich die Beine vertreten	It's a good idea to get up during the flight and stretch your legs .
supply and demand (n)	/sə'plai ən dɪ,mænd	Angebot und Nachfrage	Ticket prices vary according to supply and demand .
talk (v) let's talk about ...	/tɔ:k/ /lets 'tɔ:k ə,baut/	sprechen, reden lass uns über etw. sprechen	Let's talk about price .
window seat (n)	/'wɪndəʊ si:t/	Fensterplatz	Inform the travel agent of your seating preference - aisle or window seat .
within (prep)	/wɪθ'm/	innerhalb	We offer a 5% discount for payment within 14 days.
yield management (n)	/'ji:l d̩ ,mæniʒmənt/	Yield-Management, Ertragsmanagement	Airlines have a pricing department which is responsible for yield management .

Unit 14

headword	pronunciation	translation/notes	example sentence
appeal against sth (phr v)	/ə'pi:l ə'geɪnst ,sʌmθɪŋ/	Einspruch einlegen	Anyone who is sacked from their job but appeals against the decision will lose their salary entitlement.
assembly plant (n)	/ə'sembli ˌplɑ:nt/	Montagewerk	An assembly plant is the part of a factory where workers build machinery or equipment.
atmosphere (n) create a good/bad atmosphere	/'ætməsfiə/ /kri:'eɪt ə ɡʊd/bæd 'ætməsfiə/	Atmosphäre, Stimmung eine gute/schlecht Stimmung erzeugen	A high-flier who knows too much can create a bad working atmosphere .
backup (n) provide backup	/'bækʌp/ /prə'vaɪd 'bækʌp/	Bereitschaft, Unterstützung Unterstützung bieten	Working as an "SPC professional" involved providing backup to salesmen throughout the company.
base salary (n)	/ˌbeɪs 'sæləri/	Grundgehalt	We offer a base salary of \$80K plus commission.
bid (n) make a bid	/bɪd/ /meɪk ə 'bɪd/	Gebot ein Gebot abgeben	We made a million-dollar bid to buy the company out.
blue-chip company (n)	/'blu:tʃɪp ˌkʌmpəni/	erstklassige Firma, Spitzenfirma	A " blue-chip company " is very successful and makes a lot of money.
break (n) give sb a break	/breɪk/	Pause jdn. schonen, einmal	If someone gives me a break , they won't be

	/gɪv ˌsʌmbədi ə 'breɪk/	durchatmen lassen	disappointed.
business (n) big business	/'bɪznəs/ /ˌbɪg 'bɪznəs/	Geschäft, Unternehmen Großunternehmen, "die Wirtschaft"	Do you agree that workers' rights are more important than the interests of big business ?
business background	/'bɪznəs ˌbækgraʊnd/	Erfahrung in der Geschäftswelt	Five years working for a multinational have given me a solid business background .
business venture	/'bɪznəs ˌventʃə/	Unternehmen, unternehmerisches Vorhaben	The new industrial estate will provide space for approximately 15 business ventures .
call on (phr v)	/'kɔ:l ɒn/	jem. besuchen, (hier:) geschäftlich reisen	Multinational manufacturer seeking International Sales Manager to call on Europe and Latin America.
challenging (adj)	/'tʃælɪndʒɪŋ/	(hier:) schwierig, belastend	Hiring or firing an employee is a challenging , emotional experience.
chart (n)	/'tʃɑ:t/	Schaubilder, Folien	Part of Sara's job was to produce reports and charts illustrating sales figures.
check out (phr v)	/'tʃek 'aʊt/	(über-, nach-)prüfen	Can we just check out some details?
close down (phr v) (opposite = open up)	/kloʊz 'daʊn/	schließen	Five factories have been closed down .
commercially aware (adj)	/kə'mɜ:ʃəli əweə/	Sinn für geschäftliche Zusammenhänge haben	His experience at several blue-chip companies means he is extremely commercially aware .
commission (n)	/kə'mɪʃən/	(hier:) Provision	We offer a base salary of \$80K plus commission .
communication (n) communication skills	/kə,mju:nɪ'keɪʃən/ /kə,mju:nɪ'keɪʃən	Kommunikation Kommunikationsfähigkeiten	A good manager needs to have excellent communication skills .

	skɪz/		
company (n)	/'kʌmpəni/	Firma, Betrieb, Unternehmen	
company secret	/,'kʌmpəni 'si:kɹət/	Betriebsgeheimnis	Workers who reveal company secrets will be sacked.
compensate for sth (phr v)	/'kɒmpənsət fə ,sʌmθɪŋ/	etw. ausgleichen, etw. kompensieren	Firms started recruiting temporary workers in an attempt to compensate for the lack of skilled workers.
competence (n)	/'kɒmpətəns/	Kompetenz	
level of competence	/,'levəl əv 'kɒmpətəns/	Kompetenzniveau, -stufe	Staff are paid based on their skills and level of competence .
conference (n)	/'kɒnfərəns/	Konferenz	
organise a conference	/,'ɔ:gənaɪz ə 'kɒnfərəns/		A large part of my job involves organising meetings and conferences .
consult (v)	/kən'sʌlt/	jdn. beratend hinzuziehen	John was consulted about the decision.
corporate image (n)	/,'kɔ:pərət 'ɪmɪdʒ/	Firmenimage, CI	Our corporate image is being redesigned.
covering letter (n) (BrE) (AmE = cover letter)	/,'kʌvərɪŋ 'letə/ ,kʌvə 'letə/	Begleitschreiben	If you are interested in applying for the post, please send in a CV with covering letter .
customer relations (n pl)	/,'kʌstəmə rɪ'leɪʃənz/	Kundendienst, Kunden(beziehungen)	A job in customer relations involves dealing directly with clients and responding to complaints and queries.
CV (n) (BrE) (AmE = résumé)	/si:'vi:/	Lebenslauf	If you are interested in applying for the post, please send in a CV with covering letter.
decrease (v) (opposite = increase)	/dɪ'kri:s/	abfallen, sich verringern	The number of orders began to decrease and the factory was finally forced to close.

employee (n)	/ɪm'plɔɪi/	Arbeitnehmer	The bank has over 600 employees working in ten different countries.
employer (n)	/ɪm'plɔɪz/	Arbeitgeber	Skytronics, Nicola Williams's former employer , refused to be interviewed about the incident.
employment (n) terminate sb's employment	/ɪm'plɔɪmənt/ /ˌtɜːmɪneɪt ˌsʌmbədɪz ɪm'plɔɪmənt/	Beschäftigung jdm. kündigen	The firm decided to terminate her employment for using a mobile phone in work hours.
experience (n)	/ɪk'spɪəriəns/	Erfahrung	It's not often that qualifications and experience totally match up to an advertised post.
fire (v) fire sb for doing sth	/'faɪə/ /'faɪə ˌsʌmbədi fə duːɪŋ ˌsʌmθɪŋ/	feuern, hinauswerfen jdm. wegen etw. kündigen	She was fired for using her mobile phone during work hours.
halt (n) be brought to a halt	/hɔːlt/ /biː ˌbrɔːt tə ə hɔːlt/	Halt, Stillstand zum Stillstand gebracht	The whole of the country will be brought to a halt if plans for a general strike go ahead.
high-flier (n)	/haɪ'flaɪə/	Senkrechtstarter	A high-flier who knows too much can create a bad working atmosphere.
hire (v)	/'haɪə/	einstellen	We had to hire temporary workers to cope with the increased workload.
human resources (n pl)	/ˌhjuːmən rɪ'zɔːsɪz/	Personal(abteilung)	My name is Philip Rickett. I work in the human resources department.
impression (n) give the impression	/ɪm'preʃən/ /gɪv ðə ɪm'preʃən/	Eindruck einen Eindruck erwecken	Be careful not to give the impression you are over-qualified for the job.
incentive (n)	/ɪn'sentɪv/	(Leistungs-)Anreiz	Money and security are the incentives in most

in-depth (adj)	/ɪnˈdepθ/	detailliert, gründlich	people's work. If you're successful, you'll go on to a more in-depth interview this afternoon.
industrial action (n)	/ɪnˈdʌstriəl ˌækʃən/	Arbeitsniederlegung, Streik	"Industrial action" is an expression that means the same as "to go on strike".
industrial estate (n)	/ɪnˈdʌstriəl ɪˌsteɪt/	Industriegebiet	The company has its premises on an industrial estate on the outskirts of town.
interpersonal skills (n pl)	/ɪntəˈpɜːsənəl ˌskɪlz/	Sozialkompetenz, Kontaktfähigkeit	A good manager should have excellent interpersonal skills .
involve (v)	/ɪnˈvɒlv/	einschließen, mit etw. einhergehen	What exactly does your job involve ?
issue (v) issue a statement	/'ɪʃuː/ /'ɪʃuː ə ˌstetmənt/	herausbringen, -geben eine Stellungnahme abgeben	The company later issued a statement supporting the action of their manager.
job insecurity (n) (opposite = job security)	/'dʒɒb ɪnˌsɪkjʊərəti/	Arbeitsplatzunsicherheit	Feelings of job insecurity are much more common now than 30 years ago.
labour (n) labour costs	/'leɪbə/ /'leɪbə ˌkɒsts/	Arbeit(skräfte) Personalkosten	Labour costs tend to be lower in Eastern Europe.
labour laws	/'leɪbə ˌlɔːz/	Arbeitsrecht	Flexible labour laws help to reduce the unemployment rate.
lay sb off (phr v)	/'leɪ ˌsɒlbədi ɒf/	entlassen, "freisetzen"	As the number of orders decreased we had to start laying workers off .
leadership (n) leadership qualities	/'liːdəʃɪp/	Mitarbeiterführung Führungskompetenz	We're looking for someone with excellent leadership qualities to manage our sales team.

logistical (adj) logistical planning	/lə'dʒɪstɪkəl/ /lə'dʒɪstɪkəl ˌplænɪŋ/	logistisch, organisatorisch logistische Planung	The " logistical planning " of a department" means the way in which it is organised on a day-to-day basis.
the long-term unemployed (n pl)	/ðə ˌlɒŋtɜ:m ˌʌnɪm'plɔɪd/	Langzeitarbeitslose	The new reforms would mean that the long-term unemployed should take any job they are offered.
make up for (phr v)	/meɪk 'ʌp fə/	etw. ausgleichen, kompensieren	Firms started recruiting temporary workers in an attempt to make up for the lack of skilled workers.
managerial (adj) managerial experience	/ˌmænɪ'dʒɪəriəl/ /ˌmænɪ'dʒɪəriəl ɪk'spɪəriəns/	führend, Führungs- Führungserfahrung	We are looking for someone with previous managerial experience .
market (n)	/'mɑ:kɪt/	Markt	This mobile phone is the smallest on the market .
match up to sth (phr v)	/mætʃ 'ʌp tə ˌsʌmθɪŋ/	zu etw. passen	It's not often that qualifications and experience totally match up to an advertised post.
motivation (n)	/məʊtɪ'veɪʃən/	Motivation	People's motivations interest employers.
negotiate (v)	/nə'ɡəʊʃɪeɪt/	ver-, aushandeln	Salaries at management level are often negotiated individually.
objective (n) meet an objective	/ɒb'dʒektɪv/ /ˌmi:t ən ɒb'dʒektɪv/	Ziel ein Ziel erreichen	We need to find ways of making it easier for team members to meet their objectives .
organisational skills (n pl)	/ɔ:ɡənə'zeɪʃənəl ˌskɪlz/	Organisationsfähigkeit, -kompetenz	The day-to-day running of the department helped to develop my organisational skills .
over-qualified (adj) (opposite = under-qualified)	/ˌəʊvə'kwɒlɪfaɪd/	überqualifiziert	Be careful not to give the impression you are over-qualified for the job.

plant (n)	/plɑːnt/	Werk	Ford has several plants all over Europe.
prioritise (v)	/praɪ'ɒrətaɪz/	priorisieren	The position required a lot of time management skills and prioritising of tasks.
productivity (n)	/ˌprɒdʌk'tɪvətɪ/	Produktivität	Feelings of job insecurity often lead to lower productivity .
pursuit of excellence (n)	/pə'sjuːt əv ˌeksələns/	Streben nach Exzellenz	The " pursuit of excellence " is a formal phrase meaning "doing things as well as possible".
qualifications (n pl)	/ˌkwɒlɪfɪ'keɪʃənz/	(fachliche) Qualifikation(en)	It's not often that qualifications and experience totally match up to an advertised post.
recession (n) (opposite = boom)	/rɪ'seʃən/	Rezession	Many people lost their jobs during the recession .
recruitment (n) recruitment officer	/rɪ'kruːtmənt/ /rɪ'kruːtmənt ˌɒfɪsə/	Personalbeschaffung, -einstellung Referent(in) für Personalbeschaffung	Philip Rickett is responsible for recruitment . Adjectives like "excellent" and "outstanding" on your CV will usually make a recruitment officer suspicious.
redesign (v)	/riːdɪ'zain/	neu entwerfen, überarbeiten	Our corporate image is being redesigned .
result (n) achieve a result	/rɪ'zʌlt/ /əˌfʃiːv ə rɪ'zʌlt/	Ergebnis ein Ergebnis erzielen	The financial rewards are great for all those who achieve results .
résumé (n) (AmE) (BrE = CV)	/'rezjuːmeɪ/	Lebenslauf	To apply for the post, please send résumé with cover letter.
rise (v) (opposite = fall)	/raɪz/	steigen, zunehmen	Unemployment is rising and more and more workers are being laid off.
sack (v) (BrE) sack sb for doing sth	/sæk/	entlassen jdn. wegen etw. entlassen	Nicola Williams was sacked for using a mobile phone during working hours.

sacking (n) (BrE)	/ˈsækɪŋ/	Entlassung	Do you think the sacking of Nicola Williams was justified?
salary (n)	/ˈsæləri/	Gehalt	Salaries at management level are often negotiated individually.
salary entitlement	/ˈsæləri /ɪnˌtɑːtəlmənt/	Gehaltsanspruch	Anyone who is sacked from their job but appeals against the decision will lose their salary entitlement .
base salary	/ˌbeɪs ˈsæləri/	Grundgehalt	We offer a base salary of \$80K plus commission.
sales (n pl)	/seɪlz/	Verkauf, Absatz	I provided support to drive sales and increase productivity.
sales figures	/ˈseɪlz ˌfɪɡəz/	Absatz-, Verkaufszahlen	The chart shows sales figures over the past twelve months.
sales manager	/ˈseɪlz ˌmænɪdʒə/	Vertriebsleiter, Verkaufschef	Multinational manufacturer seeking International Sales Manager to call on Europe and Latin America.
sales team	/ˈseɪlz ˌtiːm/	Vertriebs-, Verkaufsmannschaft	As an SPC professional, my job was to offer support to our sales team .
sector (n)	/ˈsektə/	Bereich	We offer support to salesmen from different sectors of the company.
sell (v)	/sel/	verkaufen	These days you have to really sell yourself .
sell yourself	/ˈsel ˌjəself/	sich verkaufen	
service (v)	/ˈsɜːvɪs/	warten	Someone services the machine every year.
shortage (n) (opposite = excess)	/ˈʃɔːtɪdʒ/	Engpass, Knappheit	According to the survey, almost two-thirds of companies are experiencing a shortage of skilled workers.

skilled worker (n) (opposite = unskilled worker)	/ˌskɪld 'wɜ:kə/	Facharbeiter(in)	The electronics industry has been particularly affected by the shortage of skilled workers .
specific (adj)	/spɪ'sɪfɪk/	genau/präzise sein	Can you be more specific about your relevant experience?
staffing needs (n pl)	/'stɑ:fɪŋ ,ni:dz/	Personalbedarf	Providing training for our existing workforce is not enough to cover our staffing needs .
stakeholder (n)	/'steɪk,həʊldə/	(Anteils-)Eigner	The decision to employ or terminate someone will influence you, the individual, your team and your stakeholders .
statement (n) issue a statement	/'steɪtmənt/ /ɪ'fju: ə 'steɪtmənt/	Stellungnahme, Erklärung eine Stellungnahme abgeben	The company issued a statement defending the action of their manager.
strike (n) go on strike	/straɪk/ /ɪ,gəʊ ɒn 'straɪk/	Streik streiken	Workers have threatened to go on strike in reaction to the government's decision to cut unemployment benefits.
superior (n)	/su:'piəriə/	Vorgesetzte(r)	Workers showing disrespect to superiors can be sacked.
supervisor (n)	/'su:pə,vəɪzə/	Abteilungsleiter(in), Vorgesetzte(r)	Nicola Williams had already received a warning from her supervisor .
team (n) team spirit	/ti:m/ /ti:m 'spɪrɪt/	Team, Mannschaft, Gruppe Mannschafts-, Teamgeist	A bad working atmosphere can break a team . A strong team spirit helps to motivate workers.
temporary staff (n)	/'tempərəri ,stɑ:f/	befristet Beschäftigte(r)	A lot of firms have increased their use of temporary staff due to the shortage of skilled workers.
terminate (v) terminate sb's employment	/'tɜ:mɪneɪt/ /ɪ'tɜ:mɪneɪt ɪ,ʌmbədɪz	beenden, kündigen jds. Arbeitsverhältnis beenden	I called Ms Williams into my office and told her I had decided to terminate her employment .

	ɪm'plɔɪmənt/		
time management (n)	/ˌtaɪm 'mænɪdʒmənt/	Zeitmanagement	The position required a lot of time management skills and prioritising of tasks.
unemployment (n)	/ˌʌnɪm'plɔɪmənt/	Arbeitslosigkeit	
unemployment benefit	/ˌʌnɪm'plɔɪmənt ,benəfɪt/	Arbeitslosengeld, -unterstützung	Unions have reacted angrily to the government's attempts to cut unemployment benefit .
unemployment rate	/ˌʌnɪm'plɔɪmənt ˌreɪt/	Arbeitslosenquote	Our current unemployment rate of 11.3% is the highest in the European Union.
warning (n)	/'wɔːnɪŋ/	(hier:) Abmahnung	
verbal warning	/'vɜːbəl 'wɔːnɪŋ/	(mündliche) Ermahnung	The first thing you have to do is give the employee a verbal warning .
written warning	/'rɪtən 'wɔːnɪŋ/	schriftliche Abmahnung	On a further occasion, Ms Williams received a written warning .
work hours (n pl)	/'wɜːk ˌaʊəz/	Arbeitszeit	Using mobile phones during work hours is against company rules.
workers' rights (n pl)	/'wɜːkəz ˌraɪts/	Rechte der Arbeitnehmer	Unions say that the reforms are a direct attack on workers' rights .
workforce (n)	/'wɜːkf ɔːs/	Belegschaft, Personal	One solution to the problem would be to provide training for your existing workforce .

Unit 15

headword	pronunciation	translation/notes	example sentence
agenda (n)	ə'ʤendə/	Tagesordnung	Never hold a meeting without an agenda .
analyse (v)	/'ænləɪz/	analysieren	The first step in time management is to analyse how you are using your time now.
the bottom line (n)	/ðə 'bɒtəm laɪn/	das Entscheidende, Wichtigste	The bottom line is that the work must be finished on time.
carry on (phr v)	/'kæri 'ɒn/	weitermachen	They took away all the clocks at the AOL UK headquarters and told everybody to carry on working as usual.
case (n) in that case ...	/keɪs/ /ɪn 'ðæt keɪs/	Fall wenn das so ist ... (in diesem Fall)	"It's raining." " In that case , I'll take a taxi."
caught (adj) get caught	/kɔ:t/ /get 'kɔ:t/	(hier:) erwischen erwischt werden	A lot of employees are afraid of wasting time because they think they might get caught .
clock off (phr v) (opposite = clock on)	/'klɒk ɒf/	ausstempeln	As part of the experiment, workers were allowed to clock off as soon as they'd finished their work.
compatible (adj) (opposite = incompatible)	/kəm'pætɪbəl/	kompatibel, passend kompatibel mit etw.	You modified the requirements and the old system is not compatible with the new design.
be compatible with sth	/bi: kəm'pætɪbəl wɪθ sʌmθɪŋ/		

confirm (v)	/kən'fɜ:m/	bestätigen	I've confirmed everything for my trip to San Sebastian.
connection (n)	/kə'nekʃən/	Verbindung, Leitung	My job requires a lot of research, so I need a good Internet connection .
correspondence (n)	/ˌkɒrə'spɒndəns/	Korrespondenz, Schriftverkehr	It takes me at least two hours to deal with my correspondence .
cover (v)	/'kʌvə/	(hier:) behandeln	That's a brief summary of the points I'd like to cover .
creativity (n)	/ˌkri:etɪvəti/	Kreativität	It may not be clear how to go about a task which involves creativity or problem solving.
deadline (n)	/'dedlaɪn/	(End-)Termin	Next Friday is a more realistic deadline .
meet a deadline	/ˌmi:t ə 'dedlaɪn/	einen Termin (ein)halten	I have trouble meeting my deadlines .
defined (adj) (opposite = vague)	/drɪ'faɪnd/	festgelegt, klar strukturiert	Time management is more likely to work with jobs with very defined tasks, where procedures and processes are very clear.
delayed (adj) (opposite = on time)	/drɪ'leɪd/	verspätet, verzögert	This is the third time our order has been delayed .
delegate (v)	/'deləgeɪt/	delegieren	Never do work yourself that you can delegate to other people.
delicate balance (n)	/'delɪkət ˌbæləns/	Gratwanderung	There is a delicate balance between not doing any work and doing too much.
dependent (adj) (opposite = independent) be dependent on sth	/drɪ'pendənt/ /bi: drɪ'pendənt ɒn ˌsʌmθɪŋ/	abhängig von etw. abhängig sein	How dependent are we on time?
detail (n) in more detail	/'di:teɪl/	Detail, Einzelheit genauer, ausführlicher, ein-	I will go on to look at these different aspects of

	/ɪn ˌmɔː 'diːtɪl/	gehender	time-use in more detail , but ...
disciplined (adj) (opposite = undisciplined)	/'dɪsɪplɪnd/	diszipliniert	If you are disciplined and organised you can make efficient use of your time but still feel stressed and overworked.
disorientating (adj)	/dɪs'ɔːrɪəntɪtɪŋ/	verwirrend, irreführend	Many people found life without clocks disorientating .
drop off (v)	/drɒp 'ɒf/	abfallen	We are more productive in the morning, then our efficiency drops off after lunch.
effectively (adv) (opposite = ineffectively)	/'ɪfektɪvli/	effektiv	How effectively you use your time is to some extent a question of ability, training and proper planning.
efficiency (n) (opposite = inefficiency)	/ə'fɪʃənsi/	Effizienz	We are more productive in the morning, then our efficiency drops off after lunch.
efficient (adj) (opposite = inefficient)	/ə'fɪʃənt/	effizient	Computers should make you more efficient , but they can also make you waste time.
efficiently (adv) (opposite = inefficiently)	/ə'fɪʃəntli/	effizient	There are thousands of books and Internet courses which suggest techniques for using our time more efficiently .
expectations (n pl)	/ɛkspek'teɪʃənz/	Erwartung(shaltung)	It is important to have reasonable expectations about how much work you can do.
extent (n) to some extent	/ɪk'stɛnt/ /tə ˌsʌm ɪk'stɛnt/	(Aus-)Maß, Grad teilweise, zum Teil (in einem gewissen Maß)	How effectively you use your time is to some extent a question of ability, training and proper planning.
forward planning (n)	/'fɔːwəd ˌplænɪŋ/	voraussblickende Planung	You should give priority to important tasks such as forward planning and problem analysis.
go about sth (phr v)	/gəʊ ə'baʊt ˌsʌmθɪŋ/	an etw. herangehen	It may not be clear how to go about a task which involves creativity or problem solving.

guarantee (v)	/ˈɡærən'ti:/	gewährleisten, garantieren	Can you guarantee that you are giving us priority on this?
hang on (phr v)	/hæŋ 'ɒn/	(ab-)warten	When you have to make a decision, it's best to hang on until the last minute.
headquarters (n pl)	/hed'kwɔ:təz/	Zentrale	AOL removed all the clocks from their UK headquarters .
the Internet (n)	/ðə 'ɪntənət/	Internet	I only use the Internet to get specific information.
involve (v)	/ɪn'vɒlv/	erfordern, einbeziehen, mit etw. einhergeben	It may not be clear how to go about a task which involves creativity or problem solving.
launch (n)	/lɔ:ŋf/	(hier:) Produkteinführung	I'm working on the marketing strategy for the new product launch .
lead to (phr v)	/'li:d tʊ/	zu etw. führen	Pressure of time can lead to stress.
lead sb on to sth	/'li:d ,sʌmbədi ɒn tə ,sʌmθɪŋ/	jdn. zu etw. führen/bringen	This leads me on to my next point ...
long hours (n pl)	/'lɒŋ 'aʊəz/ /wɜ:k lɒŋ 'aʊəz/	viel arbeiten (Überstunden machen)	In the UK people work long hours but their productivity is not as high as in France and Germany.
in the long run	/ɪn ðə 'lɒŋ rʌn/	auf lange Sicht	What apparently is a waste of time, is actually useful because in the long run it will make you more efficient.
look at sth (phr v)	/'lʊk ət ,sʌmθɪŋ/	etw. betrachten	I will go on to look at these different aspects of time-use in more detail, but ...
marketing strategy (n)	/'mɑ:kɪtɪŋ ,strætədʒi/	Marketingstrategie	I'm working on the marketing strategy for the new product launch.
measure (n)	/'meʒə/	Maßstab, -einheit	Most companies use time as a measure of productivity.

measure (v)	/ˈmeɪʒə/	messen	In some companies it is difficult to measure efficiency.
mess (n) in a mess	/mes/ /ɪn ə ˈmes/	Durcheinander, Unordnung in Unordnung, im Chaos	If you keep your desk in a mess you will have to waste time clearing it up.
misuse (v)	/mɪsˈjuːs/	missbräuchlich verwenden	Be careful not to misuse the company PC to surf the Net for personal enjoyment.
modify (v)	/ˈmɒdɪfaɪ/	ändern, modifizieren	You modified the requirements and the old system is not compatible with the new design.
nod (v)	/nɒd/	nicken	People who always nod and agree with everything are no use at all.
observe (v)	/əbˈzɜːv/	beobachten, etw. aufmerksam verfolgen	A psychologist is going to observe the staff to see how they work.
online (adv) (opposite = offline)	/ɒnˈlaɪn/	online	The system was supposed to be online last October.
organised (adj) (opposite = disorganised)	/ˈɔːgənaɪzɪd/	organisiert	If you are disciplined and organised you can make efficient use of your time.
overworked (adj) (opposite = underworked)	/ˌəʊvəˈwɜːkd/	überarbeitet	I am making more efficient use of my time but I still feel stressed and overworked .
perform (v)	/pəˈfɔːm/	(hier:) arbeiten, etw. leisten	Most people perform better in the morning.
planning (n)	/ˈplænɪŋ/	Planung	How effectively you use your time is to some extent a question of ability, training and proper planning .
pressure of time (n)	/ˈpreʃə əv taɪm/	Zeitdruck	Pressure of time can lead to stress.
prioritise (v)	/praɪˈɒrətaɪz/	priorisieren	Time management techniques include making "to do" lists, prioritising and not answering the phone.
priority (n)	/praɪˈɒrəti/	Vorrang, Priorität	

give sb priority on sth	/ˈɡɪv ˌsʌmbədi praɪ'ɔːrəti ɒn ˌsʌmθɪŋ/	jdm. Priorität einräumen	Can you guarantee that you are giving us priority on this ?
problem (n) problem analysis	/'prɒbləm/ /'prɒbləm əˌnæləsɪs/	Problem Problemanalyse	You should give priority to important tasks such as forward planning and problem analysis .
problem solving	/'prɒbləm ˌsɒlvɪŋ/	(hier:) Problemlösungskompetenz	It may not be clear how to go about a task which involves creativity or problem solving .
procedure (n)	/prə'siːdjə/	Ablauf, Prozess	Time management can work with jobs with very defined tasks, where procedures and processes are very clear.
productive (adj) (opposite = unproductive)	/prə'dʌktɪv/	produktiv	It is important to acquire skills and ideas even if they are not immediately productive .
productivity (n)	/'prɒdʌk'tɪvətɪ/	Produktivität	In the UK people work long hours but their productivity is not as high as in France and Germany.
project (n)	/'prɒdʒekt/	Projekt	The IT project is running behind schedule.
requirement (n)	/'rɪkwaɪəmənt/	Anforderung, Voraussetzung	You modified the requirements and the old system is not compatible with the new design.
research (n)	/'riːsɜːtʃ/	Recherche, (Nach-)Forschung	My job requires a lot of research , so I need a good Internet connection.
sales (n pl) sales forecast	/seɪlz/ /'seɪlz ˌfɔːkɑːst/	Verkauf, Absatz Absatzplan	According to our sales forecasts, we are going to sell 20% more next year.
sales prediction	/'seɪlz prəˌdɪkʃən/	Absatzprognose	Have you finished the sales predictions for next month?

save (v) save time (opposite = waste time)	/seɪv/ /seɪv 'taɪm/	(ein-)sparen Zeit sparen	If you prepare things well, you can save a lot of time .
schedule (n) behind schedule (opposite = ahead of schedule)	/'ʃedʒu:l/ /bɪ'hænd 'ʃedʒu:l/	(Ablauf,-/Zeit-)Plan hinter Plan sein, den Plan überschreitend	The new database is behind schedule .
security (n)	/sɪ'kjʊərəti/	Sicherheit	We have to set up the system with security issues in mind.
set aside (phr v)	/set ə'saɪd /	(ein-)planen, berücksichtigen	Set aside a couple of hours for cleaning up your work area.
spend (v) spend time	/spend/ /spend 'taɪm/	ausgeben, (hier:) verbringen Zeit verbringen	At work, I spend a lot of time on the phone.
stressed (adj) (opposite = relaxed)	/strest/	gestresst	If you are disciplined and organised you can make efficient use of your time but still feel stressed and overworked.
stressful (adj)	/'stresfəl/	stresserzeugend, "stressig"	Life without clocks might be less stressful .
on strike (adv)	/ɒn 'straɪk/	streiken, im Ausstand sein	The taxi drivers are on strike .
surf (v) surf the Net	/sɜ:f/ /sɜ:f ðə 'net/	surfen im Internet surfen	Be careful not to misuse the company PC to surf the Net for personal enjoyment.
summary (n)	/'sʌməri/	Zusammenfassung, Überblick	Make sure all long documents contain a short summary . That's a brief summary of the points I'd like to cover.
technique (n)	/tek'ni:k/	Methode, Verfahren, Technik	There are thousands of books and Internet courses which suggest techniques for using our time more

time (n) on time (opposite = delayed)	/taɪm/ /ɒn 'taɪm/	Zeit pünktlich, termingemäß	efficiently. Will the new database be on time ?
timeframe (n)	/'taɪmfreɪm/	Zeitraumen	The requirements have been modified so we are working with a different timeframe .
time limit (n)	/'taɪm lɪmɪt/	zeitliche Begrenzung, Befristung	Meetings can last forever if you don't have a time limit .
time management (n)	/'taɪm ɪ'mænɪdʒmənt/	Zeitmanagement	Time management is frequently about making choices that in reality we don't have.
timetable (n)	/'taɪmteɪbəl/	Terminkalender, Fahrplan	Changing our working timetable could make us more productive.
training (n)	/'treɪnɪŋ/	(hier:) Übung	How effectively you use your time is to some extent a question of ability, training and proper planning.
waste (v) waste time (opposite = save time)	/weɪst/ /weɪst 'taɪm/	verschwenden Zeit verschwenden	Computers should make you more efficient, but they can also make you waste time .
waste of time (n)	/'weɪst əv 'taɪm/	Zeitverschwendung	What apparently is a waste of time , is actually useful because in the long run it will make you more efficient.
working hours (n pl)	/'wɜ:kɪŋ ˌaʊəz/	Arbeitszeit	If you could choose, how would you organise your working hours ?