

# Intelligent Business

## Upper-Intermediate Mini-Dictionary - German

**absenteeism** *n* [U] the problem of employees not being at work when they should be: [Absentismus] *We have a high rate of absenteeism, which is mainly due to stress.* – **absent** *adj* [abwesend]

**accomplish** *v* [T] to succeed in doing something: [erreichen] *We accomplished all our goals on the last project.* – **accomplishment** *n* [C] [Erfolg] – **accomplished** *adj* [erfolgreich]

**acquisition** *n* [C,U] when one company buys another one or part of another one: [Übernahme] *Sales from a recent acquisition increased revenues to \$85m.*

**alliance** *n* [C] an agreement between two or more organisations to work together: [Bündnis] *The two companies agreed to form an alliance.*

**allocate** *v* [T] to decide officially that a particular amount of money, time, etc. should be used for a particular purpose: [zuteilen] *Du Pont has allocated funds for the design of four plants.* – **allocation** *n* [C,U] [Allokation, Zuteilung]

**alternative energy** *n* [C] energy that is not derived from fossil fuels like petroleum and coal: [alternative Energie] *There is a growing number of firms engaged in alternative energy and power technologies.* **Synonym** **renewable energy** *n* [C] [erneuerbare Energie]

**analyst** *n* [C] a specialist in a particular market or industry who gives advice and provides forecasts for that sector: [Analyst] *The company's senior oil analyst said that OPEC may need to cut production to balance the market.* – **analysis** *n* [C] [Analyse] – **analyse** *v* [T] [analysieren]

**angel** *n* [C] a business angel is a private investor who puts money into new business activities: [Investor] *In the UK, business angels are a more important source of investment for start-ups than venture capital funds.*

**assign** *v* [T] to give someone a particular job or task: [zuweisen] *The team leader will assign tasks to all the members of the team.* – **assignment** *n* [C] [Aufgabe]

**attorney** *n* [C] *AmE* a lawyer, especially one who represents clients and speaks in court: [Rechtsanwalt] *A company spokesperson said that they would be seeking the advice of their attorneys.* **Synonym** **lawyer** *n* [C] [Rechtsanwalt] *BrE*

**auction** *n* [C] a public or online meeting where things are sold to the person who offers the most money: [Auktion] *70 per cent of ebay's sales are from auctions, and the remaining 30 per cent are from fixed price sales.* – **auction** *v* [T] [versteigern] – **auctioneer** *n* [C] [Auktionär]

**audience** *n* [C] the number or kind of people who receive a written or spoken message: [Publikum] *The ad was broadcast on all major channels, giving it an audience of millions.* **Collocation** **target audience**

**audit 1** *n* [C] an official examination of a person's or organisation's accounts by an expert, to check that they are true and honest: [Audit] *An audit of the company showed accumulated losses of \$1.5 billion.* **2** an official examination of how an organisation behaves, how well it treats its

employees, the environment, etc.: [Audit] *The social audit of Ben & Jerry's commends the company, which gives 7.5 per cent of pre-tax profits to charity.* – auditor *n* [C] [Auditor, Wirtschaftsprüfer] – audit *v* [T] [auditieren] Collocations *audit report, audit committee, ethical audit, external audit, social audit*

**barrier to entry** *n* [C] any factor which prevents new competition from entering an industry, for example the need for a lot of capital or strict government regulations: [Zugangshindernis] *The aircraft engine industry has high barriers to entry and requires a lot of technological capital.*

**bid** *n* [C] an offer to buy something at a stated price: [Übernahmeangebot] *They made a successful bid for an established company.* – bid *v* [I, T]

[bieten] – bidder *n* [C] [Bieter] – bidding *n* [U] [Angebot] Synonym *offer n* [C] [Angebot] Collocations *make a bid, accept a bid, reject a bid, takeover bid*

**billboard** *n* [C] a large sign, usually outdoors, used for advertising:

[Plakatwand] *The agency estimates that one million drivers pass their billboards every day.* Synonym *hoarding n* [C] [Plakatwand] AmE

**blue-chip shares** *n* [plural] shares in a well-managed company with a record of paying profits to shareholders during good and bad economic conditions: [Blue Chip Aktien] *It's far less risky to buy blue-chip shares than to buy shares in a start-up.* Synonym *blue-chip stock n* [C, U] [Blue Chip Aktien] AmE Collocation *blue-chip company*

**brokerage 1** *n* [C] a company or organisation that buys or sells securities, currencies, property, insurance, etc. for others: [Maklerfirma] *The credibility of a brokerage or bank can disappear overnight.* **2** [U] the work done by a brokerage: [Maklergeschäft] *The electricity company saved \$520,000 in brokerage fees by selling the bonds directly to investors.* – broker *n* [Makler] [C] – broker *v* [T] [makeln] Collocation *broker-dealer*

**budget** *n* [C] the amount of money that an organisation has to spend on a particular activity in a given period of time: [Budget] *The service operates on a very tight budget.* – budget *v* [I, T] [budgetieren] – budgetary *adj* [budgetär]

**business plan** *n* [C] a document produced by a company, especially a new company, giving details of expected sales and costs and how the business can be financed, and showing why the plan will make money:

[Geschäftsplan] *The bank requires a three-year business plan from anyone applying for a loan for their company.*

**campaign** *n* [C] a series of actions intended to achieve a particular result:

[Kampagne] *We are launching a campaign to promote the new product.* –

campaign *v* [I] [Kampagne führen] Collocation *advertising campaign*

**capital 1** *n* [U] money or property used to produce wealth: [Kapital]

*Countries around the world are hungry for capital and economic*

*development.* **2** money from shareholders and lenders that can be invested in assets in order to produce profits: [Kapital] *Because Mr Blech is injecting new capital, Ecogen said it is no longer seeking a buyer.* – capitalism *n* [U]

[Kapitalismus] – capitalist *n* [C] [Kapitalist] – capitalise *v* [T] [kapitalisieren]

Collocations *equity capital, fixed capital, issued capital, venture capital, working capital, capital equipment, capital gains, capital goods*

**cartel** *n* [C] a group of companies who agree to set the price of something they produce at a fixed level in order to limit competition and increase their

own profits: [\[Kartell\]](#) *The oil cartel, OPEC, has just had its first major success in forcing up oil prices.*

**central bank** *n* [C] the official bank of a country, which is responsible for setting interest rates, controlling the money supply, producing bank notes and keeping the country's supply of foreign currency and gold, etc.:

[\[Zentralbank\]](#) *China's central bank said that a decline in interest rates is unlikely.*

**chief technology officer** abbreviation **CTO** *n* [C] [\[Technischer Direktor\]](#) the manager with the most authority concerning technology: *The Chief Technology Officer announced the company's intention to launch a new consumer electronics product next month.*

**clearing bank** *n* [C] one of the high street banks that issues and accepts cheques and passes them through the banking system:

[\[Verrechnungsbank\]](#) *All cheques have to be authorised by the clearing bank before being accepted.* **Synonym** **commercial bank** *n* [C] [\[Kommerzbank\]](#)

**collaborate** *v* [I] to work with someone on a project: [\[zusammenarbeiten\]](#) *The two teams collaborated well.* – **collaboration** *n* [U] [\[Zusammenarbeit\]](#)

**collateral** *n* [U] assets promised by a borrower to a lender if the borrower cannot repay a loan: [\[Sicherheit\]](#) *When the firm went bankrupt, he lost his home because he had used it as collateral for the business.* **Synonym** **security** *n* [U] [\[Sicherheit\]](#)

**commercial** *n* [C] an advertisement on television, radio, or at the cinema:

[\[Werbung, Reklame\]](#) *The campaigns were designed to run as television or cinema commercials.*

**commission 1** *n* [C] an amount of money paid to someone according to the value of goods, shares, bonds, etc. they have sold: [\[Kommission, Provision\]](#)

*He didn't charge a commission on trades, as other brokers do.* **2** an official organisation that ensures that the law is obeyed in a particular activity:

[\[Komitee\]](#) *The Equal Opportunities Commission works to eliminate sex discrimination.*

**commit** *v* [I,T] to agree to do something or say that someone else will do something: [\[sich verpflichten\]](#) *Sorry, I've already committed myself to working on the other team.* – **commitment** *n* [U] [\[Verpflichtung\]](#) – **committed**

*adj* [\[verpflichtet\]](#)

**competitive advantage** *n* [C] an advantage that makes a company more able to succeed in competing with others: [\[Wettbewerbsvorteil\]](#) *Advanced Micro's chip carries the competitive advantage of using less power than Intel's.* **Collocation** *comparative advantage*

**component** *n* [C] **1** one part of something: [\[Bestandteil\]](#) *The microchip department is the main component of our technology division.* **2** one part used in making a piece of equipment: [\[Bauteil\]](#) *TTPcom is a firm that designs and manufactures software components for satellite navigation systems.*

**conglomerate** *n* [C] a large business organisation consisting of different companies that have joined together: [\[Mischkonzern\]](#) *TWE is a cable TV and film subsidiary of the world's largest media conglomerate.*

**contractor** *n* [C] a person or company that makes an agreement to do work or provide goods for another company: [\[Auftragnehmer\]](#) *The company has*

*no plans to expand its use of contractors.* – **contract** *n* [C] [[Vertrag](#)]

**control** *v* [T] to limit something or prevent it from increasing too much; check that something is as it should be: [[kontrollieren, prüfen](#)] *To help control costs, the company cut salaries by 12 per cent last month.* – **control** *n* [C] [[Kontrolle, Prüfung](#)] – **controller** *n* [C] [[Controller](#)]

**co-ordinate** *v* [T] to organise all the different parts of something to ensure an effective operation: [[koordinieren](#)] *Your job is to co-ordinate the different aspects of the project.* – **co-ordination** *n* [U] [[Koordination](#)] – **co-ordinator** *n* [C] [[Koordinator](#)]

**core business** *n* [C] the business that makes the most money for a company and that is considered to be its most important and central one: [[Kerngeschäft](#)] *US car maker Chrysler is to sell off its \$1 billion technology arm to concentrate on its core business.*

**corporate culture** *n* [C,U] the attitudes or beliefs that are shared by a particular organisation: [[Unternehmenskultur](#)] *Working late hours seems to be part of the corporate culture.*

**corporate identity** *n* [C,U] the way in which a company uses similar designs and colours on all its products, advertisements, letters, etc. so that people will become familiar with the company: [[Unternehmenspersönlichkeit](#)] *People throughout the world recognise our company thanks to our strong corporate identity.*

**creative director** *n* [C] someone who is in charge of the work relating to producing advertisements and image campaigns for a company: [[Kreativdirektor](#)] *The new creative director wants the communications department to start working on a whole new image of corporate social responsibility for the company.*

**crude oil** *n* [U] oil in a natural condition, before it has been transformed in an industrial process in order to separate it into different products: [[Rohöl](#)] *300 million tons of crude oil are exported every year.* **Synonym** *crude* *n* [U] [[Rohöl](#)] (when used in the context of the oil industry)

**customise** *v* [T] to make, build or adapt especially for a customer: [[maßschneidern](#)] *Our training courses are customised to suit all our customers' specific needs.*

**damages** *n* [plural] money that a court orders someone to pay someone else for harming them or their property, or causing them financial loss: [[Schadenersatz](#)] *The group is facing claims for damages due to faulty components.* **Synonym** *compensation* *n* [U] [[Schadenersatz](#)]

**data** *n* [plural] information or facts about a particular subject that someone has collected: [[Daten](#)] *We cannot tell you the results until we have looked at all the data.* **Collocations** *data bank, data management, data mining, data processing, data warehouse*

**database** *n* [C] an organised set of information stored in a computer: [[Datenbank](#)] *A database of more than 14,000 training courses is being marketed by an information services company.*

**deadline** *n* [C] a date or time by which you have to do or complete something: [[Termin](#)] *The team will never meet these deadlines; they're too tight!*

**defendant** *n* [C] the person or organisation in a court of law accused of

doing something illegal or of causing harm to another person [Beklagter]:  
*The defendant was accused of fraud and tax evasion.*

**delay** *n* [C] the situation in which something does not happen or start when it should do: [Verzögerung] *The government has been blamed for the delay in executing the project.* – **delay** *v* [I,T] [verzögern]

**delegate** *n* [C] someone who has been chosen by their company to attend a conference, meeting or training course: [Entsandter, Teilnehmer] *We sent several delegates on a new management training course.* – **delegate** *v* [T] [entsenden]

**differentiate** *v* [T] when a company differentiates its products, it shows how they are different from each other and from competing products:

[differenzieren] *The only viable strategy was to differentiate Citibank credit cards from all the low-cost alternatives.* – **differentiation** *n* [U]

[Differenzierung]

**display** *n* [C] an attractive arrangement of objects for people to look at or buy, for example in a shop: [Auslage] *There was a wide range of goods on display.* – **display** *v* [T] [ausstellen]

**distribution** *n* [U] the actions involved in making goods available to customers after they have been produced, for example, moving, storing and selling the goods: [Vertrieb] *The company plans to establish a network of central warehouses to make product distribution more efficient.* Collocations *distribution chain / channel / network*

**dividend** *n* [C] a part of the profits of a company for a particular period of time paid to the shareholders for each share that they own: [Dividende] *The company has announced a dividend of 25 cents per ordinary share.*

Collocations *annual dividend, interim dividend, share dividend, dividend yield, dividend payment*

**download** *v* [T] to move computer software or information from one computing device to another: [herunterladen] *You can now download music and video clips from the internet onto your mobile phone.* – **download** *n* [C] [Download]

**economies of scale** *n* [plural] the advantages that a big factory, shop, etc. has over a smaller one because it can spread its fixed costs over a larger number of units and therefore produce or sell things more cheaply:

[Größeneffekt] *Toys 'R' Us buys massive quantities directly from manufacturers and has gigantic stores with huge economies of scale.*

**end user** *n* [C] the person who actually uses a particular product, rather than someone involved in its production or sale: [Endbenutzer] *End users can often choose who they buy their electricity from.*

**entrepreneur** *n* [C] someone who starts a company, arranges business deals and takes risks in order to make a profit: [Unternehmer] *State governments had sought to promote economic growth by working closely with local entrepreneurs.* – **entrepreneurship** *n* [U] [Unternehmertum] – **entrepreneurial** *adj* [unternehmerisch]

**equity 1** *n* [U] the capital that a company has from shares rather than from loans: [Eigenkapital] *The strong market will encourage companies to use equity to finance acquisitions.* Collocation *shareholder equity 2* [plural] the shares of a company listed on the Stock Exchange: [Aktien] *Investors are*

*placing funds in equities as they look for higher returns on their investments.*

**estimate** v [I,T] to calculate what you think the value, size, amount, etc. of something will probably be: [schätzen] *The value of the deal is estimated at £12m.* – **estimate** n [C] [Schätzung, Schätzwert] – **estimation** n [C] [Schätzung]

**exchange rate** n [C] the price at which one currency can be bought with another: [Wechselkurs] *If the euro-dollar exchange rate remains at its current level, US exporters could lose \$5 billion in business annually.*

**Collocations** fixed exchange rates, floating exchange rate

**exclusivity** n [U] the fact that a product is so expensive that not many people can afford to buy it: [Exklusivität] *Porsche highlighted its exclusivity by aiming at the high end of the luxury-car segment.* – **exclusive** adj [exklusiv]

**exhibition** n [C] a public event where businesses and other organisations show their products or services: [Ausstellung] *Exhibitions and trade shows are expensive but effective ways to promote products.*

**facilitator** n [C] someone who helps a team to work together effectively: [Vermittler] *A facilitator should remain neutral and ensure everyone follows the agreed ground rules.* – **facilitate** v [T] [erleichtern]

**fee** n [C] an amount of money paid to a professional person or organisation for their services [Gebühr]: *Legal fees for registering a company range from \$500 to \$1,000.*

**feedback** n [U] advice or criticism about how someone is doing their job: [Feedback] *I'm sure he'll improve if he gets positive feedback after each task.*

**forecast** n [C] a description of what is likely to happen in the future, based on information that is available now: [Prognose] *The figures for 2015 are forecasts, the others are actuals.* – **forecast** v [I,T] [prognostizieren]

**Synonyms** prediction n [C] [Vorhersage] – **projection** n [C] [Projektion]

**Collocations** economic forecast, profit forecast, sales forecast, to make a forecast, forecast growth

**fortune** n [C] a very large amount of money: [Vermögen] *He made a fortune by investing on the stock exchange.*

**fossil fuel** n [C] a fuel such as coal, gas or oil that is produced by the gradual decay of animals or plants over millions of years: [fossiler Brennstoff] *Fossil fuels currently account for about 90 per cent of world energy consumption.*

**fraud** n [U] a method of illegally getting money from a person or an organisation, often using clever and complicated methods: [Betrug] *The external auditor discovered the firm was involved in massive fraud.* – **fraudulent** adj [betrügerisch]

**fuel** n [C,U] a substance such as coal, gas or oil that can be burned to produce heat or energy: [Brennstoff] *The rising cost of fuel has prompted protests across Europe.* – **fuel** v [T] [antreiben]

**gasoline** abbreviation **gas** n [U] AmE a liquid obtained from petroleum, used mainly for producing power for the engines of motor vehicles: [Benzin] *The US alone consumes well over a hundred billion gallons of gasoline per*

year. **Synonym** petrol *n* [U] BrE [Benzin]

**gather** *v* [T] to collect information, ideas, etc.: [sammeln] *Successful market research depends on the quality of the information that is gathered.*

**goal** *n* [C] something that you hope to achieve in the future: [Ziel] *Our goal is to meet all the team's requirements.* **Synonyms** aim *n* [C] [Ziel] – objective *n* [C] [Ziel]

**hardware** *n* [U] computer machinery and equipment: [Hardware] *The continued evolution of computer hardware imposes new challenges.*

**incentive** *n* [C] something which is used to encourage people, especially to make them work harder and produce more: [Anreiz] *Training opportunities for staff can be more of an incentive than financial bonuses.*

**information** *n* [U] facts or details that tell you about something or someone: [Information(en)] *Corporations are making more financial information available to investors.* **Collocations** *inside information, information system, information technology*

**ingredient** *n* [C] a component or element that is added to form a compound or mixture: [Bestandteil] *Mineral oil and petroleum are the basic ingredients in many cosmetic products.*

**initial public offering** abbreviation **IPO** *n* [C] an occasion when a company offers shares on a stock market for the first time: [Börsengang] *The government will sell 40 per cent of the company through an initial public offering.*

**intelligence** *n* [U] information that is collected about the activities of an organisation or individual: [Informationen] *We provide confidential reports and intelligence for companies operating in the biotechnology sector.* **Collocations** *business intelligence, competitive intelligence*

**interest 1** *n* [U] an amount paid by a borrower to a lender, for example by a bank to someone who saves money with them: [Zinsen] *Any spare cash is best put in a savings account where it can earn interest.* **2** the rate of interest at which a particular sum of money is borrowed or lent: [Zinssatz] *Small businesses have to pay interest at 12 per cent and upwards if they go through microfinance institutions.* **Collocations** *interest rate / rate of interest*

**invention** *n* [C] **1** a new product that was not available before: [Erfindung] *The paperclip was one of the most useful inventions of the twentieth century!* **2** [U] when something is made or designed for the first time: [Erfindung] *Mobile phones have changed considerably since their invention.* – inventor *n* [C] [Erfinder] – inventive *adj* [erfinderisch]

**investment bank** *n* [C] a bank that buys stocks and shares and then sells them to members of the public, and offers financial advice to businesses: [Investmentbank] *JPMorgan is a leading US investment bank specialising in asset management.* **Synonyms** corporate bank *n* [C] [Geschäftsbank] – merchant bank *n* [C] [Handelsbank]

**issue** *v* [T] to make securities such as bonds and shares available for people to buy: [emittieren] *In January, AMR issued five million new shares.* – issue *n* [C] [Emission] **Collocation** *share issue*

**launch** *v* [I,T] to show or make a new product available for sale for the first time: [einführen] *The company is launching a new range of perfumes.* – launch *n* [C] [Einführung]

**lawsuit** *n* [C] a charge, claim or complaint against a person or an organisation that is made in a court of law by a private person or company, not by the police or state: [Zivilprozess] *Local residents have filed a lawsuit over water pollution.* **Synonym** court case *n* [C] [Zivilprozess]

**legal action** *n* [C,U] the process of taking a case or a claim against a person or organisation to a court of law: [Klage] *The European Commission is threatening to take legal action in order to protect the environment.*

**Synonym** litigation *n* [U] [Klage]

**legal department** *n* [C] the service in a company or organisation that looks after all matters relating to questions of law [Rechtsabteilung]: *Our legal department is preparing the new licensing agreement.*

**litigate** *v* [I,T] to take a claim or complaint against a person or organisation to a court of law [prozessieren]: *Angry consumers have announced that they will litigate.* – **litigant** *n* [C] [Prozessführer] – **litigation** *n* [U] [Prozess] – **litigious** *adj* [strittig]

**lucrative** *adj* an activity, project, job, etc. that is lucrative makes a lot of money: [lukrativ] *Investing in the Euro tunnel wasn't as lucrative as investors thought it would be.* **Synonym** profitable *adj* [profitabel]

**market share** *n* [C,U] the proportion of the total market that is supplied by a particular company: [Marktanteil] *If the two companies' market shares are combined, they'll have 28 per cent of the US market.*

**mass consumption** *n* [U] buying and using products and services on a large scale: [Massenkonsum] *Mass consumption has transformed not only industry but society as a whole.*

**mass market** *n* [U] the market for standardised consumer products: [Massenmarkt] *We access the mass market by selling our clothing range in department stores.*

**measurement** *n* [C] the result of an evaluation of the size or dimension of something: [Messung] *Precise measurements of business performance enable managers to make better decisions.*

**media** *n* [plural] the (mass) media are all the different ways of entertaining and giving information to the public and advertising goods, for example, television, radio, newspapers and the internet: [Medien] *The company is keen to get its views across in the media.*

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

**model** *n* [C] a particular type or design of a machine or device: [Modell] *This is the most expensive model in our range of luxury watches.*

**monetary policy** *n* [C] the way a central bank controls the amount of money in the economy at a particular time, for example by changing interest rates: [Geldpolitik] *Unless the Bank of Japan relaxes monetary policy and makes borrowing easier, the stock market is unlikely to improve.*

**monopoly** *n* [C,U] a situation where a business activity is controlled by only one company or by the government and other companies do not compete with it: [Monopol] *Many national airlines used to be monopolies, but this is no longer the case.* – **monopolist** *n* [C] [Monopolist] – **monopolise** *v* [T]

[monopolisieren]

**motivation** *n* [U] willingness, eagerness or desire to do something without being forced to do it: [Motivation] *Some of the staff seem to lack motivation.*  
– **motivate** *v* [motivieren] [T] – **motivated** *adj* [motiviert] – **motivational** *adj* [motivierend] **Collocations** *highly motivated, motivational skills, motivational techniques*

**seminar** *n* [C] [Seminar] a fairly informal meeting of a group of people, who share information and ideas and often discuss matters relating to work: *The people attending the management training seminar were all from accountancy firms.*

**multinational** *adj* a multinational organisation has offices, factories, activities, etc. in many different countries: [Multi] *Big multinational companies can earn huge profits.*

**nanotechnology** *n* [U] a science that combines computer technology and chemistry to build things from atoms: [Nanotechnologie] *Nanotechnology could allow us to invent devices that manufacture at almost no cost, by replicating atoms in the way that computers produce information.*

**network** *n* [C] a group of people or organisations that are connected or that work together: [Netzwerk] *It is important to build up a network of professional contacts.* – **networking** *n* [U] [Networking] – **network** *v* [I] [networken]

**network** *n* [C] a set of computers which are connected to each other and operate as part of the same system, able to exchange information and messages: [Netzwerk] *Incoming orders are processed automatically by the computer network.*

**nuclear power** *n* [U] the energy, usually in the form of electricity, that is produced by a nuclear reactor: [Nuklearenergie] *The expansion of nuclear power depends substantially on politics.*

**outsource** *v* [T] to transfer work to an outside supplier: [ausgliedern] *The company outsourced all their financial operations to an accounting consultant.* – **outsourcing** *n* [U] [Auslagerung] **Synonym** *subcontract* *v* [T] [Untervertrag abschließen]

**portfolio 1** *n* [C] a collection of shares owned by a person or a company: [Portfolio] *Over 50 per cent of his portfolio is in European shares and the rest is in American and Asian investments.* **2** all the products or services offered by a business: [Portfolio] *The company has struck a deal with a biotechnology company of similar size and product portfolio.* **Collocations** *portfolio management, portfolio manager, portfolio mix*

**positioning** *n* [U] the way people think about a product in relation to the company's other products and to competing products, or the way that the company would like them to think about it: [Positionierung] *A price reduction may have the effect of damaging the brand's image and positioning.*

**power plant** *n* [C] a factory or building that generates electricity, usually by the burning of fossil fuels: [Kraftwerk] *The new power plant will generate enough power to meet the annual residential needs of nine million people.*

**pricing** *n* [U] the prices of a company's products or services in relation to each other and in relation to those of competitors, and the activity of setting them: [Preisgebung, Preisgestaltung] *Aggressive pricing helped increase*

our sales. **Collocations** pricing agreement, pricing policy / strategy, pricing structure, discount pricing

**procedure** *n* [C] the accepted method and order of doing something in a formal situation: [Verfahren] We are currently reviewing our procedures for invoicing our customers.

**process** *v* [T] to put information into a computer to be examined and to produce a particular result: [verarbeiten] The accounts are processed by the central system. – **process** *n* [C] [Prozess] – **processor** *n* [C] [Prozessor]

**Collocations** (electronic) data processing, word processing

**product demonstration** *n* [C] an act of explaining and showing how a product works or how something is done: [Produktvorführung] We organise weekly, live product demonstrations.

**product placement** *n* [C,U] when the maker of a product arranges for it to appear or be used in a film or television programme, as a form of advertising: [Produktplatzierung] Product placement in video games is part of a new strategy by advertisers eager to reach the young consumer.

**production 1** *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 line of laptop computers. **2** an amount of something that is produced: [Produktion] In August, production of passenger cars climbed 12 per cent from a year earlier. – **produce** *v* [T] [produzieren] – **productive** *adj* [produktiv] **Collocations** just-in-time production, mass production, production costs, production line, production manager, production plant, production process

**profit margin** *n* [C] the difference between the price of a product or service and the cost of producing it, or between the cost of producing all of a company's products or services and the total sum they are sold for: [Gewinnspanne] Slow sales have cut profit margins in the industry.

**project** *n* [C] an important and carefully planned piece of work that will create something new or improve a situation: [Projekt] British Aerospace expected the project to be completed by 2005. **Collocations** project finance, project management, project manager, pilot project

**promotion** *n* [C] an activity such as special advertisements or free gifts intended to sell a product or service: [Werbeaktion] ABC has announced a joint promotion with Mullen. – **promote** *v* [T] [bewerben] – **promotional** *adj* [Werbe-] **Collocations** seasonal promotion, promotional campaign, promotional price

**public relations** abbreviation **PR** *n* [plural] the activity of telling the public about an organisation, person, product, etc. so that people think of them in a good way: [Public Relations] Good public relations is always good for a business. **Collocations** public relations officer (PRO), public relations agency

**publicise** *v* [T] to give information about something to the public, so that they know about it: [publizieren, der Öffentlichkeit vorstellen] Car makers are publicising a new generation of fuel-efficient vehicles. – **publicity** *n* [U] [Publicity] – **publicist** *n* [C] [Publizist]

**reserve** *n* [C] an amount of something valuable such as oil, gas, etc., kept for future use: [Reserve] Most countries have a strategic reserve of

*petroleum which they can use if supply is interrupted.*

**revolution** *n* [C] a complete change in ways of thinking, methods of working, etc.: [Revolution] *Computer technology has caused a revolution in working practices.* – **revolutionise** *v* [T] [revolutionieren] – **revolutionary** *adj* [revolutionär]

**Sarbanes-Oxley Act** *n* US government legislation introduced to ensure honest accountancy and corporate governance practices in US companies: [Sarbanes-Oxley Act] *The USA's response to Enron and other scandals was to introduce strict financial controls through the Sarbanes-Oxley Act.*

**scarce** *adj* if something is scarce, there is not enough of it available: [knapp] *Demand is up, supply is dwindling and new finds are scarce.* – **scarcity** *n* [U] [Knappheit]

**schedule** *n* [C] a plan of what someone is going to do and by when they are going to do it: [Zeitplan] *We are running several weeks behind schedule.* – **schedule** *v* [T] [planen] **Collocation** *time schedule*

**Securities Exchange Commission** abbreviation **SEC** *n* [U] the US agency responsible for stock market regulation: [Börsenaufsichtsbehörde (USA)] *The SEC is looking into a large US corporation's investment arrangements, as it thinks they may be illegal.*

**settlement** *n* an agreement to resolve a dispute before it is taken to court [Beilegung] : *The two companies refused to disclose the financial details of their out-of-court settlement.*

**share** *n* [C] a unit of the capital of the company. Shares in listed companies can be bought and sold on the stock exchange: [Aktie] *Investors are having to pay a higher price for the company's shares.* – **shareholder** *n* [C] [Aktionär] – **stockholder** *n* [C] [Aktionär] *AmE* – **shareholding** *n* [C] [Aktienbesitz] **Synonym** **stock** *n* [C] [Aktie] *AmE* **Collocations** *share capital, share certificate, share dealing, share issue, share price*

**shortage** *n* [C,U] a situation in which there is not enough of something that people need or want: [Mangel] *Illegal exports and high world oil prices are the main causes of the current fuel shortage.*

**software** *n* [U] sets of programs put into a computer to perform particular tasks: [Software] *There's plenty of good software on the market to help us improve security.*

**specifications** *n* [usually plural] a detailed description of how something should be designed or made: [Spezifikationen] *They delivered parts that did not conform to contract specifications.* **Collocation** *job specifications*

**speculate** *v* [I] to buy goods, shares, property, etc. in the hope that their value will increase so that they can be sold for a profit: [spekulieren] *Many individuals are now speculating on the stock exchange through special savings schemes provided by their banks.* – **speculation** *n* [U] [Spekulation] – **speculative** *adj* [spekulativ]

**sponsor** *v* [T] [sponsern] to give money to pay for a television programme, a sports or arts event, training, etc., in exchange for advertising or to get public attention: *Eagle Star Insurance sponsored the charity's first TV campaign.* – **sponsor** *n* [C] [Sponsor] – **sponsorship** *n* [U] [Sponsoring]

**spreadsheet** *n* [C] a computer program that can show rows of figures and perform calculations with them. Spreadsheets are often used to work out

sales, taxes, profits and other financial information: [\[Arbeitsblatt\]](#) *Most spreadsheets can transform data and figures into graphs and charts.*

**staff loyalty** *n* [U] if staff are loyal to their company, they enjoy working for it, they keep company secrets and tend to stay for a long time:

[\[Mitarbeiterloyalität\]](#) *The Human Resources department has built up staff loyalty by ensuring good working conditions, awarding regular bonuses and providing in-company training.*

**stakeholder** *n* [C] a person or group of people who are considered to be an important part of an organisation because they have responsibility within it or receive advantages from it: [\[Stakeholder, Anspruchsberechtigter\]](#) *When a company is new and small it can stay close to its stakeholders – staff, customers and suppliers.*

**stock exchange** *n* [C] a market where company shares are traded: [\[Börse\]](#) *Companies listed on the Madrid stock exchange dropped about 3 per cent this year.*

**strategic alliance** *n* [C] an alliance formed as part of a plan with important aims: [\[strategisches Bündnis\]](#) *Singapore airlines and Lufthansa have announced a strategic alliance with broad implications for competition.*

**stress** *n* [U] continuous feeling of worry about your work or personal life that prevents you from relaxing: [\[Stress\]](#) *He has been under a lot of stress at work recently, due to tight deadlines and staff shortages. – stressful adj [stressig] Collocations stress-related (illness), stress management*

**subcontractor** *n* [C] a person or company who is paid to do part of the work of another person or company: [\[Subunternehmer\]](#) *Always check whether a contractor is using subcontractors, and who is liable if things go wrong.*

**sue** *v* [I,T] to make a legal claim against someone, especially for an amount of money, because you have been harmed in some way. [\[verklagen\]](#) *The company was sued for non payment by their supplier.*

**surveillance** *n* [U] the act of monitoring a person or group of people: [\[Überwachung\]](#) *Employees must be notified if they are under surveillance at their workplace.*

**sustainable** *adj* an action or process that is sustainable can continue or last for a long time: [\[nachhaltig\]](#) *The benefits from sustainable fuels would be enormous. – sustainability n [U] [Nachhaltigkeit] Synonym renewable adj [erneuerbar] Collocation sustainable development*

**switch** *v* [I,T] to change from one thing to another, usually suddenly: [\[umsteigen\]](#) *Consumers are switching to more affordable brands.*

**synergy** *n* [C,U] additional advantages, profits, etc. that are produced by two people or organisations combining their ideas and resources: [\[Synergie\]](#) *The companies could benefit from cost savings, as well as synergies from combining their manufacturing activities. – synergistic adj [synergistisch]*

**target** *n* [C] a limited group of people or area that a plan, idea, etc. is aimed at: [\[Zielpublikum\]](#) *The main target for Gucci's watches is successful businessmen and women. – target v [T] [abzielen] Collocations target audience / customers / group, sales target*

**task** *n* [C] **1** a piece of work that has to be done, especially one that has to be done regularly: [\[Aufgabe\]](#) *Scheduling is a key task for team leaders. **2** a*

piece of work that is very difficult but important: **[Herausforderung]** *The team is facing the difficult task of installing a new accounting procedure.*

**team** *n* [C] a group of people who work together to do a particular job:

**[Team]** *We have recruited an excellent management team.* **Collocations** *team leader, team player, team spirit, teamwork*

**telecommunications** *n* [plural] the process or business of sending and receiving information by telephone, television, the internet, etc.:

**[Telekommunikation]** *Telecommunications is one of the fastest growing industries today.*

**telemarketing** *n* [U] the practice of telephoning people in order to sell things: **[Telemarketing]** *Telemarketing can be used to update your client database.* – **telemarketer** *n* [C] **[Telemarketer]**

**trader** *n* [C] someone who deals in shares, bonds, currencies, commodities (= oil, metal and farm products), etc. on a market, either for themselves or for a financial institution: **[Makler]** *Traders are predicting that the dollar will rise in European markets.* – **trade** *v* [I, T] **[handeln]**

**training** *n* [U] the process of teaching someone or being taught the skills and knowledge for a particular job: **[Ausbildung]** *When the new software system was installed, we had to provide training for all the staff in how to use it.* – **trainer** *n* [C] **[Ausbilder]** – **trainee** *n* [C] **[Auszubildender]**

**Collocations** *assertiveness training, computer-based training, management training*

**upload** *v* [T] to move computer software or information from one computing device to another especially from a local computer to a central server or network: **[hochladen]** *If you are uploading big files, you'll need a high-speed internet connection.* – **upload** *n* [C] **[Upload]**

**venture** *n* [C] a new business activity or project that involves risk:

**[Risikoprojekt]** *Investors are always looking for business ventures that they think will show a healthy profit.* **Collocation** *venture capital*

**Wall Street 1** *n* [U] The New York Stock Exchange, situated in Wall Street in Manhattan. **[New Yorker Börse]** **2** American financial institutions and investors in general: **[Wall Street]** *Wall Street analysts predicted that the issue would sell at 96 cents a share.*