Glossary

Unit 1 Companies

**asset** n [C] something belonging to an individual or business that has value or the power to earn money

*[Vermögen]: The company has recently sold some of its assets to an Australian investor* Collocations tangible assets, intangible assets, fixed assets, liquid assets

**company** n [C] a legally registered business [Gesellschaft] There are many different types of companies:
holding company (holds the share capital of one or more other companies) [Holding-Gesellschaft] joint stock company (registered company or limited company) [Kapitalgesellschaft] public limited or listed company (company whose shares are traded on the stock exchange) [Aktiengesellschaft] subsidiary [Tochtergesellschaft] (company owned by a parent company [Muttergesellschaft]) Synonyms corporation n [C] AmE [juristische Person] concern n [C] [Körperschaft] business n [C] [Unternehmen]

**competition** n [U] rivalry between businesses that are operating in the same market [Konkurrenz]: The competition is getting tougher every year – compete v [I] [konkurrieren] – competitor n [C] [Konkurrenten] – competitive adj [wettbewerbsfähig] – competitiveness n [U] [Wettbewerbsfähigkeit] Collocations competitive advantage

**entrepreneur** n [C] someone who starts a company, arranges business deals and takes risks

*[Unternehmer]: Entrepreneurs have always played a key role in the economy – entrepreneurial adj [unternehmerisch] – entrepreneurship n [U] [Unternehmertum]

**freelance** n [C] someone who works for different companies and is not employed by one Freelancers usually receive fixed payments and not a salary, [freier Mitarbeiter]: We’re going to use a freelance designer for the company website – freelancer n [C] [Freiberufler] – freelance adj [freiberuflich]

**hierarchy** n [C] system of authority within an organization [Hierarchie]: Many Swedish firms have very flat hierarchies – hierarchical adj [hierarchisch] Collocations flat hierarchy, steep hierarchy, traditional hierarchy

**merger** n [C] the creation of a new company by joining two separate companies [Fusion]: The merger will have to be approved by the authorities – merge v [I,T] [fusionieren]

**share** n [C] a unit of the capital of a company [Anteil] Shares in listed companies can be bought and sold on the stock market: Investors are having to pay a higher price for the company’s shares – shareholder n [C] [Anteilseigner] stockholder n [C] US [Aktionär] – shareholding n [C] [Aktienbestand] Synonym stock n [C] AmE [Aktien] Collocations share capital, share certificate, share dealing, share issue, share price

**trade union** n [C] an organisation that exists to protect the rights of employees in a company

*[Gewerkschaft]: The trade union is in pay negotiations with the employer* Synonym labor union n [C] AmE [Gewerkschaft]
appraise  v (T) to assess the value of something [bewerten] Staff are regularly appraised to see if they have met the objectives that they are given: The department manager will appraise each employee individually – appraisal n [C] [Bewertung] – appraisee n [C] [Bewerteter] – appraisor n [C] [Bewerter] Collocations annual appraisal, performance appraisal

authority 1 n [U] the power to impose decisions [Befugnisse]: The managers in our company have a great deal of authority – authorise  v (T) [bevollmächtigen] – authorisation n [U] [Autorisierung] – authoritative adj [maßgeblich] – authoritarian adj [autoritär] Collocations lines of authority 2 n [C] a public institution which is in charge of enforcing regulations or administering a government service [Behörde]: The public health authority.

autonomy  n [U] the freedom to make your own decisions without having to request authorization [Autonomie]: I’ve always believed that it’s best to give staff as much autonomy as possible – autonomous, adj [autonom]

coach 1 n [C] person who is responsible for training a team or an individual [Trainer]: He’s a very successful football coach 2  v [T] to train people to help them to acquire particular skills [Coach]: I’m responsible for coaching two new people in the department.

delegate  v [T] to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions [delegieren]: Managers need to delegate more routine tasks to junior members of staff – delegation n [U] [Delegation]

motivate  v [T] make someone willing to work harder [motivieren]: He’s very good at motivating his sales team – motivation n [U] [Motivation] – motivational adj [motivierend] – motivated adj [motiviert] Synonym encourage  v [T] [ermuntern] Collocations highly-motivated, motivational skills, motivation techniques

objective  n [C] a goal that has been fixed for people to achieve [Ziel]: I have a meeting with my line manager to fix my objectives every six months Synonyms goal n [C] [Ziel] aim n [C] [Ziel] target n [C] [Ziel] Collocations set / fix / establish / achieve / meet objectives

staff 1 n [plural] the employees of an organization [Belegschaft]: The new manager will be joining the staff in November 2  v [I] to provide workers for an organization [mit Personal ausstatten]: Each of our centres is staffed by expert personnel Synonyms personnel n [U] [Personal] employees n [C] [Mitarbeiter] workers n [C] [Arbeiter] Collocations staff morale, staff turnover

subordinate  n [C] a person who works under a more senior member of staff [(unterstellter) Mitarbeiter]: I have six subordinates that report to me – subordinate  v [T] [unterstellt sein]

supervise  v [T] to control the work of other people in order to make sure that it is properly done [Aufsicht führen]: We need to supervise the trainees very closely – supervision n [U] [Aufsicht] – supervisory adj [beaufsichtigend] Synonym manage  v [T] [leiten]

task  n [C] a piece of work that has to be done [Aufgabe] Tasks are generally assigned to employees at the start of the week Synonym duty n [C] [Pflicht] Collocations assign / delegate a task, task-based, task-driven, task force
Unit 3 Strategy

**analysis** n [C] the work of studying data and information [Analyse]: Detailed analysis of our results shows that productivity has increased only marginally – analyse v [T] [analysieren] – analyst n [C] [Analytiker]

**campaign** n [C] a planned operation which aims to achieve a particular result [Kampagne]: A new campaign by activists has forced the company to reconsider some of its policies – campaign [+ for/against] v [I] [Kampagne führen für/gegen] – campaigner n [C] [Kampagnenführer]

**growth** n [U] an increase in the size or quantity of something [Wachstum]: Research suggests that there will be significant growth in the market for women's products – grow v [I] [zunehmen]

**industry** n [C] the production of goods using capital and labour [Industrie]: The automobile industry is facing increased competition – industrial adj [industriell] – industrialise v [T] [industrialisieren] – industrialisation n [C] [Industrialisierung]

**market share** n [U] the proportion of the total market that is supplied by a particular company [Marktanteil]: Our objective is to increase our European market share by five per cent this year – market-sharing n [U] [Marktaufteilung]

**opportunity** n [C] a situation with future potential [Chance]: Japan represents a great opportunity for our new brand

**resources** n [C] this includes the capital, personnel and knowledge that an organisation has at its disposal [Ressourcen]: A key element of the new strategy is the more effective use of our resources

**sales** 1 n [plural] the value of the goods and services sold during a period [Umsatz]: The company reported sales of $42 million during the first quarter – salesperson n [C] [Verkäufer] – sales department, sales pitch, sales promotion, sales talk

**strategy** n [C] a plan of action to enable a firm to compete [Strategie]: As part of our new strategy we are developing closer links with our suppliers – strategic adj [strategisch] – strategically adv [strategisch]

**supply** n [U] the amount of goods or services available on a market at a certain time [Angebot]: Improved production techniques will increase the supply of raw materials – supply v [T] [liefern] – supplier n [C] [Lieferant] – supplies n [C] [Vorräte]

**threat** n [C] a potential danger to the interests of a company [Bedrohung]: Deregulation of the market is a real threat to established telecom operators – threaten v [T] [bedrohen] – threatening adj [drohend] – threateningly adv [drohend]
board n [C] the group of directors elected by the shareholders to manage a company [Vorstand]: The board has approved the director’s salary

budget n [C] an account of probable future income and expenditure during a fixed period [Etat]: We are currently preparing the budget for next year – budget v [I] [im Etat unterbringen or planen] – budgetary adj [Haushalts] - Collocations be on / over / under budget, budget deficit, budget surplus, meet a budget

compensation n [U] payment, including salary and other incentives like stock options [Arbeitsentgelt]: The best paid executives received more than $10 million in compensation last year – compensate v [T]

contract n [C] a document setting out an agreement between two or more parties [Vertrag]: Under the new contract the company becomes the exclusive distributor for North America – contractor n [C] [Auftragnehmer] – sub-contractor n [C] [Subunternehmer] Collocations agree a contract, be under contract, breach a contract, negotiate a contract, review a contract, sign a contract, terminate a contract

damages n [plural] an amount of money paid to a person who has suffered an injustice [Schadenersatz]: The company paid damages to staff who were unfairly dismissed.

legal action n [C,U] using the law to defend one’s rights [(zivilrechtliche) Klage]: The consumer association said it will consider legal action Synonyms litigation n [U] [Rechtsstreit] law suit n [C] [(Zivil-)Prozess] Collocations take legal action, win a legal action

pay 1 n [U] money earned by an employee as a salary or wage [Lohn or Gehalt]: Some employees are complaining that their pay has not increased in line with inflation – payment n [C] [Zahlung] Collocations pay as you earn (PAYE), pay freeze, pay rise, payroll, pay-slip, pay talks 2 to give money to someone in exchange for items or services [bezahlen]: We’re paying more than the market rate.

pension n [C] a regular payment made to a person after they have retired from active work [Rente]: Some businesses have decided to ask their staff to contribute another one per cent towards their pensions Collocations pension fund, pension contribution

reward v [T] to give a payment for services performed or for excellent work or behaviour [Entgelt]: We like to reward our staff when they reach the objectives – reward n [C,U] [vergüten] – rewarding adj [lohnend]

salary n [C,U] an amount of money paid every month to an employee in exchange for their services [Gehalt]: Salaries are always paid in the local currency – salaried adj [im Angestelltenverhältnis stehend] Collocations be on a salary of, earn a salary, negotiate a salary, salary scale

severance deal / pay n [C,U] money paid by an employer when an employee’s services are terminated [Abfindung]: Severance pay for top executives has increased significantly in recent years.

stock option n [C] an option given to executive employees allowing them to buy shares in the company at a favourable price [Aktienbezugsrecht]: Microsoft has announced that it plans to end stock options for employees.
consortium *n* [C] an association between two or more companies to work together on a specific project (usually a major construction or engineering project) *[Konsortium]*: SK Gas has formed a consortium with automakers to produce gas-powered vehicles.

cost *n* [C] the price paid for something *[Kosten]*: The total cost for the new equipment will be $50,000 *2* the money that is required to produce or sell something *[Kosten]*: It looks like production and labour costs will be higher than we expected – cost *v* [I] *[kosten]* Synonym overheads *n* [C] *[Gemeinkosten]* Collocations fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost

development *1 n* [C] the growth and expansion of a business, industry or economy *[Entwicklung]*: The OECD provides advice and assistance on all aspects of development *2* research to produce new, improved products *[Entwicklung]*: Our company is actively pursuing the development of new biotechnology solutions *3* a change or alteration *[Entwicklung]*: Another recent development has been the arrival of Asian companies on the market – developer *n* [C] *[Entwickler]* – developing *adj* *[Entwicklungs]*- Collocations research and development (R&D), developing countries

loan *n* [C] money lent to an individual or organization *[Darlehen]*: The World Bank has agreed to a five-year loan of $125m – loan *v* [T] *[Darlehen gewähren]* Collocations apply for a loan, bank loan, interest on a loan, take out a loan

negotiation *n* [C] the process of negotiating a business deal *[Verhandlung]*: The success of the negotiations will depend on the financial terms of the deal – negotiate *v* [I,T] *[verhandeln]* – negotiator *n* [C] *[Verhandlungsführer]* Synonyms talks *n* [plural] *[Gespräche]* Collocations negotiate an agreement / a deal, negotiation skills

prosperity *n* [U] a state of being rich, having economic success *[Wohlstand]*: The nation’s future prosperity will depend on developing a highly-skilled workforce – prosper *v* [I] *[florieren]* – prosperous *adj* *[wohlhabend]*

reserve *1 n* [C] the amount of something kept for future use *[Reserve]*: Shell has revised its estimate of available oil reserves *2* an amount of money set aside from profits: Ten per cent of earnings have been transferred to reserves *[Rücklage]* – reserve *v* [T] *[reservieren]* Synonym resources *n* [U] *[Ressourcen]* Collocations hold in reserve, use up reserves

revenue *n* [C] money received especially from selling goods and services *[Einnahmen]*: Revenues have increased by six per cent to £183m

wealth *n* [U] the amount of money or possessions owned by an individual, organisation or country *[Reichtum]*: Accumulating wealth is the key to financial independence – wealthy *adj* *[reich]* Collocations acquire / accumulate wealth
barrier to entry *n* [C] any factor which prevents new competition from entering a market

*[Marktzutrittschranken]*: A strong brand can become a barrier to entry in some markets, while a simple product cannot

benefit *n* [C] an advantage or an improvement *[Vorzug]*: One benefit of the new design is that it can be installed easily – *benefit* [+ from] *v* [Nutzen ziehen aus] – *beneficial* *adj* [vorteilhaft]

brand *n* [C] the identity of a product or service *[Marke]*: Eastman Kodak is a premier brand in traditional and digital imaging – *brand* *v* [T] [mit einer Marke kennzeichnen] Collocations brand image, brand leader, brand loyalty, brand manager, brand management, brand name, brand-stretching, cross-branding, own brand, premium brand

consumer *n* [C] a person who buys products and/or services *[Verbraucher]*: Nokia is committed to providing consumers with the information they need – *consume* *v* [T] [verbrauchen] – *consumption* *n* [U]

*[Verbrauch]* Collocations consumer goods, consumer research, consumer survey

logo *n* [C] a sign or symbol used as a trademark to represent a company or a brand *[Logo]*: The Nike ‘swoosh’ is an instantly recognisable logo.

marketing mix *n* [U] the four different components of marketing *[Marketing-Mix]*: 1 place *n* [C] [Ort] the distribution and delivery of goods to market 2 price *n* [C] [Preis] the amount of money for which something can be sold – *price* *v* [T] [Preis festlegen] Collocations cost price, cut price, fixed price, list price, retail price, purchase price, recommended price, wholesale price, price-list, price-tag, price war 3 product *n* [C] [Produkt] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product’s features and performance characteristics 4 promotion *n* [C] [Verkaufsförderung] activities that help sell a product

premium *n* [C] a price that is higher than the standard price, usually due to higher quality [hoher Preis]: Organically grown foods are sold at a premium Collocations premium rate

promotion *n* [C] a method of communicating and publicising a product *[Verkaufsförderung]*: America Online plans to launch a promotion on Thursday that will let its members download full-feature films – *promote* *v* [T] [werben (für)] – *promotional* *adj* [verkaufsfördernd] Collocations seasonal promotion, promotional campaign, promotional price

point of sale *[Verkaufspunkt]* abbreviation POS *n* [C] [POS] the place where a consumer can buy a product or service: New electronic systems can approve credit for customers at the point of sale.
Unit 7   Outsourcing

back office  n  [C]  the departments of a financial company where routine administrative tasks are done without direct contact with customers  [Abrechnungsstelle]: Efficient management of the back office can reduce costs.

business process  n  [C]  any activity that is essential for a firm to conduct its business  [geschäftlicher Prozess]: Organisations that have complete control over their business processes are the most productive  Collocations business process re-engineering

database  n  [C]  an organised set of information stored in a computer  [Datenbank]: We’re currently updating all our customer files in the database.

downsize  v  [I]  to reduce the number of employees in an organisation  [Personalbestand verringern]: European companies are continuing to downsize their manufacturing operations – downsize  v  [T]  [Personalbestand verringern]  Synonyms lay off  v  [T]  [Personal freisetzen/entlassen]

knowledge work  n  [U]  work that involves developing or using knowledge  [wissensbasierte Arbeit]: The profitability of most business today depends more on knowledge work than on manual work – knowledge worker  n  [C]  [Wissensarbeiter]

offshoring  n  [U]  transferring work to an outside supplier based in another country  [Offshoring]: Offshoring is only suitable for tasks that have been clearly defined and can be managed at a distance – offshore  adj  [Offshore-]  – offshore  n  [U]  [Verlegung in andere Länder]  Synonyms outsource  v  [T]  [extern beschaffen]

outsourcing  n  [U]  transferring work to an outside supplier  [extern beschaffen]: We are planning to outsource all of our IT operations to an Indian supplier – outsourcing  n  [U]  [externe Beschaffung]  Synonyms subcontract  v  [T]  [Unteraufträge vergeben]

overhead  n  [C]  a cost that does not vary with output (e.g rent, salaries)  [Gemeinkosten]: The pressure on corporate management to reduce overheads is increasing  Synonyms fixed cost  n  [C]  [fixe Kosten]

pilot project  n  [C]  a trial project to test performance  [Pilotprojekt]: The pilot project will start operating in June.

productivity  n  [U]  The relationship between the output of goods and the resources needed to produce them  [Produktivität]: Productivity has continued to grow strongly.

saving  n  [C]  money and materials saved by economical working  [Einsparung]: New construction techniques resulted in a saving of 25 per cent of operation and maintenance costs – savings  [plural]  [Einsparungen]  Synonym economy  n  [U]  [sparsame Bewirtschaftung]  Collocations cost saving, make savings

service provider  n  [C]  a company that provides services for users especially in  computer networks  [Service-Anbieter]: There are several issues to consider when selecting a service provider.

shortage  n  [C]  a lack or scarcity of something  [Mangel]: Silicon Valley is facing a shortage of skilled programmers.
balance sheet n [C] a statement showing the wealth of a business or organisation at a particular date

bankrupt adj unable to pay your debts [bankrott]: The company is almost bankrupt and will need to secure a loan to survive – bankrupt v, n [C] [Bankrott (anmelden)] – bankruptcy n [U] [Bankrott] Synonyms insolvent adj AmE [insolvent]

bottom line n [C] the last line on a financial document which shows the final result (total profit once all costs have been deducted) [Endergebnis]: Falling sales are going to have a negative impact on the bottom line.

expense 1 n [C] money spent [Kosten]: We have significantly reduced our expenses over the last five years – expenditure n [C] [Aufwendungen] Synonyms spending n [U] [Ausgaben] 2 n [C] money spent by an employee that can be claimed back [Spesen]: I put the restaurant bill on expenses Collocations expense account, expenses claim form, claim expenses

financial statement n [C] a document showing the state of the finances of an organisation or business [Abschluss]: Financial statements must be completed by the end of August.

forecast n [C] an estimate of a future situation [Prognose]: According to forecasts, prices will rise more slowly next year – forecast v [T] [vorhersagen] Synonyms projection n [C] [Projektion]


mismanagement n [U] poor quality management [Missmanagement]: Lack of cashflow is often due to mismanagement – mismanage v [T] [Missmanagement betreiben]

profit and loss account n [C] BrE a financial statement showing revenue, expenditure and profit from operations during a given period [Gewinn- und Verlustrechnung] Ahold's profit and loss account did not show all its losses Synonyms income statement n [C] [Aufwands- und Ertragsrechnung] AmE statement of earnings n [C] AmE [Gewinn- und Verlustrechnung]

regulator n [C] a government agency responsible for overseeing a profession or an activity [Regulierungsbehörde]: Stock market regulators are in charge of protecting investors – regulation n [C] [Regulierung] Synonyms controller n [C] [Controller]

Securities Exchange Commission abbreviation SEC n the US agency responsible for stock market regulation [US-Börsenaufsichtsbehörde]: The SEC is currently investigating ten cases of fraud.
accountable adj responsible for the effects of your actions [rechenschaftspflichtig]: Managers are accountable for the performance of their employees Synonyms responsible [+ for] adj [verantwortlich]

applicant n [C] a person who is applying for a position [Bewerber]: All applicants are asked to provide a letter of reference – apply [+ for] v [I] [sich bewerben (um)] – application n [C] [Bewerbung] Synonyms candidate n [C] [Kandidat]

assign v [T] give someone a particular task to do [übertragen] Employees are assigned duties that correspond to their skills and training – assignment n [C] [Aufgabe]

cover letter n [C] a letter written to an employer in response to a job advertisement [Begleitschreiben]: Candidates should send a cover letter with a copy of their CV

curriculum vitae abbreviation CV n [C] [Lebenslauf] a document that gives details of a person’s experience and qualifications: Her CV is fairly typical for a business graduate Synonyms resumé n [C] AmE

deadline n [C] the date by which something has to be completed [Frist]: The deadline for applications has been extended until the 25 May Collocations fix a deadline, meet a deadline, miss a deadline, set a deadline

empower v [T] give someone the power or ability to do something [ermächtigen]: Staff are empowered to shape their career development – empowerment n [U] [Ermächtigung]

hire v [T] employ someone [einstellen]: Businesses are hiring as job growth booms – hire n [C] [Einstellung] Synonyms recruit v [T] [rekrutieren] employ v [T] [beschäftigten] Collocations hiring and firing, hiring manager

payroll n [U] 1 a list of the employees in an organisation [Beschäftigte] 2 the administration of employee pay [Lohn- oder Gehaltsliste]: Salaries are calculated according to the number of days that employees are on the payroll Collocations payroll management, cut/reduce the payroll

qualification n [C] an examination passed at school or university [Qualifikation]: Candidates must have qualifications in accounting – qualify v [I] [sich qualifizieren] – qualified adj [qualifiziert]

resumé n [C] AmE a document that gives details of a candidate’s experience and qualifications [Lebenslauf]: Preparing a good resumé should be the starting point for all job seekers Synonyms Curriculum Vitae BrE [Lebenslauf]

screen v [T] to examine or test people [testen]: Each candidate is screened for education, experience, expertise and salary.

train v [T] to teach someone the skills of a particular job or activity [schulen]: Staff are trained to watch for situations where they may be required to help – training n [U] [Schulung] – trainee n [C] [Trainee] – trainer n [C] [Ausbilder]
**Unit 10 Counterfeiting**

**copycat n** [C] the term for someone who copies the work of another person [Markenpirat or Plagiator]: The Australian government has announced that it is cracking down on copycats.

**copyright n** [U] the legal right that belongs to the person who has created a new artistic work or piece of software [Urheberrecht]: All of the graphics and editorial content on this site are protected under US copyright.

**currency n** [C] the type of money that is used by a particular country or trading bloc [Währung]: The euro is the currency of most member states of the European Union

**defraud v** [T] to cheat another person by taking something that they own [betrügen]: He admitted defrauding his employer of more than £2m.

**enforce v** [T] to make people obey a law or rule [durchsetzen]: Enforcing a patent can be a long and expensive process – enforcement n [U] [Durchführung] – enforceable adj [durchsetzbar]

**fake n** [C] a copy or imitation of a genuine article [Fälschung]: Experts have identified the components as fakes – fake v [T] [fälschen] Synonyms copy v [C] [kopieren] – copy n [C] [Kopie]

**file-swapping n** [U] exchanging files between computers on a network [File-Swapping]: Record companies tried to close down the illegal file-swapping website.

**infringement n** [U] a breach of the law or of another person's rights [Verletzung]: The company is being sued over infringements of copyright technology

**intellectual property n** [U] something that a person or business has invented and which is protected by patent [geistiges Eigentum]: All international businesses are having to spend more on protecting their intellectual property.

**patent n** [C] a special right given to the inventor of a machine or process [Patent]: Some governments do not recognise patents on software – patent v [T] [patentieren] – patented adj [patentiert] Synonyms copyright n [C,U] [Urheberrecht] Collocations patent pending, patent office

**piracy n** [U] infringement of copyrights [Erstellen von Raubkopien]: The association has launched a campaign to fight software piracy.

**profitability n** [U] the ability of a business to earn profits [Rentabilität]: Increased labour costs have reduced our profitability – profit n [C] [Gewinn] – profit v [I] [Gewinn erzielen] – profitable adj [rentable]

**trademark n** [C] a special, registered picture or symbol that is associated with a particular brand or product [Warenzeichen]: Our trademark is now well-known in most countries in the region.

tender n [C] a written offer by a supplier to provide goods or services at a certain price [Angebot]: Your tender has been accepted at the agreed price – tender v [I,T] [anbieten]

business to business abbreviation B2B adj [Business-to-Business (B2B)] refers to any business or correspondence between two companies: The B2B sector will be the biggest growth area in internet traffic.

demand n [C,U] the quantity required to supply orders [Nachfrage]: Total petroleum demand has increased by one per cent Collocations supply and demand

e-commerce n [U] [eCommerce] selling activities that are conducted using internet technology: Some consumers still lack confidence in e-commerce.

glitch n [C] a minor fault with a computer program or machine [Störimpuls]: A glitch in the computer system has led to the cancellation of several flights Synonyms malfunction n [C] [Störung] bug n [C] [Bug]

gross v [T] to calculate revenue before tax and other charges have been deducted [brutto berechnen/einnehmen]: The film grossed $8.5m in the first two weeks – gross adj [brutto] Collocations gross profit, gross margins, gross national product, gross domestic product (GDP)

market research n [U] the work of finding out what kind of goods consumers want [Marktforschung]: Conducting online surveys is a new and promising approach to market research.

tender n [C] a written offer by a supplier to provide goods or services at a certain price [Angebot]: Your tender has been accepted at the agreed price – tender v [I,T] [anbieten]
aid n [U] assistance given to a country or organisation in difficulty [Hilfe]: The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations – aid v [T] [helpen]

boycott n [C] a protest where people refuse to buy or use a product or service [Boykott]: The consumer group is calling for the boycott of all tobacco products – boycott v [T] [boykotieren]

charity n [C] a non-profit-making organisation that collects goods and money in order to provide assistance [wohltätige Organisation]: The charity managed to raise £3m for homeless people in the UK.

debt relief n [U] the cancellation or reduction of a debt [Schuldenerlass]: The government is firmly committed to a programme of debt relief.

demonstration n [C] a march to publicly protest about something [Demonstration]: The demonstration will take place at G7 summit on 10 June.

fair trade n [U] a movement which promotes fairer trading conditions for developing countries [Fair Trade]: Fair trade gives consumers an opportunity to help change the world.

grant n [C] a sum of money given to a person or organisation to help them to pay for something [staatlicher Zuschuss]: The Central Development Fund has awarded a grant of $7.5m – grant v [T] [(Zuschuss) gewähren]

income n [C,U] money received by a person, family or organization [Einkommen]: In some parts of the country incomes have fallen by as much as 25 per cent Synonyms revenue n [C] [Einnahmen] Collocations income tax, gross income, net income

litigation n [U] legal action against an individual or organization [Rechtsstreit]: Litigation has increased significantly over the years – litigate v [U] [klagen] – litigator n [C] [Partei (eines Rechtsstreits)]

lobby v [T] to try to persuade a government or organisation to change a policy or situation [Lobbyarbeit betreiben]: Big companies are lobbying the president to open up marine reserves for oil drilling – lobby n [Lobby] [U] lobbyist n [U] [Lobbyist]

petition n [C] a document signed by many people asking someone in authority to change something [Petition]: So far, five thousand people have signed the petition – petition [+ against/for] v [I,T] [Petition einbringen (gegen/für)]

pressure group n [C] a group that tries to influence the opinions of other people [Interessengruppe]: The pressure group is coordinating the protests.

protectionism n [U] protecting a country’s trade by taxing foreign goods [Protektionismus]: Protectionism usually increases the prices of basic goods to the consumer.

quota n [C] an official limit on the amount of something [Quote]: Quotas have been imposed on 25 categories of imported clothing.

subsidy n [C] money given by a government to certain producers to help them to produce without losing money [Subvention]: World Bank economists are urging rich countries to cut subsidies to certain industries – subsidise v [T] [subventionieren]

taxpayer n [C] any person or organisation that is liable to pay tax [Steuerzahler]: Taxpayers will pay more to subsidise the development of alternative energy sources.
correspondence n [U] writing, receiving and answering letters [Korrespondenz]: I’m catching up on my correspondence – correspond v [I] [korrespondieren or in Briefwechsel stehen]

information technology [Informationstechnologie] abbreviation IT n [C] [IT] the technology of processing, storing or transmitting data by electronic means: Information technology has revolutionised all aspects of management.

mobile n [C] a wireless telephone [Handy]: The introduction of colour screens and digital imaging have made mobiles even more essential Synonyms cell phone n [C] AmE [Mobiltelefon]

overload n [C] an excessive quantity of something [Überlastung]: You may be overwhelmed by the overload of information that is available on the net – overload v [I] [überlasten]

prioritise v [T] to put things in the order of importance so that you can deal with the most important things first [Priorität zuweisen]: Prioritising your work will help you to avoid backlogs.

process v [T] to deal with information or documents [verarbeiten]: All the data is processed on the server – process n [C] [Prozess]

product recall n [C] a situation where a defective product is withdrawn from the market and returned to the manufacturer [Rückrufaktion]: Product recalls of children’s toys are now very rare.

text messaging n [U] a system which allows short text messages to be communicated by telephone [Textnachrichten]: Text messaging is far more popular than voice calls Synonyms SMS (Short Message Service) n [C] [SMS]

white-collar adj employees who work in offices [Bürokräfte]: White-collar jobs are moving abroad.
distribution  

n [U] the arrangements and activities required in order to get goods from the manufacturer to the consumer [Vertrieb]: *Distribution is organised via a product list.*

finished goods  

n [plural] goods or products that are ready to be sold on to consumers [Fertigwaren]: We keep close track of the stock levels of our finished goods.

freight  

n [U] the transportation of goods by air, sea, rail or road [Fracht]: *All freight is paid by the customer – freight v [T] [als Fracht senden] Collocations air-freight, freight car (AmE), freight train, freight forward*

grey marketing  

n [U] [Grey Marketing] selling products without the authorisation of the trademark owner: Any authorised dealers who resort to grey marketing will be immediately suspended.

haulage  

n [U] the business of transporting goods by road or railway [Spedition]: We are a haulage and warehousing company based in Poland Collocations road-haulage

loading bay  

n [C] the area in a factory or warehouse where goods are loaded for transport [Beladerampe]: When a truck arrives at the loading bay an employee registers the delivery.

pilot  

v [T] to test a new idea or product [als Pilotprojekt durchführen]: We are piloting new ways to improve our supply chain management Synonyms test v [T] [testen] trial v [T] [erproben]

raw materials  

n [plural] materials such as minerals and hydrocarbons which are used in a production process [Rohstoffe]: Securing long term supplies of raw materials is critical.

ship  

v [T] to move goods from one place to another [versenden]: This order is being shipped to Puerto Rico – shipment n [U] [Sendung] – shipping n [U] [Versand] - ship n [C] [Schiff] Synonyms deliver v [T] [liefern]

supply chain  

n [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product [Lieferkette]: *Information technology has changed the dynamics of the supply chain* Collocations supply chain management
Unit 15  Innovation

achievement n [C] something that you succeed in doing by your own efforts [Leistung]: Designing the first laptop computer was one of his greatest achievements – achieve v [T] [erreichen] – achiever n [C] [erfolgreich Person]

borderline n [C] the point at which one thing ends and another begins [Grenze]: Many products fall into the borderline between different product categories – borderline adj [Grenz-]

breakthrough n [C] an important new discovery [Durchbruch]: The iMac was a major breakthrough in computer design Collocations make a breakthrough

business practices n [plural] the methods used to conduct business [Geschäftspraktiken]: The company is running a scheme to encourage best business practices.

design v [T] to make a drawing or plan of something that will be made [entwerfen]: At the moment she’s designing a new range of furniture to be used in schools – design n [C] [Design] – designer n [C] [Designer] – designer adj [Designer] - Collocations designer goods, designer label, designer ware

feature n [C] an important part of something [Merkmal]: The programme has a number of interesting new features – feature v [T] [besitzen] Synonyms characteristic n [C] [Eigenschaft] Collocations product features, special features

generic adj a product that does not have a trademark [generisch]: Generic drugs sell at a much lower price.

mass-production adj produced in large quantities [Massen-]: Many companies have moved their mass-production overseas to cheaper markets – mass-produce v [T] [in Massenproduktion herstellen] – mass-production n [U] [Massenproduktion]

prototype n [C] the first form that a new design takes [Prototyp]: The prototype has revealed areas where the design can be improved.