business card  
n  [C] a small card with your name, job title, company, address, phone, email, etc. on it:  
[Visitenkarte] My business card has my email address on it.

contact  
n  [C] a person that you meet because of your work:  [Kontaktperson] I make a lot of contacts at conferences.  – contact  
v

greet  
v to welcome someone by saying, for example, Hello or Good morning:  [begrüßen] My job is to greet people when they arrive at my company’s offices.  – greeting  
n  [C] [Begrüßung]

introduce  
v to tell people each other’s names:  [sich vorstellen] Let me introduce Karl, from Germany. Karl, this is Fran.  – introduction  
n  [C] [Vorstellung]

job title  
n  [C] the name of a job:  [Berufsbezeichnung] Her job title is ‘sales manager’.

legal  
adj  [C] connected to the law:  [gesetzlich] I see my lawyer for legal advice.  – law  
n the system of rules for a country  [Gesetz]

name  
n  [C] what people call you:  [Name] My first name is John and my family name, or surname, is Smith.

nationality  
n  [C] the right to belong to a country:  [Staatsangehörigkeit] I have Australian nationality.

qualification  
n  [C] something to show you passed an examination at school, university or work, for which you often receive a certificate or diploma:  [Qualifikation] He has a good qualification in engineering.  – qualify  
v  [sich qualifizieren]

software  
n  [U] a program that a computer uses to do different jobs:  [Software] I have some new accounting software on my computer.
colleague n [C] a person that you work with: [Kollege] This is my colleague, Juan.

communication n [U] when people give information to each other: [Kommunikation] Good communication is important in business. – communicate v [kommunizieren]

consultant n [C] a person who gives a company advice about something: [Berater] We employ a consultant to organise our computer system.

degree n [C] a qualification, usually a BA (Bachelor of Arts) or BSc (Bachelor of Science), from a university: [Hochschulabschluss] I have a degree from Cambridge University.

group n [C] a number of people or things that belong together: [Gruppe] I work in a group of four scientists.

opinion n [C] what someone thinks about a subject: [Meinung] What’s your opinion of the new production plan?

PhD n [C] the highest university degree: [Doktortitel] Please call her Doctor Oliveira because she has a PhD.

team n [C] a group of people who work or play sports together: [Team] It’s a great team because everyone wants to help everyone else.

team leader n [C] the person in charge of a team: [Teamleiter] The new team leader is popular and a good manager.

team member n [C] a person in a team: [Teammitglied] All the team members like working together.

teamwork n [U] the ability of a group of people to work well together: [Teamwork] Teamwork is very important for this project.

technology n [U] the development of techniques, machines and equipment in science and industry: [Technologie] We are leaders in computer technology.

traditional adj ideas and ways of working that have existed for a long time: [traditionell] We like our traditional ways of working and we don’t want to change. – tradition n [C] [Tradition]
**base** v to use somewhere as your main place of business: [Hauptsitz] Our company is based in Switzerland.

**company** n [C] a group who make or sell things: [Unternehmen] I work for a food company.

**employee** n [C] someone who works for a company: [Arbeitnehmer] My company has 200 employees. – **employ** v give someone a job: [einstellen] My company employs 200 people. – **employer** n someone who employs workers [Arbeitgeber]

**factory** n [C] a place where workers make things: [Fabrik] He works in a car factory.

**headquarters** n [plural] the most important place of work of a company: [Zentrale] I often have to go to meetings at my company’s headquarters.

**manufacture** v to make products using machines: [herstellen] They manufacture mobile phones in their German factory. – **manufacturing** n [U] making things in factories [Produktion] – **manufacturer** n [C] a person or company that does manufacturing [Hersteller]

**profit** n [U] when you get more money from a product or service than it costs you to make or do it: [Gewinn] Our profits increase every year. – **profitable** adj [lukrativ]

**retail** n [U] sales to customers in shops: [Einzelhandel] We sell our products in retail outlets in most European countries. – **retail outlet** (= SHOP) n [C] [Outlet] – **retail** v sell to customers in shops: We retail this product at $3.50. – **retailer** n [C] [Einzelläden]

**sector** n [C] part of an economic system: [Branche] We are in the food manufacturing sector.

**service industry** n [C] companies that sell services (= HELP) instead of products: [Dienstleistungsbranche] Architects and consultants sell services.

**specialise** v to do only one activity: [sich spezialisieren] They specialise in computer software. – **specialist** n [C] a person who knows a lot about something: [Experte] We have three computer software specialists in our company.
**analysis** *n [C]* a careful examination of something: [Analyse] We make an analysis of all our products before we sell them.

**desk** *n [C]* a table where you work: [Schreibtisch] I spend a lot of time at my desk every day.

**equipment** *n [U]* things you use to do a job: [Ausrüstung] We use special equipment to fight fires.

**file** *n [C]* a group of papers with information about something or someone: [Akte] Do you have Mr Roberts’ file?

**furniture** *n [U]* things in homes and offices such as tables and chairs: [Möbel] How often do you buy new furniture for your office?

**office** *n [C]* a room where people work, usually at desks: [Büro] We have an open-plan office instead of individual offices.

**organised** *adj* when you have a system for something: [organisiert] My desk isn’t very well organised.
- **organisation** *n [C]* [Organisation] – organise *v* to put things in a system [organisieren]

**share** *v* to use something with other people: [teilen] Everyone has their own computer but we share a printer.

**stationery** *n [U]* things used for writing such as envelopes, paper and pens: [Bürobedarf] We keep all our stationery in a large cupboard.

**tidy** *adj* when everything is in the correct place: [ordentlich] I’m not a very tidy person. – tidy *v* Tidy your desk.
client n [C] a customer, often one that buys a service: [Kunde] We need more clients.

corporate event n [C] something organised by a company to entertain clients: [Unternehmensveranstaltung] We often have corporate events and take our best clients to international football matches.

entertain v to take clients to films, shows, restaurants, etc.: [bewirten] We often entertain foreign clients in our large company restaurant. – entertainment n [C] [Bewirtung] We spend about $10,000 a year on entertainment for clients.

event n [C] something you organise such as a party or conference: [Event] My job is to organise events for important visitors.

guest n [C] someone you invite to an event or to visit your home: [Gast] We plan to have a big party with more than a hundred guests.

health and safety n [U] laws and systems related to stopping accidents and illness at work: [Arbeitsschutz und-sicherheit] Who is in charge of health and safety in the factory?

order v to ask for something such as food in a restaurant: [bestellen] I'd like to order steak and chips.

presentation n [C] when someone explains an idea to a group: [Präsentation] He gave a presentation about the new marketing plan. – present v to give a presentation [präsentieren]

reception n [C] a formal party: [Empfang] We sometimes go to a reception at a top London hotel.

socialise v to go out with people to have fun: [ausgehen] I often socialise with my colleagues.

special occasion n [C] an important event or ceremony: [besonderer Anlass] People often have parties for special occasions like birthdays.

waiter n [C] (male), waitress n [C] (female) a person who brings you food and drinks in a restaurant: [Kellner, Kellnerin] Waiter – can I have the bill, please?
account n [C] if you have an account with a bank, you can leave money there: [Konto] He pays £500 into his bank account every month.

cost of living n the amount of money people need in order to buy the things they need: [Lebenshaltungskosten] The cost of living is increasing all the time.

currency n [C] the money that a country uses: [Währung] The currency in France is the euro.

discount n [C] a lower price than usual: [Rabatt] There is a 10% discount on all our products this week.

exchange rate n [C] the value of the money of one country when you change it for the money of another country: [Wechselkurs] The exchange rate today is two dollars to the pound.

goods n [plural] things that are made for people to buy: [Waren] Our company produces electrical goods.

invoice n [C] a document that a supplier gives to a customer, with information about what the customer is buying and how much it costs: [Rechnung] Can you pay last month’s invoices, please?

money n [U] coins and notes that you use to buy things: [Geld] I never have enough money at the end of the month.

pay v to give money for something that you buy: [bezahlen] Can I pay in euros? – pay n [U] the money you get for working: I get my pay at the end of the month.

price n [C] how much money something costs: [Preis] What’s the price of this laptop?

supplier n [C] a company that sells goods to shops and businesses: [Lieferant] They work for an office equipment supplier. – supply v to sell to a company: [liefern] They supply our paper and pens.
**Unit 7** Projects

aim **n [C]** something that you want to do or get: [Ziel] My aim is to work for a big company. – **aim** **v** to want to do something: We aim to increase sales.

budget **n [C]** an amount of money that is available: [Budget] My team has a budget of one million dollars. – **budget** **v** to organise how to spend money: We budget about €50,000 for advertising every year.

deadline **n [C]** a date or time when you must finish something: [Frist] The deadline for completing the project is 1 May.

labour **n [U]** the total number of workers: [Arbeitskräfte] The cost of labour is not high at the moment.

materials **n [U]** the things you use in order to make something: [Materialien] Chairs are made of materials like plastic or wood.

project **n [C]** planned work that is done over a period of time: [Projekt] The new project starts in June and finishes in September.

project manager **n [C]** someone who is in charge of a project: [Projektmanager] Rafael is the project manager.

research **n [U]** the activity of finding information about a subject: [Forschung] Steve did a lot of research into the new car design.

schedule **n [C]** a list of things to do and when to do them: [Terminplan] The project is behind schedule so we need to work faster. – **schedule** **v** to plan when you do things

stage **n [C]** part of a process: [Phase] We started stage four of the project last week.
agriculture n [U] growing plants for food and keeping animals to produce food: [Landwirtschaft] There is a lot of agriculture in my country, mainly fruit and sheep.

complain v to say you are not happy with goods or services: [beschweren] I complained to the waiter about my food. – complaint n [C] [Beswerde]

create v to make something new: [schaffen] We need to create more jobs in this industry. – creative adj good at thinking of new ideas: [kreativ] Most designers are creative.

electricity n [U] the power that we use for lights and computers: [Strom] Many machines that use electricity need a battery. – electric, electrical adj [elektrisch, elektrisch]

emergency n [C] a dangerous situation that happens suddenly: [Notfall] Telephone 911 if there is an emergency.

energy n [U] power from oil, coal, etc. that makes machines work: [Energie] Solar energy can heat homes.

fix v to repair something: [reparieren] A mechanic fixed my car.

invent v to think of or make something completely new: [erfinden] Leonardo da Vinci invented the helicopter. – invention n [C] [Erfindung]

power n [U] energy used to make a machine work: [Kraft] Wind power is cheap and it’s good for the environment.

solution n [C] the answer to a problem: [Lösung] We found a solution to our financial problems. – solve v [lösen]

work v to not be broken: [funktionieren] Is your computer working now?
describe n [C] to say or write what something is like: [beschreiben] Can you describe the mobile phone that you lost? – description n [C] [Beschreibung]

feature n [C] something that is different about a product: [Merkmal] This mobile phone has many special features, like a camera and an MP3 player.

packaging n [U] the box or bag that you sell a product in: [Verpackung] We need to reduce plastic packaging.
– package n [C] [Paket] We sent three packages to you in the post.

product n something that is made or sold by a company: [Produkt] We sell about 200 different food products.
– product description n [C] information about the size, shape and material of a product: [Produktbeschreibung] The product description says that it’s made of wood and is one metre long.
– production n [U] the process of making things: [Produktion] Production costs were high and we didn’t make a profit. – produce v [herstellen]

shape n [C] the shape of something is whether it is a circle or a square, etc.: [Form] What shape is the table?

size n [C] how big or small something is: [Größe] His garden is the size of a football field.

useful adj helping you do or get what you want: [nützlich] My car is very useful for getting to work.

weight n [C] how heavy something is: [Gewicht] The weight of this product is 1kg. – weigh v [wiegen] This product weighs 1kg.
architect \( n \) [C] a person who design buildings: [Architekt] A famous German architect designed our new factory.

competitor \( n \) [C] a company that sells products or services in the same market as your company: [Konkurrent] There are too many competitors in this market. – compete \( v \) to try to be more successful than another company: [konkurrieren] We compete in many different markets. – competition \( n \) [U] a situation where businesses try to be more successful than other companies: [Konkurrenz] We have a lot of competition in the African market. – competitive \( adj \) [konkurrenzfähig]

marketing \( n \) [U] finding the best way to make customers buy products: [Marketing] We need to spend more on marketing so people know about our products. – market \( v \) to make customers interested in what your company sells: [Markt] We use TV and radio advertisements to market our products.

opportunity \( n \) [C] the chance to do something: [Chance] I had the opportunity to work in New York, but I couldn’t go.

range \( n \) [C] all the products a company sells: [Angebotspalette] We have nearly 1,000 products in our range.

strength \( n \) [C] what you are good at doing: [Stärke] My strength is in sales. – strong \( adj \) [stark]

threat \( n \) [C] something that can have a bad effect: [Bedrohung] The new product is a threat to us in the Asian market.

weakness \( n \) [C] what you are not good at doing: [Schwäche] Their big weakness is their marketing. – weak \( adj \) [schwach]
abroad adv in a foreign country: [im/ins Ausland] He often travels abroad.

average adj usual: [durchschnittlich] My average lunch break is 45 minutes.

climate n [C] the typical weather conditions in an area: [Klima] The climate in Egypt is hot and sunny.

culture n [U] what people believe, do and how people think, in a particular country: [Kultur] I learned about Spanish culture before I went to live in Spain.

emigrate v to go to another country to live and work: [auswandern] Many people emigrated to America in the 1900s. – emigration n [U] [Auswanderung]

healthcare n [U] using doctors, nurses, hospitals and medicine: [Gesundheitswesen] Some healthcare is free in the UK.

location n [C] the place where something is: [Standort] What’s the location of your factory? – locate v to put something somewhere: [festlegen] They located their new factory in South America.

quality of life n [U] how well people live: [Lebensqualität] We moved out of the city to get a better quality of life.

temperature n [U] how hot something is: [Temperatur] The temperature is 12°C today.
apply v to ask for something in writing: [sich bewerben] You can apply for this job online. – application form n a printed piece of paper on which you write answers to questions: [Anmeldeformular] You have to complete an application form to get a visa.

career n [C] a job or profession that you do for a long time: [berufliche Laufbahn] You have to study for a long time if you want a good career in law.

conditions n [plural] the situation in which you work: [Bedingungen] The pay is low but the working conditions are very good.

curriculum vitae (CV) n [C] a document that gives information about a person’s education and previous jobs: [Lebenslauf] To apply for this job, please send a letter and your CV.

employment agency n [C] an organisation that helps people find a job: [Stellenvermittlung] I found my new job by using an employment agency.

MBA (Masters in Business Administration) n [C] a postgraduate degree in business for people who have work experience: [Betriebswirt mit Hochschulabschluss] Jean has an MBA from a French business school.

pa (per annum) adv every year: [pro Jahr] She earns $50,000 pa.

pension n [C] money a company or government pays to people after they stop working because they are too old or ill: [Rente] Most people get a pension when they retire.

promotion n [C] a better job in the same company: [Beförderung] He really deserves promotion. – promote v [befördern]

retired adj stop working because of your age, usually after many years: [im Ruhestand] He was an accountant, but he’s retired now. – retire v [in Ruhestand gehen] Most people retire at 65 in my country.

salary n [C] money that you get for working: [Gehalt] I want a job with a higher salary.
advice n [U] when you say what you think someone should do: [Ratschlag] Can I give you some advice?

brainstorm v to think of ideas in a creative way: [Ideen sammeln] Let’s brainstorm some ideas for a new design.

creative thinking n [U] a way to use your imagination to find ideas: [kreatives Denken] We need some creative thinking to find a solution.

discuss v to talk to someone about something: [Diskutieren] We had a long meeting to discuss the project.
– discussion n [C] [Diskussion]

exchange v to give something for another thing: [austauschen] Let’s exchange business cards.

idea n [C] a plan, thought or suggestion: [Idee] He never has good ideas.

imagination n [C] the ability to think of new ideas: [Vorstellungskraft] You should use your imagination when you brainstorm. – imagine v to think what something would be like: [sich etwas vorstellen] Can you imagine being rich?

logo n [C] a design that is the official sign of a company, used on products or in advertising: [Logo] It’s a very successful company and everyone knows its logo.

suggestion n [C] an idea to help someone: [Vorschlag] Does anyone have any suggestions for increasing profits? – suggest v [vorschlagen]
**Unit 14 Travel**

**arrangement** *n [C]* something you have agreed or organised: [Vorbereitung] Have you made your travel arrangements yet? – arrange *v* [organisieren]

**arrival** *n [C]* when you arrive at a place: [Ankunft] My arrival time is 10 o’clock. – arrive *v* [ankommen]


**business trip** *n [C]* travelling because of your work: [Geschäftsreise] I’m going on a business trip to South Africa next month.

**career break** *n [C]* when you stop your job for a period to do something different: [Berufspause] I took a career break to travel around the USA.

**departure** *n [C]* when you leave a place: [Weggang] I was sad about his departure from the company. – depart *v* [weggehen]

**destination** *n [C]* the place you are going to: [Zielort] What’s the destination of this train?

**itinerary** *n [C]* a list of places to visit: [Programm] The next place on the itinerary is the factory.

**pleasure** *n [C]* 1 something nice: [Vergnügen] It’s a pleasure to meet you. 2 something you do because you want to: I write reports for work but I write stories for pleasure.

**reservation** *n [C]* an arrangement to have a seat on a plane or train or in a hotel or restaurant: [Reservierung] I’d like to make a reservation for eight o’clock tonight, please. – reserve *v* [reservieren]

**sightseeing** *n [U]* seeing the most famous places during a visit: [Sightseeing] We saw Big Ben when we went sightseeing in London.

**travel** *v* to go somewhere, usually a long distance: [Reisen] I often travel to Japan on business. – travel *n [U]* Travel helps us to learn about other people.

**travel agent** *n [C]* a person whose job is to make travel arrangements: [Reisebüro] I booked my plane tickets with an internet travel agent.
**Unit 15 Trends**

**Bar chart** *n* [C] a diagram using rectangles of different sizes to show information: [Balkendiagramm] The bar chart showed that more people drink coffee in the morning than tea or fruit juice.

**Bionic** *adj* part human and part machine: [bionisch] In the film I saw last night the police were bionic!

**Decrease** *v* to become less: [fallen] I think mobile phone sales in Europe will decrease next year.

– decrease *n*

**Full-surround** *adj* from every direction: [Raumklang] I like to listen to music in full-surround sound.

**Graph** *n* [C] a diagram using lines to show increases and decreases during a period of time: [Diagramm] You can see on this graph that profits increased between May and September.

**Increase** *v* to become more: [steigen] I'm happy that our sales in China are increasing. – increase *n* [C]

**Nuclear** *adj* using energy from atoms: [Atom] What do you think of nuclear power?

**Pie chart** *n* [C] a diagram using sections of a circle to show information: [Kreisdiagramm] This pie chart shows we have 72% market share.

**Prediction** *n* [C] something you think will happen in the future: [Prognose] My prediction is that the price of oil will increase next year. – predict *v* [vorhersagen] Do you predict that profits will remain steady?

**Trend** *n* [C] changes and developments in a situation during a period of time: [Trend] The trend is for mobile phones to become smaller and to have more features.