activity n [C] something that you do, or something that a company does: [Tätigkeit] The company has different activities, for example making computer games and videos. Collocations work activities, business activities

diversify v [I] increase the range of goods or services a company produces: [diversifizieren] Our company is diversifying into cosmetics – diversification n [C, U] [Diversifikation]

employment n [U] work that you do to earn money: [Arbeit, Beschäftigung] After leaving university, I’m going to look for employment. – employ v [T] to pay someone to work for you: [beschäftigen] The company employs 2,000 people worldwide. – employer n [C] a person or company that employs others [Arbeitgeber] – employee n [C] someone who works for another person or company [Arbeitnehmer]

goods n [plural] things that a company produces for sale or for use: [Waren] Supermarkets buy goods and sell them to their customers.

industry 1 n [U] the production of goods or services to sell: [Industrie] Industry has become more competitive. 2 [C] a particular type of industry or service: [Branche] The car industry is producing too many cars. – industrial adj [industriell]

manufacture v [T] produce large quantities of goods for sale using machinery: [herstellen] Nike manufactures sports shoes. – manufacturer n [C] [Hersteller]

responsibility n [U] something that you are in charge of in a particular job: [Verantwortung] The manager has responsibility for her department. – be responsible for something [für etwas verantwortlich sein] I’m responsible for telephone sales.

retailer n [C] a business that sells goods to the general public and not to shops: [Einzelhändler] Dixons is a retailer of electronic goods.

sector n [C] all the organisations or companies in a particular area of industry: [Sektor] The number of jobs in the service sector is increasing.

service n [C] usually plural] a business that sells help, advice, consultancy, etc., not manufacturing: [Dienstleistung] A lot of companies offer financial services now.

team n [C] a group of people who work together to do a particular job: [Team] We have an excellent sales team.
**Data**

browse v [T] look for information on the internet: [browsen] About five hundred people browse our company website each day. Collocation browsing habits

data n [U, plural] information or facts about a particular subject that someone has collected: [Daten] We don’t have a lot of data on customers’ buying habits.

database n [C] an organised collection of information that is stored on a computer: [Datenbank] We are currently updating our customer files on the database.

file n [C] a collection of information stored under a particular name on a computer, or in a box or paper cover: [Datei] Please check that the customer files are up-to-date. – file v [T] [ablegen] – filing [Ablage-] adj Collocations computer files, filing system

information technology abbreviation IT n [U] the study or use of electronic processes for storing information and making it available [Informationstechnologie]

record n [C] a piece of information that is written down or stored on computer so that it can be looked at in the future: [Aufzeichnung] The sales team keeps a record of all customer enquiries.

research n [C] serious study to find out new things about a subject: [Forschung] Before we develop any new products, we need to do more research. Collocations conduct research, market research – research v [T] [forschen] – researcher n [C] [Forscher]

security n [U] feeling safe and free from worry about what might happen: [Sicherheit] Cameras in the streets help to increase security. – secure adj [sicher] Collocations security cameras, security staff, security systems

store 1 v [T] to keep things in a special place until you need them: [aufbewahren] You could store the paper in the photocopier room. 2 v [T] to keep information on a computer or disk: [speichern] We store all our customers’ addresses on the sales database.

website n [C] a program on a computer that is connected to the internet, showing information about a particular organisation, company or subject: [Website] You can find details of all our products on the company website.
contact n [C] a person you know who may be able to help or advise you because of the work they do: [Kontakt] He has a lot of contacts in the film industry.

etiquette n [U] the formal rules for polite behaviour in a group of people: [Etikette] When you do business in a new country, it is important to be familiar with the etiquette.

hierarchy n [C] a structure in which the staff are organised in levels and people at one level have authority over those below them: [Hierarchie] The company president is at the top of the organisational hierarchy. – hierarchical adj [hierarchisch]

organisation n [C] a company, business, group, etc. that has been formed for a particular purpose: [Organisation] ANSI is an organisation in the US that fixes rules on the design of products. – organisational adj [organisatorisch, Organisations-] – organise v [T] [organisieren]

punctual adj arriving at exactly the time that has been arranged: [pünktlich] She’s always very punctual for appointments. – punctuality n [U] [Pünktlichkeit]

relationship n [C] the way in which people or groups work together: [Beziehung] We have a good relationship with our partners in the US. Collocations build a relationship, business relationship, develop a relationship, personal relationship, working relationship

rule n [C] an official instruction that says how you should do things or what is allowed: [Regel] The phone companies are working under new rules now.

status n [U] social or professional position in relation to other people: [Status] Lawyers have high status in our society. Collocations high status, low status

subordinate n [C] someone who has a lower position than someone else in an organisation: [Untergebener] I am responsible for six subordinates.

working environment n [C] the general conditions in a workplace, including physical conditions (heat, light, noise, etc.) and relationships between people: [Arbeitsumgebung, Betriebsklima] We have a very good working environment in our office.
advertising  n [U] telling people publicly about a product or service in order to persuade them to buy it:  
[Werbung] The cost of TV advertising is very high. Collocation advertising campaign – advertise  v  
[Werbung machen]  
[T] advertisement  n [C] abbreviation advert, ad a piece of film, a picture or writing used in advertising:  
[Werbung, Anzeige, Inserat] I saw the advertisement in the newspaper yesterday.  
brand  n [C] a name that a company gives to a product so that people can recognise it easily:  [Marke]  
We built the Veuve Cliquot brand slowly over seven years. Collocations brand name, brand image  
– branding  n [U]  
image  n [C] the general opinion that most people have of a person, organisation or product:  [Image]  
Good advertising helps to promote a company’s image.  
logo  n [C] a design or way of writing the name that a company or organisation uses as an official  
sign on its products and advertising:  [Logo] Nike uses a tick as its logo.  
loss leader  n [C] a product that is sold at a loss to encourage people to buy other more profitable  
products:  [Lockware] Supermarkets sometimes sell bread as a loss leader to bring customers into the  
store.  
luxury  n [C] something that is expensive and not really necessary, but pleasing and enjoyable:  [Luxus-]  
The store sells luxury goods such as perfume.  
promote  v [T] to try hard to improve sales of a product by advertising it, reducing its price, etc.:  
[bewerben] They are promoting her new film heavily. – promotion  n [C] a special activity intended to  
sell a product or service [Werbeaktion]  
publicity  n [U] the attention that a person or company gets from newspapers, television, etc.:  [Publicity]  
The show received good publicity in the media.  
target market  n [C] a group of people that a product is aimed at; advertising of the product is designed  
to make the product appeal to this group:  [Zielmarkt] You can’t sell a product if you don’t know the  
target market.  
value  n [C, U] the amount of money something is worth [Wert] – value for money of good quality,  
considering the price:  [preiswert] These jeans are good value for money at only $15.
bankrupt adj not having enough money to pay your debts and so not allowed to continue any business activities: [bankrott] A lot of people will lose their jobs if the company goes bankrupt.

business plan n [C] a document produced by a new company giving details of expected sales and costs, how the company can be financed and why it can expect to make money: [Geschäftsplan] The bank needs to see a business plan before it will provide money for the start-up.

company n [C] an organisation that makes or sells goods or services in order to make money: [Unternehmen] He works for a software company.

competition n [U] a situation in which businesses are trying to be more successful than others by selling more goods and services and making more profit: [Konkurrenz] There is strong competition between the two companies. – compete v [I] [konkurrieren] – competitor n [C] [Konkurrent] – competitive adj [konkurrenzbetont, wettbewerbsfähig, Wettbewerbs-]

demand n [U] the total amount of a type of goods or services that people or companies want to buy: [Nachfrage] There was strong demand for jeans last month.

distribution n [U] the activities of making goods available to customers after they have been produced, for example, moving, storing and selling goods: [Vertrieb] The company plans to use computers to improve distribution.

entrepreneur n [C] someone who starts a company, arranges business deals and takes risks in order to make a profit: [Unternehmer] She’s a successful entrepreneur who has started several profitable companies.

finance n [U] money provided or lent (for example by a bank) for investment in a business: [Finanzierung] We need finance to start manufacturing our new product. – finance v [T] [finanzieren] Collocations get finance, provide finance, raise finance

loss n [U] when a business spends more money than it receives, or loses money on a particular deal or problem: [Verlust] We had a loss of $20 million last year. Collocations make a loss, suffer a loss – lose v [T] [verlieren]

market share n [C, U] the percentage of sales that a company or product has in a market: [Marktanteil] The company hopes to increase its market share by 5 per cent next year.

profit n [C, U] money that you make from selling something or doing business in a particular period, after taking away costs: [Profit] Coca-Cola reported strong profits last year. Collocations make a profit, earn a profit

start-up n [C] a new company that has started to do business recently: [junges Unternehmen, Geschäftsneugründung] This bank specialises in providing finance for start-ups.
budget *n* [C] a detailed plan prepared by an organisation of how much money it will receive, how much it intends to spend and how it will spend the money: [Budget] The department has a budget of $4 million to spend on research. Collocation a tight budget – budget *v* [I, T] [budgetieren]

capital *n* [singular, U] money used to start a business: [Kapital] You'll need more capital if you want the business to succeed.

funding *n* [U] money which organisations, for example banks, lend to people and businesses for specific projects: [Finanzierung] [+ for] [für] Jane Hunter got funding for her business from venture capitalists. Collocations get funding, provide funding, raise funding

funds *n* [plural] money that a person or organisation has available for a particular purpose: [Finanzmittel] Peter Jones is an entrepreneur with funds to invest in new business ideas.

investment *n* [C] money that people or organisations put into a business in the hope of making a profit: [Investition] [+ in] [in] Several rich people have made large investments in the space project. Collocations make an investment – investor *n* [C] [Investor]

– invest *v* [I, T] [investieren] [+ in] [in]

joint venture *n* [C] a business activity in which two or more companies have invested together: [Jointventure] Ford and VW agreed a joint venture to build the Galaxy and Sharon models.

launch *v* [T] to make a new product available for sale for the first time: [einführen] The company will launch a new model next month.

payback period *n* [C] the period of time needed to get back the cost of an investment: [Amortisationszeitraum] The payback period for space projects is very long.

potential *n* [U] the possibility of future success of a product or venture: [Potenzial] No one wanted to invest in the project because they didn't think it had much potential.

return on investment abbreviation ROI *n* [singular, U] the amount of profit on an investment in relation to the amount of money invested: [Kapitalrendite] The project is risky and there may not be a good return on investment.

technology *n* [U] knowledge dealing with scientific or industrial methods and the use of these methods in industry: [Technologie] New technology gives us the possibility to explore space. – technologies [plural] different types of technology: [Technologien] The company is making use of different technologies to develop the new machine.

venture *n* [C] a new business activity or project that involves taking risks: [Risikoprojekt] The company is starting on a new venture to build small private aircraft.

venture capitalist *n* [C] someone who invests money in new businesses: [Risikokapitalgeber] Venture capitalists invested over $300 million in computer-related start-ups last year.
development 1  n [U] the growth or improvement of a business, industry or economy: [Entwicklung] The government is providing funding for regional development. 2 [U] planning and making new products or services: [Entwicklung] The company is investing a lot of money in product development. Collocation research and development

economy n [C] the system by which a country’s goods and services are produced and used: [Wirtschaft] Europe’s economy is expected to grow faster than the US. Collocations a strong economy, a weak economy

employment n [U] the number of people in an area or country who have jobs, the types of jobs they have, etc.: [Beschäftigung] High employment is a key factor in a strong economy.

growth n [U] an increase in the value of goods and services provided in a country or area: [Wachstum] Analysts are predicting strong economic growth next year. – grow v [I] [wachsen] The market grew slowly last year.

inflation n [U] a continuing increase in the prices of goods and services: [Inflation] The rate of inflation was 4 per cent last year.

infrastructure n [C, U] the basic systems and structures that a country needs to make economic activity possible, for example, roads, communications, electricity: [Infrastruktur] The government invested a250 million in infrastructure.

location n [C] the place where something is, especially a building or a business: [Standort] All the company’s offices are in good locations.

multi-national n [C] a large company that has offices, factories and business activities in many different countries: [Multi] It is difficult for small local companies to compete with the multi-nationals.

region n [C] a large area of a country or of the world: [Region] The north-east region is developing more rapidly than the south. – regional adj [regional] Collocation regional office

unemployment n [U] the number of people in an area or country who don’t have a job: [Arbeitslosigkeit] Since the factory closed, there has been high unemployment in the area. – unemployed adj [arbeitslos]
application n [C] a formal, written request for something [Bewerbung] – job application a formal request to be considered for a job: [Stellenbewerbung] We are considering your application for the job of marketing manager. – apply v [+ for]: [bewerben] [um] He applied for the job of sales assistant. – job applicant n [C] someone who is applying for a job [Bewerber]
candidate n [C] someone that a company is considering for a job: [Kandidat] We are interviewing the candidates on Friday.
career n [C] a profession or job you have trained for and intend to do for your working life, and which offers the chance to improve your status and salary: [Beruf, Karriere] I’m hoping to have a career in law. Collocations careers advisor, careers advisory service, change careers
curriculum vitae abbreviation CV n [C] a document that gives details of a person’s experience and qualifications: [Lebenslauf] It is important to prepare your CV in the right way. Synonym resumé AmE
experience n [U] knowledge or skill that you have from doing a particular job: [Erfahrung] He has years of experience in selling.
headhunting n [U] finding a manager with the right skills and experience to do a particular job, often by persuading a suitable person to leave their present job: [Headhunting] We could ask a headhunting firm to find a new production director. – headhunter n [C] [Headhunter]
human resources abbreviation HR n [plural] the department in a company that deals with recruitment, training and helping employees: [Personalabteilung] He works in human resources.
interview n [C] a formal meeting where someone is asked questions to find out if they are suitable for a job: [Bewerbungsgespräch] I have an interview for a job at Microsoft next week. – interview v [T] [Bewerbungsgespräch führen]
job n [C] the regular paid work that you do for an employer: [Arbeit] What’s your job? I’m applying for a new job.
qualification n [C] an examination that you passed at school, university or in your profession: [Qualifikation] Candidates must have a university qualification. – qualify v [I] [sich qualifizieren] – qualified adj [qualifiziert]
recruit v [T] to find new people to work for an organisation or company: [einstellen] We’re recruiting 20 new graduates this year. – recruitment n [U] [Personalbeschaffung]
salary n [C, U] money that you receive as payment for your work, usually every month: [Gehalt] The company offers good salaries. Collocation to earn a salary
staff n [plural] the employees of an organisation: [Mitarbeiterstab] A new manager is going to join the staff next month. Synonyms employees, workers.
consumer n [C] a person who buys goods, products or services for their own use, not for business or to re-sell: [Konsument] Consumers are demanding more choice and variety.

customer n [C] a person or organisation that buys goods or services from a shop or company: [Kunde] A customer telephoned this morning to ask about prices.

direct mail n [U] advertisements that are sent in the post, often to people who are specially chosen because they might be interested in the product: [Direktversandwerbung] Over three billion items of direct mail were sent in the post last year.

discount n [C] a reduction in the cost of a product or service, usually to encourage people to buy something: [Diskont, Rabatt] We’re offering a ten per cent discount on all furniture this week. – discount v [T] (diskontieren, rabattieren)

flyer n [C] a small sheet of paper advertising something. Flyers are usually handed to people or delivered to people’s houses: [Handzettel] Let’s use flyers to advertise the opening of our new store.

marketing n [U] activities to design and sell a product or service by considering what buyers want or need: [Marketing] We’ll have to spend a lot on marketing to get customers back.

sales n [plural] the value of goods and services that a company sells during a period of time: [Absatz, Umsatz] Sales increased following our successful advertising campaign last year.

sales pitch n [C] what a salesperson says about a product to persuade people to buy it: [Verkaufsargument] The rep gave a ten-minute sales pitch about the new model.

sales representative abbreviation rep n [C] a person who sells a company’s products or services by speaking to customers on the phone or travelling to meet them: [Handelsvertreter] He travelled all over the US as a sales representative.

special offer n [C] a reduction in the price of something for a short time, to encourage people to buy it: [Sonderangebot] The company is running a special offer – a new phone for only £20.

sponsor v [T] to give money to pay for a television programme, or sports or arts event, in exchange for advertising or to get public attention: [sponsern] Mastercard is sponsoring the World Cup. – sponsor n [C] a person or company that sponsors something [Sponsor] – sponsorship n [U] [Sponsoring]
**Unit 10**

**Price**

**cost 1** *n [C, U] the amount of money that you have to pay to buy or produce something: [Kosten] The cost of land in the city centre is very high. 2 costs [plural] the money that a business must regularly spend in order to continue its activities. [Kosten] Our profits are falling because of increasing costs. Synonym expenses n [plural] Collocations labour costs, manufacturing costs

**deal n** [C] an agreement or arrangement, especially one that involves the sale of something [Geschäft]
to get a good deal get an agreement to buy or sell a product at a good price: [gutes Angebot erhalten] We got a good deal when we bought this office as demand was low at the time.

**graph n** [C] a drawing that uses a line or lines to show the relationship between two sets of figures: [Kurve] This graph shows sales figures for the year 2005.

**price n** [C, U] the amount of money for which something is bought, sold or offered: [Preis] The price of this picture is £6,000.

**pricing n** [U] the prices of a company’s products in relation to each other and in relation to the prices of competitors; also the activity of setting prices: [Preisgestaltung] We need to discuss our pricing if we want to boost sales.

**profit margin n** [C] the difference between the price a product or service is sold for and the cost of producing it: [Gewinnspanne] We can increase our profit margin by cutting the cost of production.

**share n** [C] the ownership of a company is divided into shares, which can be made available for sale as a way to increase capital. Investors buy and sell shares in the hope of making a profit: [Aktie] He made a lot of money by investing in IBM shares.

**spending n** [U] the amount of money an organisation or a person spends: [Ausgaben] [+ on] [für] We need to increase spending on research and development.

**strategy n** [C] a plan for achieving a goal; the best way for a company to develop in the future: [Strategie] We need to develop a strategy for exporting the company’s products. Collocations pricing strategy, develop a strategy – strategic adj [strategisch]

**trend n** [C] the general way in which a particular situation is changing or developing: [Trend] Economists study the trends in spending.

**workforce n** [C] all the people who work in a particular country, industry or workplace: [Arbeitskräfte] We are increasing our workforce from 1,200 to 1,400.
claim n [C] request for payment for damage, injury, theft, etc. for which you are insured:

[Schadensforderung] If you want to make an insurance claim, you must fill out this form. – claim v [T] [+ on] [Anspruch geltend machen] He claimed for the damage on his car insurance.

cover v [T] when an insurance policy covers someone or something, the insurance company will pay out if the person is injured; or if something is damaged, stolen, etc.:

[abdecken] The policy doesn’t cover accidents that happen abroad. – cover n [U] [Deckung] The policy provides cover for loss, damage and theft.

damage n [U] physical harm caused to something:

[Schaden] The fire caused $100,000 of damage. – damage v [beschädigen]

[T] The car was badly damaged in the accident.

fraud n [U] a method of getting money illegally from a person or organisation often in a clever way:

[Betrug] Online banks need special software to protect against fraud. – fraudulent adj [betrügerisch]

insurance n [U] an arrangement in which a company collects money regularly in premiums from a person or organisation, and in return agrees to pay them a sum of money if they are involved in an accident, have something stolen, etc.:

[Versicherung] Travel companies recommend that their customers take out insurance. Collocations insurance claim, insurance company, insurance cover –

insure v [T] [versichern] [+ against] [gegen] We are insured against fire and theft.

insurance policy n [C] an insurance contract covering a particular risk, and the document that gives details of this:

[Versicherungspolicie] In the policy, it says that we can claim up to £1 million for medical expenses.

premium n [C] the amount paid for insurance during a particular period of time:

[Prämie] If you haven’t paid your premiums, you will no longer be covered.

risk n [C] the possibility of a particular type of damage against which you are covered:

[Risiko] Check in detail the risks that are covered by your policy.

term n [C] one of the conditions of an agreement, contract or legal document:

[Bedingung] According to the terms of the agreement, the company will pay within 10 days of accepting the claim.
apology  n [C] something that you say or write to show you are sorry for doing something wrong: [Entschuldigung] The company sent an apology to their customers for their poor service. apologise  v [sich entschuldigen] [+ for + -ing] [für] We apologise for the inconvenience we have caused you.

complaint  n [C] a written or spoken statement by someone saying that they are unhappy about something: [Beschwerde, Reklamation] Our sales assistants are trained to deal with customer complaints in a friendly manner. – complain  v [sich beschweren] [+ about] [über] Many customers have complained about late delivery.

customer satisfaction  n [U] when customers who have paid for a product or service feel happy with it: [Kundenzufriedenheit] Our main goal is to achieve customer satisfaction at all times. – satisfied, dissatisfied  adj [zufrieden, unzufrieden] [+ with] [mit] We are very dissatisfied with the service at your hotel.

customer service  n [U] when an organisation helps customers by answering questions, listening to complaints, giving product advice, etc.: [Kundenservice] The company says that it offers good customer service. – customer services  [plural] [Kundendienstabteilung] the department in a company that deals with customer service

feedback  n [U] advice or criticism about products, services or ideas. Companies may seek customer feedback by providing questionnaires asking if customers are satisfied or not: [Feedback] We conducted a survey to get feedback on customers’ opinions about our products.

guarantee  n [C] a formal written promise to repair or replace a product if it has a fault within a period of time after you buy it: [Garantie] The company offers a two-year guarantee on all electrical goods. – guarantee  v [T] [garantieren] This product is guaranteed for two years.

payment  n [C] an amount of money that must be paid, or has been paid, or the act of paying it: [Zahlung] Payment must be made within 30 days. – pay  v [zahlen] [+ for] [für] Shoppers are willing to pay more for famous brands.

quality  n [U] used to talk about how good or bad something is: [Qualität] Several customers complained about the poor quality of the service.

refund  v [T] to give someone their money back, for example, because they are not satisfied with the goods or services they have paid for: [rückerstatten] We guarantee to refund your money if you are not fully satisfied. – refund  n [C] [Rückerstattung]

training  n [U] the process of teaching someone the skills and knowledge needed for a particular job: [Ausbildung] The company is sending 30 workers to the US for training. – train  v [T] [ausbilden] – trainer  n [C] [Ausbildung] – trainee  n [C] [Auszubildender]
assembly n [U] the process of putting the parts of a product together in manufacturing: [Montage] Parts are manufactured in Japan and assembly is done in Turkey. – assemble v [T] [montieren] – assembly
line n [C] method of making goods, especially cars, in a factory. The product moves along a line of machines or workers, each adding a different part or doing a different job. [Montageband]
capacity n [U] the amount of something that a factory can produce: [Kapazität] Our production capacity has increased with the new technology.
component n [U] one part used in making a machine, vehicle, etc.: [Bauteil] The company supplies electrical components to the car industry. Synonym part n [C] [Teil]
delivery n [C, U] the act or process of bringing goods to the place or person who has ordered them: [Lieferung] We have arranged delivery of your order on Monday. Collocations just-in-time delivery, delivery date, delivery terms
efficiency 1 n [C] how well an industrial process, factory or business works so that it produces as much as possible from the time, money and resources that are put into it: [Effizienz] We need to improve our efficiency if we want to become more profitable. 2 how well and quickly a person works. [Effizienz] – efficient adj [effizient] – efficiently adv [effizient]
just-in-time written abbreviation JIT adj if goods are produced or bought using a just-in-time system, they are delivered just before they are needed, which reduces the cost to the company of keeping goods for long periods of time [bedarfsorientiert] Collocations just-in-time delivery, just-in-time manufacturing
production n [U] the process of making or growing things to be sold as products, usually in large quantities: [Produktion] Toshiba is increasing production of its popular laptop computers. – producer n [C] [Produzent] – produce v [T] [produzieren] – product n [C] [Produkt]
productivity n [U] the relationship between the amount of goods that a factory produces and the resources needed to produce them: [Produktivität] New technology has helped us to improve productivity. – productive adj [produktiv]
resource n [C] [usually plural] this can include the money, buildings, machinery, materials, skills and workforce that a company has available: [Ressource] The company doesn’t have the resources to compete in a completely new market. Collocations human resources, financial resources
stock, stocks n [C, U] a supply of raw materials or parts that have been produced and are kept to be used when needed in manufacturing, or a supply of finished goods that are kept before being sold: [Bestand] It is expensive to store large quantities of stocks.
supply v [T] to provide goods or services to customers, especially regularly over a long period of time: [liefern, bereitstellen] The company supplies products to the car industry. – supplier n [C] [Lieferant] – supply n [-Bereitstellung, Lieferung]
[C] [plural] supplies an amount of something that is available to be used: [Vorrat] We have a good supply of components in stock.
waste v [T] to use more of something, especially time or money, than you need to, or to use it in a way that is not economical: [verschwenden] We waste too much time repairing old equipment. Collocations waste time, waste money, waste resources – waste n [U] [Verschwendung]
**Unit 14 Creativity**

brainstorming n [U] a way of developing new ideas and solving problems by having a meeting where everyone makes suggestions and these are discussed: [Brainstorming] The team held a brainstorming meeting to get ideas for selling the new product.

challenge n [C] something difficult that you feel determined to solve or achieve: [Herausforderung] The challenge for the company is how to pay its $3 billion debt.

creative adj producing or using new and interesting ideas: [kreativ] We need to find a creative solution to the problem of falling sales.

– creativity n [U] [Kreativität]

discovery n [C] something you learn or find out that was hidden or not known about before: [Entdeckung] Researchers have made some interesting discoveries about human thinking. – discover v [T] [entdecken]

innovation n [U] the introduction of new ideas or methods: [Innovation] The company encourages creativity and innovation. – innovative adj [innovativ]

radical adj a radical solution involves looking at the original source of the problem and making big, important changes [radikal]

solution n [C] a way of dealing with a problem or difficult situation: [Lösung] There are no simple solutions to the problem of unemployment. Collocation find a solution [+ for] [für] – solve v [T] [lösen]

tradition n [C] a way of doing something that has existed for a long time [Tradition] – traditional adj [traditionell]: We need to move away from the traditional way of thinking.
**bonus** *n [C]* an extra amount of money added to an employee's salary for doing difficult or good work:

[Bonus, Prämie] *The sales staff get excellent bonuses when they reach their sales targets.*

**initiative** *n [U]* the ability to make decisions and take action without waiting for someone to tell you what to do: [Initiative] *Employees in our company are encouraged to use their initiative.*

**job satisfaction** *n [U]* a feeling of happiness or pleasure in doing your job or achieving something in your job: [Arbeitszufriedenheit] *Job satisfaction is just as important to workers as a bonus.*

**loyal** *adj* loyal employees stay with that company and don't seek jobs in other companies: [loyal] *Martin has given 15 years of loyal service.* – **loyalty** *n [Loyalität]*

**motivation** *n [U]* willingness and enthusiasm to do something without being told to do it: [Motivation] *Many of our workers have little or no motivation.* – **motivate** *v [T]* [somebody to do something] [motivieren]

**pay** *n [U]* the money someone receives for the job they do: [Bezahlung, Gehalt, Lohn] *The workers have asked for a pay increase.*

**performance** *n [U]* the way that someone does their job and how well they do it: [Leistung] *Some people criticised his performance as a manager.*

– **perform** *v [T]* [leisten, Leistung erbringen]

**power** *n [U]* the ability or right to control people: [Macht] *We shouldn't give too much power to one man.*

– **powerful** *adj [mächtig]*

**promote** *v [T]* to give someone a better paid, more responsible job in a company or organisation: [befördern] *The company has promoted him to the post of managing director.* – **promotion** *n [C] [Beförderung]*

**reward** *v [T]* to give payment for excellent work, high performance or special service: [belohnen] *We like to reward our staff when they reach their production targets.* – **reward** *n [C, U] [Belohnung]*

**senior** *adj* having a high position in an organisation or company: [leitend] *Senior managers have their own office and drive a company car.* – **seniority** *n [U] [höheres Dienstalter]*