

Intelligent Business Elementary

German Glossary

Unit 1 Contacts

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.*



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Unit 2 Teams

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: [Dokortitel] *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]*



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Unit 3 Companies

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] [Einzelhändler]

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.*



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Unit 4 Offices

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.*



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Unit 5 Events

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?*



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Unit 6 Money

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.*



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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.*



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Unit 8 Solutions

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] [Beschwerde]

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?*



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Unit 9 Products

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.*



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Unit 10 Competitors

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]



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Unit 11 Location

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.*



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Unit 12 Careers

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.*



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Unit 13 Ideas

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]



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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]

book *v* to arrange something: [buchen] *Can I book a table for tonight, please?* – **booking** *n* [C] [Buchung] *The travel agent can make the booking for you.*

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.*



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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: [Kreisdigramm] *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.*

