accountable adj responsible for the effects of your actions [rechenschaftspflichtig]: Managers are accountable for the performance of their employees Synonyms responsible [+ for] adj [verantwortlich]

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]

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] [helfen]

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] Collocations financial analysis

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]

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] – appraiser n [C] [Bewerteter] – appraiser n [C] [Bewerter] Collocations annual appraisal, performance appraisal

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

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]

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]

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.

balance sheet n [C] a statement showing the wealth of a business or organisation at a particular date [Bilanz] The balance sheet has two parts showing assets and liabilities: Buildings and machinery are assets that should be listed on the balance sheet Synonyms statement of financial position n [C] AmE [Bilanz]
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]

barrier to entry n [C] any factor which prevents new competition from entering a market [Marktzutrittsschranken]: 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]


board n [C] the group of directors elected by the shareholders to manage a company [Vorstand]: The board has approved the director's salary Collocations board of directors, board meeting, boardroom

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-]

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.

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] [boykottieren]

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

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

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 unterbrengen or planen] – budgetary adj [Haushalts] - Collocations be on / over / under budget, budget deficit, budget surplus, meet a budget

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

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

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.

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] Collocations advertising campaign, marketing campaign, political campaign

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.
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.

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].

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] [entschädigen]: Collocations: compensation deal, compensation package.

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.

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.

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.

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.

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.

correspondence n [U] writing, receiving and answering letters [Korrespondenz]: I’m catching up on my correspondence – correspond v [I] [korrespondieren] or in Briefwechsel stehen.

cost 1 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]: Synonyms: overheads n [C] [Gemeinkosten]: Collocations: fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost.

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.

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: Synonyms: money n [U] [Geld]: Collocations: foreign currency, hard currency, currency dealer, currency exchange rate, currency trading.
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

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.
database n [C] an organised set of information stored in a computer [Datenbank]: We’re currently updating all our customer files in the database.
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
dealer n [C] a person who specialises in trading a particular type of goods [Händler]: The company only uses authorised dealers who are fully trained – deal n [C] [Handel] – deal v [I,T] [handeln] Collocations foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal
debt relief n [U] the cancellation or reduction of a debt [Schuldenerlass]: The government is firmly committed to a programme of debt relief.
defraud v [T] to cheat another person by taking something that they own [betrügen]: He admitted defrauding his employer of more than £2m.
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]
demand n [C,U] the quantity required to supply orders [Nachfrage]: Total petroleum demand has increased by one per cent Collocations supply and demand
demonstration n [C] a march to publicly protest about something [Demonstration]: The demonstration will take place at G7 summit on 10 June.
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
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
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.
downsizing 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]
e-business n [U] [eBusiness] business to business relationships conducted using internet technology: IBM is one of the leading suppliers of e-business solutions.
e-commerce n [U] [eCommerce] selling activities that are conducted using internet technology: Some consumers still lack confidence in e-commerce.
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]

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]

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]

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

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.

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

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

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

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.

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.

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

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]

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

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

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

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]

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.

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)
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] Collocations growth rate

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

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

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] [beschäftigen] Collocations hiring and firing, hiring manager

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


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] Collocations manufacturing industry, service industry, industrial relations

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.

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.

inventory n [C] a list of the stocks held by a business [Inventar]: New software has made it possible to control inventory more accurately Synonyms stock n [C]

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]

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

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)]

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.

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
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]

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.

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.

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] Collocations increase / lose / take / win market share

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] [Verkaufsfoerderung] activities that help sell a product

mass market n [U] the market for standardised consumer products [Massenmarkt]: Licensing is one way for small businesses to enter the mass market – mass-market adj [Massen-]

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]

merchandising n [U] toys, clothes and other products based on a popular film, TV show, etc and sold to make additional profits [Merchandising]: Star Wars merchandising made far more profit than the films.

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]

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

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 [Mobile telefon]

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

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] [Verhandlungsfuehrer] Synonyms talks n [plural] [Gesprache] Collocations negotiate an agreement / a deal, negotiation skills

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

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]

opportunity n [C] a situation with future potential [Chance]: Japan represents a great opportunity for our new brand Collocations lose / seize / take an opportunity

outsource v [T] 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]

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]

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

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.

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

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

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)]

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

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]

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

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.

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

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

price setting n [U] fixing the prices at which goods and services will be sold [Preisfestlegung]: In price setting you try to estimate how much customers will be prepared to pay for an item
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.

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

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]

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]

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

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]

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

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

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]

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

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.

real estate n [U] property in the form of land or houses [Immobilien]: Investing in real estate is not as risk free as some people think Synonyms property n [U] BrE [Vermögenswerte] reality n [U] AmE [Grundbesitz] Collocations estate agent BrE

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]

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.
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 Collocations human resources, financial resources

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 [vité] BrE [Lebenslauf]

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

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 [lohend]

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

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 2 the department responsible for the activity of selling goods and services to customers [Verkauf]: I’ll put you through to our sales department – salesman/woman n [C] [Mitarbeiter im Verkauf] – salesclerk n [C] AmE [Verkäufer] Collocations sales agent, sales call, sales conference, sales department, sales drive, sales figures, sales forecast, sales manager, sales outlet, sales pitch, sales promotion, sales representative, sales talk

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

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

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.

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.

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.

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

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]

shortage n [C] a lack or scarcity of something [Mangel]: Silicon Valley is facing a shortage of skilled programmers.

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

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

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] Collocations develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)

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

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]

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]

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

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] Collocations order supplies, supply and demand, supply chain management, supply side, oversupply

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

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.
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]

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]

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]

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]

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.

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]

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

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