

Market Leader 3rd Edition Intermediate

Glossary English – German - French

- **adjective** (*adj.*) Headwords for adjectives followed by information in square brackets, e.g. [*only before a noun*] and [*not before a noun*], show any restrictions on where they can be used.
- **noun** (*n.*) The codes [*C*] and [*U*] show whether a noun, or a particular sense of a noun, is countable (*an agenda, two agendas*) or uncountable (*awareness, branding*).
- **verb** (*v.*) The forms of irregular verbs are given after the headword. The codes [*I*] (intransitive) and [*T*] (transitive) show whether a verb, or a particular sense of a verb, has or does not have an object. Phrasal verbs (*phr.v.*) are shown after the verb they are related to.
- Some entries show information on words that are related to the headword. Adverbs (*adv.*) are often shown in this way after adjectives.
- **Region labels** The codes *AmE* and *BrE* show whether a word or sense of a word is used only in American or British English.

abolish v. [*T*] abschaffen / abolir to officially end a law, a system for doing something, an organisation etc., especially one that has existed for a long time

acquire v. [*T*] erwerben, aufkaufen / acquérir if one company acquires another, it buys it

acquisition n. [*C*] Aufkauf / acquisition when one company buys another one, or part of another one

advertising campaign n. [*C*] Werbekampagne / campagne publicitaire an organisation's programme of advertising activities over a particular period of time with specific aims, for example to increase sales of a product

agenda n. [*C*] 1 Tagesordnung / ordre du jour a list of the subjects to be discussed at a meeting
2 Programm / programme the things that someone considers important or that they are planning to do something about

aggressive *adj.* 1 offensiv, kampfbetont / agressif An *aggressive* plan or action is intended to achieve its result by using direct and forceful methods.
2 aggressiv / agressif, résolu, déterminé An *aggressive* person or organisation is very determined to achieve what they want.

application n. [*C*] 1 Antrag / demande a formal, usually written, request for something or for permission to do something
2 Bewerbung / candidature a formal request for work
3 Anwendung / application a practical use for something
4 Anwendung, Applikation / application a piece of software for a particular use or job

apply v. 1 [*I*] sich bewerben, beantragen / poser sa candidature, demander to make a formal, usually written, request for something, especially a job, a place at university or permission to do something
2 [*T*] anwenden / appliquer to use something, such as a law or an idea, in a particular situation, activity or process
3 [*I, T*] betreffen / s'appliquer à, concerner to have an effect on someone or something; to concern a person, group or situation

appoint v. [*T*] anstellen, berufen / nommer, désigner to choose someone for a job or position

appointment n. 1 [*C*] Verabredung / rendez-vous an arrangement to meet someone at a particular time and place
2 [*C, U*] Anstellung / nomination, poste when someone is chosen to do a job, or the job itself

ASEAN n. Vereinigung südostasiatischer Staaten / ANASE, Association des Nations de l'Asie du Sud-est Association of South-East Asian Nations: a political and economic group of countries formed in 1967 which now has 10 members, including Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam

asset *n.* [C] Anlage, Anlagegut / élément d'actif something belonging to an individual or a business that has value or the power to earn money

assignment *n.* 1 [C] Arbeit, Aufgabe / tâche a piece of work that someone is given
2 [U] Auftrag / mission when someone is given a particular job or task, or sent to work in a particular place or for a particular person

associate *n.* [C] 1 Kollege, Mitarbeiter / collègue, collaborateur someone who you work with or do business with
2 Teilhaber, Gesellschafter / associé a member of an organisation who has some but not all the rights of a full member

attend *v.* [I, T] besuchen / assister à to go to an event, such as a meeting

authority *n.* (*plural authorities*) 1 [C] Behörde / autorité an official organisation which controls a particular activity and checks that the rules and laws relating to it are being obeyed
local authority [C] a government organisation in Britain that is responsible for providing public services, such as schools, the collection of rubbish, etc. in a particular area
2 **the authorities** [plural] Obrigkeit, öffentliche Hand / pouvoirs publics the organisations that are in charge of a particular country or area or a particular activity
3 [C] Amtsgewalt / autorité, pouvoir the power that a person or organisation has because of their official or legal position

authorise (*also authorize AmE*) *v.* [T] bevollmächtigen / autoriser to give official or legal permission for something
authorised (*also authorized AmE*) *adj.*

automotive *adj.* [only before a noun] mit Eigenantrieb, selbstbewegend / automoteur, automobile relating to cars or the car industry

awareness *n.* [U] Bewusstsein / conscience knowledge or understanding of a particular subject, situation or thing

award¹ *n.* [C] 1 Preis / attribution an amount of money that is given to someone as a result of an official decision or judgement
2 Belohnung / prix something such as a prize or an amount of money given to a person or company to reward them for something they have done

award² *v.* [T] 1 Prämie / décerner un prix to officially decide that someone should have something, such as an amount of money
2 Auszeichnung / prix to officially give a prize or an amount of money to a person or company, to reward them for what they have done

background *n.* 1 [C] Hintergrund, Werdegang / profil someone's past, for example their education, qualifications, and the jobs they have had
2 [C, U] Vergangenheit / antécédents des faits the situation or past events that explain why something happens in the way that it does [+ to]

bankrupt *adj.* Bankrott / banqueroute not having enough money to pay your debts

bankruptcy *n.* (*plural bankruptcies*) [C, U] Bankrott, Konkurs / faillite when someone is judged to be unable to pay their debts by a court of law, and their assets are shared among the people and businesses that they owe money to

banner ad *n.* [C] Banneranzeige / publicité par bannière an advertisement that appears across the top of a page on the Internet
banner advertising *n.* [U]

barrier to trade *n.* (*plural barriers to trade*) [C] Handelsbarriere / restrictions commerciales something that makes trade between two countries more difficult or expensive, for example a tax on imports (= **trade barrier**)

bid *n.* [C] Angebot, Gebot / soumission, offre an offer to buy something, for example a company in a takeover; the price offered

- bill**¹ *n.* [C] 1 Rechnung / facture a list showing how much you have to pay for services or goods received (= **invoice**)
2 *BrE* Rechnung / addition a list showing how much you have to pay for food you have eaten in a restaurant (= **check AmE**)
- bill**² *v.* [T] Abrechnung, Rechnung / facture to send a bill to someone saying how much they owe (= **invoice**)
- billboard** *n.* [C] Anschlagbrett / panneau d'affichage a large sign used for advertising (= **hoarding BrE**)
- board** *n.* [C] (*also board of directors*) Vorstand, Direktorium / comité de direction, directoire the group of people who have been elected to manage a company by those holding shares in the company
- boardroom** *n.* [C] Sitzungssaal / salle du comité de direction the place in a company where its board of directors meets
- bonus** *n.* [C] Bonus, Prämie / bonus, dividende supplémentaire an extra amount of money added to an employee's wages, usually as a reward for doing difficult work or for doing their work well
- booking** *n.* [C] Buchung, Reservierung / réservation an arrangement in which a place on a plane, in a hotel, restaurant, etc. is kept for a customer who will arrive later (= **reservation**)
- boost** *v.* [T] ankurbeln / relancer to increase something such as production, sales or prices
- bottom line** *n.* [C] *informal* 1 Endgewinn, Endverlust / résultat financier net the figure showing a company's total profit or loss
2 Endresultat / résultat final the end result of something or the most important point about something
- branch** *n.* [C] Zweigstelle, Filiale / succursale, filiale an individual bank, shop, office, etc. that is part of a large organisation
- branch manager** *n.* [C] Filialleiter / gérant de filiale someone in charge of a particular branch of a bank, shop in a chain of shops, etc.
- branch office** *n.* [C] Außenstelle / antenne a local office of a company, usually in a different town or city to the company's main office
- brand** *n.* [C] Marke, Firmenzeichen / marque a name given to a product by a company so that the product can easily be recognised by its name or its design
- brand image** *n.* Markenprofil / image de la marque the collection of ideas and beliefs that people have about a brand
- branded** *adj.* Marken- / de marque *Branded* goods or products have brand names and so can easily be recognised by their name or design.
- bribery** *n.* [C] Bestechung / corruption dishonestly giving money to someone to persuade them to do something to help you
- budget** *n.* [C] Budget / budget a detailed plan made by an organisation or a government of how much it will receive as income over a particular period of time, and how much it will spend, what it will spend the money on, etc.
advertising budget an organisation's spending plan for advertising during a particular period of time
- bureaucratic** *adj.* bürokratisch / bureaucratique involving or having a lot of complicated and unnecessary official rules
- buzzword** *n.* [C] Modewort / mode à la mode a word or phrase from one special area of knowledge that people suddenly think is important and use a lot
- cancel** *v.* (**cancelled, cancelling BrE; canceled, canceling AmE**) [T] absagen / annuler to arrange that a planned activity or event will not now happen
- cancellation** *n.* [C, U] Absage, Annullierung / annulation a decision or statement that a planned activity will not happen or that an agreement will be ended
- carrier** *n.* [C] Fuhrunternehmer / transporteur a person or company whose job is to transport goods from one place to another

cashflow (also **cash flow**) *n.* 1 [U] Cashflow / flux de trésorerie the amounts of money coming into and going out of a company, and the timing of these

2 [C, U] Cashflow / flux de trésorerie profit for a particular period, defined in different ways by different businesses

charity *n.* (*plural charities*) [C] Wohltätigkeitsorganisation / organisation caritative an organisation that collects money to help people, for example those who are sick or poor, or to help certain types of activity, such as artistic activity (= **not-for-profit organization; non-profit organization** *AmE*)

chart *n.* [C] Grafik / graphique, diagramme, tableau a mathematical drawing or list, showing information arranged in a way that is clear and easy to understand

check *v.* [T] überprüfen / vérifier to find out whether something is correct, true or safe

check in *phr.v.* [I, T] einchecken / s'enregistrer to go to the desk at a hotel or airport and say that you have arrived

Chief Executive Officer (CEO) *n.* Geschäftsführer / président-directeur général (PDG) the manager with the most authority in the normal, everyday management of a company. The job of Chief Executive Officer is sometimes combined with other jobs, such as that of president.

claim¹ *n.* [C] Forderung / revendication a request or demand for money, or the amount of money asked for
expenses claim money that an employee spends on things such as food and travel while they are doing their job, which their employer then pays back to them

claim² *v.* [T] behaupten / affirmer to state that something is true, even though it has not been proved

commission *n.* 1 [C, U] Vergütung, Provision / commission an amount of money paid to someone according to the value of goods, shares, bonds, etc. they have sold

2 [C] Komitee / commission an official organisation that ensures that the law is obeyed in a particular activity

3 [C] Ausschuss / commission a temporary official organisation looking at problems in a particular area and suggesting changes

commitment *n.* 1 [C, U] Verpflichtung / engagement a promise to do something or to behave in a particular way

2 [U] Hingabe / dévouement, ardeur the hard work and loyalty that someone gives to an organisation or activity

commodity *n.* (*plural commodities*) [C] Rohstoff / matière première a product that can be sold to make a profit, especially one in its basic form before it has been used or changed in an industrial process. Examples of commodities are farm products and metals.

compensation *n.* [U] 1 Entschädigung / indemnité compensatoire, dédomagement an amount paid to someone because they have been hurt or harmed

2 Abfindung / indemnité the total amount of money and other advantages that someone receives as an employee

concept *n.* [C] 1 Konzept, Idee / concept, idée an idea for a product

2 Plan / plan a rule or idea saying how something should be done

conflict *n.* [C, U] 1 Streit / litige, désaccord, conflit a state of disagreement between people, groups, countries, etc.

2 Konflikt, Widerstreit / conflit, divergence, désaccord a situation in which you have to choose between two or more different needs

consignment *n.* [C] Lieferung / livraison, envoi a quantity of goods delivered at the same time

contract *n.* [C] Vertrag / contrat a formal, written agreement between two or more people or groups which says what each must do for the other, or must not do

convene *v.* [I, T] sich versammeln, etw. einberufen / se rassembler, convoquer une assemblée If a group of people *convenes*, or if someone *convenes* them, they come together for a formal meeting.

corporate *adj.* [only before a noun] unternehmensweit / corporatif relating to a company, usually a large one, or business in general

corruption *n.* [U] 1 Korruption / corruption the crime of giving or receiving money, gifts, a better job, etc. in exchange for doing something dishonest or illegal
2 Bestechung / corruption when someone who has power or authority uses it in a dishonest or illegal way to get money or an advantage

counter *n.* [C] Schalter / guichet, comptoir the place where you are served in a shop, bank, etc.

counterfeit *adj.* gefälscht / contrefait, falsifié made to look exactly like something else, in order to deceive people

coverage *n.* [U] Reportage / couverture, reportage when a subject or event is reported on television or radio, or in newspapers

credit *n.* [U] Kredit / crédit an arrangement with a shop, supplier, etc. to buy something now and pay for it later
trade credit [U] Handelskredit / crédit commercial when a supplier allows a business customer to pay for goods or services after they are delivered, usually 30, 60 or 90 days later

credit crunch *n.* [singular] Kreditknappheit / pénurie de crédits when borrowing money becomes difficult because banks are forced to reduce the amount they lend

crew *n.* [C] Besatzung / équipage all the people working on a ship or plane

culture *n.* [C, U] 1 Kultur / culture the ideas, beliefs and customs that are shared and accepted by people in a society
2 Kulturkreis / milieu culturel the attitudes or beliefs that are shared by a particular group of people or in a particular organisation

currency *n.* (*plural currencies*) [C, U] Währung / monnaie the system or type of money used in a particular country

customise (*also customize AmE*) *v.* [T, usually passive] an Kundenwünsche anpassen / personnaliser If something is *customised* for a customer, it is designed, built, etc. specially for that customer, making it different to other things of the same kind.

customs *n.* [U] 1 Zollbehörde / douane the government department responsible for collecting the tax on goods that have been brought into the country and making sure that illegal goods are not imported or exported
2 Zollabfertigung / poste de dédouanement the place at an airport or port through which people and goods arriving in a country must pass and where any tax owed must be paid

damage¹ *n.* [U] 1 Beeinträchtigung / perturbation a bad effect on something that makes it weaker or less successful
2 Beschädigung / dommage, dégât physical harm caused to something

damage² *v.* [T] 1 beschädigen / endommager to cause physical harm to something
2 beeinträchtigen / perturber to have a bad effect on something in a way that makes it weaker or less successful

debt *n.* 1 [C] Schulden / dette money that one person, organisation, country, etc. owes to another
2 [U] Verschuldung / endettement the state of owing money
3 [U] Fremdkapital / capital étranger capital borrowed by a business or government organisation on which it pays interest

decline¹ *v.* [I] 1 zurückgehen / décliner If an industry or country *declines*, it becomes less profitable, productive, wealthy, etc.
2 abnehmen / baisser If sales, profits, production, etc. *decline*, they become less.

decline² *n.* [C, U] 1 Rückgang / baisse when sales, profits, production, etc. become less
2 Niedergang / déclin when an industry or country becomes less profitable, productive, wealthy, etc.

deficit *n.* [C] 1 Verlust / perte an amount of money that a business has lost in a particular period of time
2 Defizit / déficit an amount by which the money that a government spends is more than it receives in tax in a particular period
trade deficit Handelsdefizit / déficit commercial the amount by which the money going out of a country to pay for imports is more than the amount coming in from exports

delivery *n.* (*plural deliveries*) [C, U] Auslieferung / distribution the act or process of bringing goods, letters, etc. to a particular place or person

- demand** *n.* [U] 1 Nachfrage / demande the amount of spending on goods and services by companies and people in a particular economy
2 Bedarf / demande the total amount of a type of goods or services that people or companies buy in a particular period of time
3 Verlangen / besoin the total amount of a type of goods or services that people or companies would buy if they were available
- deposit** *n.* [C] Bankguthaben / avoir bancaire an amount of money paid into a bank account or held in a bank account, especially when it is earning interest
- deregulate** *v.* [I, T] liberalisieren / dérégulariser, libéraliser to remove or reduce the number of government controls on a particular business activity, done to make companies work more effectively and to increase competition
- deregulation** *n.* [U] Liberalisierung / dérégularisation, libéralisation
- derivative** *n.* [C, usually plural] Derivat (abgeleitetes Finanzinstrument) / (produit financier) dérivé something such as an option
(= the right to buy or sell something at a particular price within a particular period) or a future (= a fixed price that you pay now for delivery of something in the future) based on underlying assets such as shares, bonds and currencies
- despatch (also dispatch)** *v.* [T] abschicken / envoyer to send something or someone to a place
- differentiate** *v.* [T] differenzieren / différencier When a company *differentiates* its products, it shows how they are different from each other and from competing products, for example in its advertising. This is done to show buyers the advantages of one product over another.
- dispose of something** *phr.v.* [T] abschaffen / supprimer, se débarrasser de to get rid of something that is no longer needed or wanted
- diversify** *v.* (*past tense and past participle diversified*) [I] das Sortiment/Angebot erweitern / diversifier If a company or economy *diversifies*, it increases the range of goods or services it produces.
diversification *n.* [C, U] Sortiments-, Angebotserweiterung / diversification (de la gamme)
- dividend** *n.* [C] Gewinnanteil/Dividende / dividende a part of the profits of a company for a particular period of time that is paid to shareholders for each share that they own
- downmarket** *adv.* 1 **go/move downmarket** auf den Massenmarkt (gehen) / passer au marché de masse to start buying or selling cheaper goods or services (= **downscale** AmE)
2 **take something downmarket** massentauglich (machen) / adapter au marché grand public to change a product or a service, or people's ideas about it, so that it is cheaper or seems cheaper and more popular (= **downscale** AmE)
- downturn** *n.* [C, U] Rezession / récession the part of the economic cycle when prices or the value of stocks, shares, etc. fall
- dump** *v.* [T] unterbieten / brader to sell products cheaply in an export market, perhaps in order to increase your share of the market there
- dumping** *n.* [U] Preisunterbietung / dumping, vente à perte
- durable** *adj.* Haltbar / durable If something is *durable*, it lasts a long time, even if it is used a lot.
durability *n.* [U] Haltbarkeit / durabilité
- earnings** *n.* [plural] 1 Gehalt, Lohn / salaire, rémunération the money that a person receives for the work they do in a particular period of time
2 Verdienst / revenu the total amount that people receive for the work they do in a particular industry or economy in a particular period of time
3 Einnahmen / recettes the profit that a company makes in a particular period of time, or the total profits that companies make in a particular industry or economy in a particular period of time
- emerging** *adj.* [only before a noun] Wachstums-(länder), Schwellen-(märkte) / (nations, marchés, économies) émergents *Emerging* nations/countries/economies are countries, especially those in Asia, Africa and South America, that are just starting to have influence or power in trade, finance, etc.

endorse v. [T] unterstützen / soutenir If a well-known person *endorses* a product, they say in an advertisement how good they think it is. People will buy the product because they like or trust the person.

endorsement n. [C, U] Unterstützung / soutien

entrepreneur n. [C] Unternehmer / entrepreneur someone who starts a company, arranges business deals and takes risks in order to make a profit

equity n. 1 [U] Eigenkapital / capital propre the capital that a company has from shares rather than from loans

2 **equities** [plural] Aktienkapital / capital-actions trading in companies' shares on a stock market, rather than trading on other types of market

ethical adj. 1 ethisch / éthique connected with principles of what is right and wrong

2 moralisch / étique morally good or correct

ethically adv.

etiquette n. [U] Benimmregeln, Etikette / règles de comportement the formal rules for polite behaviour

exceed v. [T] überschreiten, größer sein als / dépasser, être supérieur à to be more than a particular number or amount

exchange¹ n. [C, U] Tausch / échange when you accept one thing in return for another¹

information exchange [U] Informationsaustausch / échange d'informations when information is passed between people or organisations, by means of computer equipment

exchange² v. [T] tauschen / échanger to give someone something and receive something in return

expand v. [I, T] 1 ausdehnen, ausweiten / étendre, élargir to become larger in size, amount or number, or to make something larger in size, amount or number

2 expandieren / s'élargir If an economy, industry or business activity *expands*, it gets bigger or more successful.

expansion n. [U] 1 Ausdehnung / expansion when something increases or is increased in size, amount or number

2 Expansion / expansion when an economy becomes more successful, and there is increased economic activity, more jobs, etc.

expense n. 1 [C, U] Kosten / coûts an amount of money that a business or organisation has to spend on something

2 Spesen / frais généraux expenses [plural] money that an employee spends while doing their job on things such as travel and food, and which their employer then pays back to them

expertise n. [U] Fachkenntnis / compétences special skills or knowledge in an area of work or study

facility n. (plural **facilities**) 1 **facilities** [plural] Einrichtungen, Anlage / installations matérielles special buildings or equipment that have been provided for a particular use, such as sports activities, shopping or travelling

2 [C] Betriebsstätte / établissement stable a place or large building that is used to make or provide a particular product or service (= **plant**)

3 [C] Kreditrahmen / ligne de crédit an arrangement made by a bank for its customers which lets them use the services the bank offers. These services would include, for example, borrowing or investing money.

fake¹ adj. gefälscht / falsifié made to look like something valuable or genuine (= **real**) in order to deceive people

fake² n. [C] Fälschung / falsification, contrefaçon a copy of an original document, valuable object, etc. that is intended to deceive people into believing it is the real document, object, etc.

fake³ v. [T] fälschen / contrefaire, falsifier informal to make an exact copy of something, or invent figures or results, in order to deceive people

fall¹ v. (past tense **fell**; past participle **fallen**) [I] fallen, sinken / chuter, baisser, diminuer to go down to a lower price, level, amount, etc.

fall² n. [C] Absinken, Abnahme / chute, baisse, diminution a reduction in the amount, level, price, etc. of something

fare n. [C] Fahrpreis / tarif du voyage the price paid to travel by plane, train, etc.

faulty *adj.* fehlerhaft / défectueux If a machine, system, etc. is *faulty*, there is something wrong with it that prevents it from working correctly.

flexible *adj.* 1 anpassungsfähig / souple A person, plan, etc. that is *flexible* can change or be changed easily to suit any new situation.

2 flexibel / souple If arrangements for work are *flexible*, employers can ask workers to do different jobs, work part-time rather than full-time, give them contracts for short periods of time, etc.

flexibility *n.* [U]

flyer *n.* [C] Faltblatt, Flyer / dépliant, prospectus a small sheet of paper that is used to advertise something.

Flyers are usually handed out in the street or delivered to people's houses (see also **frequent flyer**)

focus group *n.* [C] Testgruppe / groupe-cible a group of consumers brought together by a company to help it do market research. The consumers are asked to discuss their feelings and opinions about products, advertisements, companies, etc.

forecast¹ *n.* [C] Prognose, Vorhersage / prévisions a description of what is likely to happen in the future, based on the information that you have now

forecast² *v.* (*past tense and past participle forecast or forecasted*) [T] vorhersagen / prévoir to make a statement saying what is likely to happen in the future, based on information that is available now

fraud *n.* [C, U] Betrug / fraude a method of illegally getting money from a person or organisation, often using clever and complicated methods

frequent flyer *n.* [C] Vielflieger / grand voyageur someone who flies with a particular airline a lot and is often offered special advantages, such as free flights or a better seat

futures *n.* [plural] Terminhandel / opérations commerciales à terme buying and selling futures contracts (= a contract for a fixed amount of a commodity or security to be delivered at a fixed price on a fixed date in the future; futures are traded on financial markets)

generate *v.* [T] 1 erzeugen / générer to produce energy or power

2 erwirtschaften / stimuler to do something that will produce or increase sales, income, profit, etc.

global *adj.* 1 allgemein / global including and considering all the parts of a situation together, rather than the individual parts separately

2 weltweit / mondial affecting or involving the whole world

3 **go global** auf den Weltmarkt (gehen) / s'étendre au marché mondial If a company or industry *goes global*, it starts doing business all over the world.

globally *adv.*

grow *v.* (*past tense grew; past participle grown*) 1 [T] wachsen / croître to increase in amount, size or degree

2 [T] vergrößern / développer If you *grow* a business activity, you make it bigger.

growth *n.* [U] Wachstum / croissance an increase in size, amount or degree

economic growth Wirtschaftswachstum / croissance économique an increase in the value of goods and services produced in a country or area

headquarters *n.* [plural] Hauptsitz / siège central the head office or main building of an organisation

hedge fund *n.* [C] Hedge-Fonds / fonds spéculatif a fund that makes investments that are unlikely to fall in value, as well as those that go up or down in value, to reduce the risk of losing a lot of money

hire *v.* [T] 1 anheuern / embaucher to employ a person or an organisation for a short time to do a particular job for you

2 anstellen / engager to agree to give someone a permanent job

3 mieten / louer *BrE* to pay money to use something for a period of time
(= **rent** *AmE*)

hoarding *n.* [C] *BrE* Anschlagtafel / panneau d'affichage a large sign used for advertising
(= **billboard** *AmE*)

host country *n.* [C] Gastland / pays d'accueil a country where a company that is based in another country has business activities

human resources (HR) *n.* [plural] Personalabteilung / Direction des ressources humaines (DRH) the department in an organisation that deals with employing, training and helping employees (= **personnel**)

impact *n.* [C] Auswirkung / impact the effect or influence that an event, situation, etc. has on someone or something

import¹ *n.* 1 [C, usually plural] Einfuhrware / marchandises importées something that is made in one country and brought into another, usually to be sold

2 [C, usually plural; U] Import / importation the activity of bringing goods into a country

3 **imports** [plural] Einfuhrmenge / importations the amount or value of the goods brought into a country over a particular period of time

import² *v.* [T] einführen, importieren / importer to bring something into a country from abroad, usually in order to sell it

incentive *n.* [C] Leistungsanreiz / incitation, stimulant something which is used to encourage people to do something, especially to make them work harder, produce more or spend more money

tax incentive Steueranreiz / incitation fiscale, stimulant fiscal an offer to pay less tax, given to people who do something that the government is trying to encourage

income *n.* [C, U] Einkommen, Ertrag / revenu money that you earn from your job or that you receive from investments

innovate *v.* [I] Neuerungen einführen / innover to design and develop new and original products

innovation *n.* 1 [C] Neuheit / nouveauté, innovation a new idea, method or invention

2 [U] Neuerung / innovation the introduction of new ideas or methods

product innovation [C, U] Produktneuheit / nouveauté produit when new or better products are designed and developed, or the new or better product itself

innovative *adj.* 1 bahnbrechend / innovant, novateur An *innovative* product, method, process, etc. is new, different and better than those that existed before.

2 erfindungsreich / révolutionnaire using or developing new and original ideas and methods

interest *n.* [U] Zinsen / intérêts an amount paid by a borrower to a lender, for example to a bank by someone borrowing money for a loan or by a bank to a depositor (= someone keeping money in an account there)

interest rate *n.* [C] Zinssatz / taux d'intérêts the percentage rate used for calculating interest over a particular period of time, usually one year

interim *adj.* [only before a noun] 1 einstweilig, vorläufig / provisoirement, temporairement intended to be used or accepted for a short time only, until something final can be made

2 Zwischenbilanz / bilan intermédiaire prepared after only part of a full financial year has been completed, often after half a year

introductory *adj.* [only before a noun] einführend, Einführungs- / de lancement An *introductory* offer, price, etc. is a special low price that is charged for a new product for a limited period of time.

invest *v.* [I, T] 1 anlegen / placer to buy shares, bonds, property, etc. in order to make a profit

2 anlegen / placer to save money in a high-interest bank account or to buy an insurance policy that pays bonuses

3 investieren / investir to spend money on things that will make a business more successful and profitable

investment *n.* 1 [C, U] Investition / investissement when money is put into a business in order to make it more successful and profitable, or the money that is put into a business

Return on investment (ROI) or return on capital (ROC) is the amount of profit received on an investment in relation to the amount of money invested.

2 [C] Anlage / placement something you buy, such as shares, bonds or property, in order to make a profit

3 [C] Kapitalanlage / placement financier an amount of money that you invest

4 [U] Vermögensanlage / placement financier when you buy shares, bonds, property, etc. in order to make a profit

invoice *n.* [C] Abrechnung / décompte a document sent by a seller to a customer with details of goods or services that have been provided, their price and the payment date

jobseeker (*also* **job seeker**) *n.* [C] Arbeitssuchender / demandeur d'emploi someone who is looking for a job (= **job hunter**)

labor union *AmE* (= **trade union** *BrE*) *n.* [C] Gewerkschaft / syndicat an organisation representing people working in a particular industry or profession that protects their rights

launch¹ v. [I, T] 1 einführen, herausbringen / lancer to show or make a new product available for sale for the first time

2 gründen / fonder to start a new company

3 in Gang setzen / démarrer to start a new activity or profession, usually after planning it carefully

launch² n. [C] 1 Markteinführung / lancement sur le marché an occasion at which a new product is shown or made available for sale or use for the first time

2 Start / démarrage, lancement the start of a new activity or plan

launder money/profits v. [T] Geld waschen / blanchir de l'argent to put money which has been obtained illegally into legal businesses and bank accounts in order to hide where it was obtained

laundering n. [U]

level¹ n. [C] 1 Stand / niveau the measured amount of something that exists at a particular time or in a particular place

2 Niveau / niveau all the people or jobs within an organisation, industry, etc. that have similar importance and responsibility

level² v. (**levelled, levelling** BrE; **leveled, leveling** AmE) **level off/out** phr.v. [I] gleich bleiben, sich einpendeln / se stabiliser to stop increasing or growing and become steady or continue at a fixed level

level playing field n. [singular] informal gleiche Wettbewerbsbedingungen / conditions de concurrence équitables a situation in which different companies, countries, etc. can all compete fairly with each other because no one has special advantages

liberalise (also **liberalize** AmE) v. [T] liberalisieren / libéraliser to make rules or controls on something less strict

liberalisation (also **liberalization** AmE) n. [U] Liberalisierung / libéralisation

loan n. [C] Anleihe, Kredit / emprunt, prêt money borrowed from a bank, financial institution, person, etc. on which interest is usually paid to the lender until the loan is repaid

logo n. [C] Logo, Firmenemblem / logo a design or way of writing its name that a company or organisation uses as its official sign on its products, advertising, etc.

lose v. (*past tense and past participle lost*; *present participle losing*) [T] 1 verlieren / perdre to stop having something any more, or to have less of it

2 einbüßen / perdre to have less money than you had before or to spend more money than you are receiving

3 an Wert verlieren / perdre de sa valeur to fall to a lower figure or price

lose out phr.v. [I] schlecht wegkommen / s'en sortir mal to not get something good, when someone else does get it

loss n. 1 [C, U] Verlust / perte the fact of no longer having something that you used to have, or having less of it
job loss [C, U] Arbeitsplatzverlust / perte de son emploi when people lose their jobs

2 [C] Einbuße, Rückgang / perte when a business spends more money than it receives in a particular period of time, or loses money in some other way

loyal adj. treu / loyal If customers are *loyal* to a particular product, they continue to buy it and do not change to other products.

loyalty n. [U]

margin n. [C, U] Marge / marge the difference between the price that something is sold for and the cost of producing or buying it. A margin is usually calculated as a percentage of the price that something is sold for.

profit margin [C, U] Gewinnspanne / marge bénéficiaire 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

market¹ n. 1 [C] Markt / marché the activity of buying and selling goods or services, or the value of the goods or services sold

2 [C] Absatzgebiet / marché a particular country, area or group of people to which a company sells or hopes to sell its goods or services

3 [singular] Interessentenkreis / débouchés the number of people who want to buy something

4 [C] (also **financial market**) Börse / marché financier the buying and selling of shares, bonds,

commodities, etc.; a place where this happens. Some *markets* are in a particular building, while trading on others takes place on computers and over the telephone, with no central building.

market² v. [T] 1 vertreiben / distribuer to sell something or make it available for sale, especially in a particular way

2 vermarkten / commercialiser to sell something by considering what customers want or need when buying a product or service, for example how much they are willing to pay, where they will buy it, etc.

marketing n. [U] Marketing / marketing activities to design and sell a product or service by considering buyers' wants or needs, for example where and how they will buy it, how much they will be willing to pay, etc.

meet v. (*past tense and past participle met*) [I, T] 1 sich treffen / rencontrer to get together with another person to discuss something

2 **meet a debt/cost/payment/expense** Schulden/Unkosten begleichen / honorer des dépenses/dettes/paiements to pay a debt or payment

3 **meet a target/expectation/projection/standard** eine Zielvorgabe/Erwartung erfüllen / réaliser un objectif/une attente/une prévision to achieve a level that has been set or expected

4 **meet a demand** die Nachfrage befriedigen / répondre à la demande to produce enough goods to satisfy the demand for them

5 **meet a deadline** eine Frist einhalten / respecter un délai to finish something at or before the time it was meant to be finished

6 **meet a requirement/condition/obligation** eine Forderung/Verpflichtung erfüllen / répondre à une exigence/une condition/obligation to succeed in doing something that you have to do

merge v. [I, T] fusionieren, sich zusammenschließen / fusionner If two or more companies, organisations, etc. *merge*, or if they are *merged*, they join together.

merger n. [C] Unternehmensfusion / fusion d'entreprises an occasion when two or more companies, organisations, etc. join together to form a larger company, etc.

model n. [C] 1 Modell / modèle a particular type or design of a vehicle or machine

2 Muster / échantillon a simple description or structure that is used to help people understand similar systems or structures

3 Vorbild / exemple the way in which something is done by a particular country, person, etc. that can be copied by others who want similar results

morale n. [U] Arbeitsklima / climat de travail the level of confidence and positive feelings among a group of people who work together

motivate v. [T] motivieren / motiver to encourage someone and make them want to work hard

motivated adj. motiviert / motivé very keen to do something or achieve something, especially because you find it interesting or exciting

outlet n. [C] Vertriebs-, Verkaufsstelle / point de vente a shop, company or organisation through which products are sold

outsource v. [T] ausgliedern, auslagern / externaliser If a company, organisation, etc. outsources its work, it employs another company to do it (= **subcontract**)

outsourcing n. [U] Ausgliederung, Auslagerung / externalisation

overtime n. [U] 1 Überstunden / heures supplémentaires time that you spend working in your job in addition to your normal working hours

2 Überstundenbezahlung / rémunération des heures supplémentaires the money that you are paid for working more hours than usual

ownership n. [U] Eigentümerschaft / propriété the state of owning something

packaging n. [U] 1 Verpackung / emballage material, boxes, etc. used for wrapping goods to protect them, for example because they are being taken somewhere (= **packing**)

2 Verpacken / emballer the process of wrapping or packing goods so they are ready to be sent somewhere (= **packing**)

panel n. [C] Gremium / groupe d'experts a group of people chosen to give advice or decide something

parent company n. [C] Mutterfirma, Stammhaus / société-mère If one company is the *parent* of another, it owns at least half the shares in the other company, and has control over it.

partner *n.* [C] 1 Partnerfirma / entreprise partenaire a company that works with another company in a particular activity, or invests in the same activity

2 Teilhaber, Gesellschafter / associé someone who starts a new business with someone else by investing in it

3 Partner, Sozium / partenaire a member of certain types of business or professional groups, for example partnerships of lawyers, architects, etc.

4 **economic partner, trade partner, trading partner** Wirtschaftspartner, Handelspartner / partenaire économique, partenaire commercial a country that invests in another or is invested in by another or that trades with another

partnership *n.* 1 [C] Partnerschaft / partenariat a relationship between two people, organisations or countries that work together

2 [U] Geschäftspartnerschaft / partenariat en affaires the situation of working together in business

3 [C] Partnerschaft, Sozietät / consortium a business organisation made up of a group of accountants, lawyers, etc. who work together, or of a group of investors

patent *n.* [C] Patent / brevet a legal document giving a person or company the right to make or sell a new invention, product or method of doing something and stating that no other person or company is allowed to do this

peak¹ *n.* [C] Höchststand / sommet the time when prices, shares, etc. have reached their highest point or level

peak² *adj.* 1 **peak level/price/rate, etc.** Höchst- (stand/preis/rate) / niveau / prix / taux de crête the highest level, etc. something reaches

2 **peak time/period/hours/season** Hauptverkehrs-, Hauptgeschäftszeiten, Hauptsaison / période / heure / saison de pointe the time when the greatest number of people in a country are doing the same thing, using the same service, etc.

peak³ *v.* [I] gipfeln, den Höchststand erreichen / plafonner à to reach the highest point or level

perk *n.* [C] Vergünstigung / avantages indirects something in addition to money that you get for doing your job, such as a car

personnel *n.* 1 [plural] Belegschaft, Personal / personnel the people who work for a company or organisation

2 [U] Personalabteilung / direction des ressources humaines the department in an organisation that deals with employing, training and helping employees (= **human resources**)

pitch *n.* [C] 1 **sales pitch** informal Verkaufsargument / argument de vente what a sales person says about a product to persuade people to buy it

2 Kaltakquise / sollicitation à froid an attempt by an advertising agency to persuade a company to use its services to advertise a product

poverty *n.* [U] 1 Armut / pauvreté the situation or experience of being poor

2 **the poverty line** Armutsgrenze, Existenzminimum / seuil de pauvreté the income below which people are officially considered to be very poor and needing help

predict *v.* [T] vorhersagen / prédire to say what you think will happen

prediction *n.* [C] Vorhersage / prédiction, prévision

pricing *n.* [U] Preisgestaltung, Preiskalkulation / fixation des prix the prices of a company's products or services in relation to each other and in relation to those of their competitors, and the activity of setting them

produce *v.* 1 [I, T] erzeugen, anfertigen / produire, fabriquer to make or grow something in large quantities to be sold

2 [T] bewirken / produire, générer, engendrer to make something happen or to have a particular result or effect

producer *n.* [C] 1 Produzent / producteur a person or organisation that manages and finds the finance for films, plays, etc.

2 Hersteller, Erzeuger / fabricant, producteur a company or country that makes goods or grows foods

product *n.* 1 [C] Artikel, Erzeugnis / produit, article something useful and intended to be sold that comes from nature or is made in a factory

2 **milk/steel/tobacco/wood, etc. products** Milch-/Stahl-/Tabak-/Holzprodukt / produits laitiers/d'acier/de

tabac/de bois products made from milk, etc.

3 [C] Dienstleistung / service a service

production *n.* 1 [U] Herstellung, Erzeugung / production, fabrication the process of making or growing things to be sold as products, usually in large quantities

2 [U] Ertrag, Ausstoß / rendement, volume de production an amount of something that is produced

profile *n.* [C] 1 Profil / profil a short description of someone or something, giving the most important details about them

2 Profilierung / notoriété used to talk about how much things are noticed and the degree to which they are given attention

promote *v.* [T] 1 fördern / promouvoir to help something develop, grow, become more successful, etc. or encourage something to happen

2 werben für, anpreisen / vanter to try hard to sell a product or service by advertising it widely, reducing its price, etc.

3 befördern / promouvoir to give someone a better-paid, more responsible job in a company or organisation

promotion *n.* [C, U] 1 Beförderung / promotion a move to a more important job or position in a company or organisation

2 **sales promotion** Werbung, Verkaufsförderung / promotion des ventes an activity such as special advertisements or free gifts intended to sell a product or service

property *n.* [U] 1 Eigentum / propriété all the things that someone owns

2 Grundbesitz, Immobilien / propriété foncière land and buildings, and the activity of buying, selling and renting them (= **real estate**)

proposal *n.* [C] Vorschlag / proposition a plan or idea which is suggested formally to an official person, or when this is done

propose *v.* [T] 1 vorschlagen / proposer, suggérer to suggest something such as a plan or course of action

proposed *adj.* [only before a noun]

2 einen Vorschlag einreichen / faire une proposition/suggestion to formally suggest a course of action at a meeting and ask people to vote on it

protect *v.* [T] 1 beschützen / protéger to keep someone or something safe from harm, damage, bad influences, etc.

2 durch Zölle schützen / protéger par les tarifs douaniers to try to help an industry in your own country by taxing foreign goods that are competing with it, so limiting the number that can be imported

protectionism *n.* [U] Schutzzollpolitik / protectionnisme when a government tries to help industry, farming, etc. in its own country by taxing foreign goods that compete with it, so limiting the number that can be imported

prototype *n.* [C] Prototyp, Erstaussführung / prototype the first form that a newly designed car, machine, etc. has

purchase¹ *n.* 1 [U] Kauf, Erwerb / achat, acquisition the act of buying something

2 kaufen, erwerben / acheter, acquérir make a purchase to buy something

3 [C] Anschaffung, Erwerbung / Acquisition something that has been bought

purchase² *v.* [T] formal anschaffen, erstehen / acheter, acquérir to buy something, especially something big or expensive

qualification *n.* 1 [C, usually plural] Qualifikation, Zulassung / qualification, agrément an examination that you have passed at school, university or in your profession

2 [C] Befähigung, Voraussetzung / qualification a skill, personal quality or type of experience that makes you suitable for a particular job

quarter *n.* [C] 1 Viertel / quart one of four equal parts into which something can be divided

2 Vierteljahr, Quartal / trimestre a period of three months, especially in connection with bills, payments and income

quarterly *adv.* vierteljährlich / par trimestre, trimestriellement happening or produced once every three months

quota *n.* [C] Quote / quota, contingent an amount of something that is officially allowed or expected in a particular period of time

quote v. [T] den Preis nennen / donner un prix to tell a customer the price you will charge them for a service or product

R and D (also **R&D**) n. [U] 1 research and development Forschung und Entwicklung / recherche et développement the part of a business concerned with studying new ideas and planning new products
2 research and development Versuchsabteilung, Forschungs- und Entwicklungsabteilung / département recherche et développement the department in a company responsible for developing new products, improving existing products, etc.

rate n. [C] 1 Rate / taux a charge or payment fixed according to a standard scale
2 Prozentsatz / pourcentage the number of examples of something or the number of times something happens, often expressed as a percentage
3 Geschwindigkeit / fréquence the speed at which something happens
4 **interest rate** Zinssatz / taux d'intérêts the percentage charged for borrowing money or a percentage you receive when you put money in a bank, make an investment, etc.

real estate n. *AmE* [U] 1 Immobilien, Grundeigentum / immobilier, propriété immobilière land or buildings
2 Immobilienhandel / commerce immobilier the business of selling land or buildings

receipt n. 1 [U] Erhalt, Empfang / réception the act of receiving something
2 [C] Beleg, Quittung / reçu, réceptionné a written statement showing that you have received money, goods or services
3 **receipts** [plural] Einnahmen, Einkünfte / recettes money that has been received

recession n. [C, U] Rezession / récession a period of time when an economy or industry is doing badly, and business activity and employment decrease. Many economists consider that there is a *recession* when industrial production falls for six months in a row.

recommend v. [T] 1 empfehlen / recommander to advise someone to do something, especially because you have special knowledge of a situation or subject
2 weiterempfehlen / recommander to say that something or someone would be a good thing or person to choose

recommendation n. [C, U] 1 Empfehlung / recommandation official advice given to someone about what to do
2 Weiterempfehlung / recommandation a suggestion that someone should choose a particular thing or person because they are very good or suitable

recover v. 1 [I] sich erholen / se redresser to increase or improve after falling in value or getting worse
2 [T] wiederbekommen / recouvrer to get back money that you have spent or lost
3 [T] zurückgewinnen / récupérer to get back something that was stolen, lost or almost destroyed

recovery n. (*plural recoveries*) 1 [C, U] Aufschwung / reprise, relance when prices increase, or when the economy grows again after a period of difficulty
2 [U] Rückerstattung / remboursement the act of getting something back, such as money that you are owed

recruit v. [I, T] anwerben, einstellen / recruter, embaucher to find new people to work for an organisation, do a job, etc.

recruitment n. 1 [U] Personalbeschaffung / recrutement, dotation en personnel the process or the business of recruiting new people
2 [C] Anwerbung / engagement an occasion when someone is recruited

redundancy n. (*plural redundancies*) [C, U] *especially BrE* Arbeitslosigkeit / licenciement when someone loses their job in a company because the job is no longer needed

redundant adj. *especially BrE* arbeitslos / personnel excédentaire If you are made *redundant*, you lose your job because your employer no longer has a job for you.

reference n. [C] 1 Empfehlungsschreiben, Arbeitszeugnis / lettre de recommandation, certificat de travail a letter written by someone who knows you well, usually to a new employer, giving information about your character, abilities or qualifications
2 Referenz / référence a person who provides information about your character, abilities or qualifications when you are trying to get a job (= **referee**)

reliable adj. vertrauenswürdig / fiable, digne de confiance Someone or something that is *reliable* can be trusted or depended on.

reliability n. [U] Vertrauenswürdigkeit / fiabilité

relocate v. [I, T] verlegen, umsiedeln / délocaliser If a company or workers *relocate* or are *relocated*, they move to a different place.

relocation n. [C, U] Verlegung, Standortwechsel / relocalisation

requirement n. [C] 1 Auflage / charges something that an official organisation says a company or person must have or do

2 Bedarf, Forderung / besoin, attente something that someone needs or wants

reschedule v. [T] neu ansetzen, verschieben / reprogrammer, reporter, ajourner to arrange a new time or date for a meeting or event

resignation n. [C, U] Kündigung / démissionner when someone officially states that they want to leave their job, position, etc.

respond v. [I] 1 auf etw. reagieren / réagir à quelque chose to react to something that has happened

2 antworten / répondre to reply to a letter, telephone call, etc.

restriction n. [C] Beschränkung / restriction an official rule that limits or controls what people can do or what is allowed to happen

restructure v. [I, T] umstrukturieren, sanieren / restructurer If a company *restructures*, or someone *restructures* it, it changes the way it is organised or financed.

retail n. [U] 1 Einzelhandel / commerce de détail the sale of goods to customers for their own use, rather than to shops, etc.

2 **retail trade/market/business, etc.** Einzelhandelsmarkt / commerce de détail, marché au détail the selling of goods or services to members of the public, or companies involved in this

3 **retail shop/outlet/store, etc.** Einzelhandelsladen, -geschäft / magasin/point de vente/boutique de détail a shop, etc. that is open to members of the public

retailer n. [C] 1 Einzelhändler / détaillant a business that sells goods to members of the public, rather than to shops, etc.

2 Einzelhandelskaufmann / détaillant someone who owns or runs a shop selling goods to members of the public

return¹ v. [T] zurückgeben, umtauschen / rendre, échanger to take a product back to the shop you bought it from to get your money back, or to get other goods in exchange for it

return² n. [C, U] Rendite / rendement the amount of profit made from an investment

revenue n. [C] (*also revenues*) Einnahmen / recettes money that a business or organisation receives over a period of time, especially from selling goods or services

reward¹ n. 1 [C] Belohnung / récompense something that you receive because you have done something good or helpful

2 [C, U] Verdienst / revenu money that you earn for doing a job or providing a service

3 [C, U] Gewinn / bénéfice money earned by an investment

4 [C] Belohnung / récompense an amount of money offered to someone in return for some information about something

reward² v. [T] belohnen / récompenser to give someone something such as money because they have done something good or helpful

rise¹ v. (*past tense rose; past participle risen*) [I] ansteigen / augmenter to increase in number, amount or value

rise² n. 1 [C] Anstieg / augmentation an increase in number, amount or value

2 [C] BrE Lohnerhöhung / hausse de salaire an increase in salary or wages (= **raise** AmE)

3 [singular] Aufstieg / promotion the process of becoming more important, successful or powerful

sale n. 1 [C, U] Verkauf, Vertrieb / vente, distribution the act of selling someone property, food or other goods

2 **sales** [plural] Umsatz / chiffre d'affaires the total number of products that a company sells during a particular period of time

3 **sales** [U] Verkaufsabteilung / direction commerciale the part of a company that deals with selling products

sample n. [C] Muster / échantillon a small amount of a product that people can use or look at in order to find out what it is like

- saving** *n.* 1 [U] Sparen / épargne the act of keeping money to use later rather than spending it
2 [C, usually singular] Einsparung / économies an amount of something that you have not used or spent, especially compared with a larger amount that you could have used or spent
3 **savings** [plural] Ersparnis / économies, épargne money that is kept in a bank to be used later or invested, rather than spent
- security** *n.* (*plural securities*) 1 [U] Sicherung / protection actions to keep someone or something safe from being damaged, stolen, etc.
2 [U] Sicherheit / sécurité a feeling of being safe and free from worry about what might happen
3 [U] Pfand, Sicherheiten / gage, sécurité property or other assets that you promise to give someone if you cannot pay back the money that you owe them
4 [C] Titel / titre a financial investment such as a bond or share, or the related certificate showing who owns it
- segment** *n.* [C] 1 Sektor, Bereich / secteur, segment a part of the economy of a country or a company's work
2 **market segment** Kundensegment, Absatzbereich / segment de marché a group of customers that share similar characteristics, such as age, income, interests and social class
3 **market segment** Marktsegment / segment de marché the products in a particular part of the market
- seniority** *n.* [U] 1 höheres Dienstalter / ancienneté the fact of being older or higher in rank than someone else
2 höhere Position aufgrund des Dienstalters/der Betriebszugehörigkeit / avantages en raison de l'ancienneté en entreprise the official advantage someone has because they have worked for an organisation for a long time
- share** *n.* [C] Anteil, Aktie / part, action one of the parts into which ownership of a company is divided
- shareholder** *n.* [C] Aktieninhaber, Anteilseigner / actionnaire someone who owns shares in a company
- shipment** *n.* 1 [C] Lieferung, Lieferposten / chargement a load of goods sent by sea, road, train or air
2 [U] Verfrachtung, Transport / expédition the act of sending a load of goods by sea, road, train or air
- shortlist**¹ *n.* [C] BrE engere Auswahlliste / présélection a list of the most suitable people for a job or a prize, chosen from all the people who were first considered
- shortlist**² *v.* [T, usually passive] BrE in die engere Wahl ziehen / présélectionner to put someone on a shortlist for a job or a prize
- skill** *n.* [C, U] Fähigkeit, Fachkenntnis / compétence an ability to do something well, especially because you have learned and practised it
- slowdown** *n.* [C, usually singular] langsamer Rückgang / ralentissement when something gets slower
- specification** *n.* [C, usually plural] Vorgabe, Leistungsbeschreibung / spécification a detailed description of how something should be designed or made
- sponsor**¹ *v.* [T] sponsern / sponsoriser 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
- sponsor**² *n.* [C] Sponsor, Geldgeber / sponsor a person or company that pays for a television programme, a sports or arts event, training, etc. in exchange for advertising or to get public attention
- stake** *n.* [C, usually singular] Anteil, Beteiligung / participation money risked or invested in a business
- standard** *n.* [C, U] Standard / standard a level of quality, skill, ability or achievement by which someone or something is judged, and that is considered good enough to be acceptable
- standard of living** *n.* (*plural standards of living*) [C, usually singular] Lebensstandard / niveau de vie the amount of wealth or comfort that a person, group or country has
- statement** *n.* [C] 1 Erklärung / déclaration something you say or write publicly or officially to let people know your intentions or opinions, or to record facts
mission statement Unternehmensleitbild / énoncé de mission a short written statement made by an organization, intended to communicate its aims to customers, employees, shareholders, etc.
2 Abrechnung / relevé financier a list showing amounts of money paid, received, owing, etc. and their total
bank statement Kontoauszug / extrait de compte a statement sent regularly by a bank to a customer, showing the money that has gone into and out of their account over a particular period of time

stock *n.* [C, U] 1 *especially AmE* Aktie, Aktien, Aktienkapital / action, actions, capital-actions one of the shares into which ownership of a company is divided, or these shares considered together

2 **stocks** Bestände, Vorräte / stocks a supply of a commodity (= oil, metal, farm product, etc.) that has been produced and is kept to be used when needed

3 *especially BrE* Rohstoffvorräte, Warenbestand / stocks de matières premières, stocks de marchandises a supply of raw materials or parts before they are used in production, or a supply of finished goods (= **inventory** *AmE*)

4 Lagerbestand / stocks et en-cours a supply of goods, kept for sale by a shop or other retailer

strategic *adj.* strategisch / stratégique done as part of a plan to gain an advantage or achieve a particular purpose

strategically *adv.*

strategy *n.* (*plural strategies*) 1 [C] Geschäfts-, Unternehmensstrategie / stratégie a plan or series of plans for achieving an aim, especially success in business or the best way for an organisation to develop in the future

2 [U] Strategie / stratégie the process of skilful planning in general

strengthen *v.* 1 [I, T] stark werden / consolider If a currency *strengthens*, or something *strengthens* it, the currency increases in value.

2 [T] stärken / consolider to improve the financial situation of a country, company, etc.

stunt *n.* [C] Werbegag / coup de publicité something that is done to attract people's attention to a product or company

subsidiary *n.* (*plural subsidiaries*) [C] Tochterfirma / filiale a company that is at least half-owned by another company

subsidise (*also subsidize* *AmE*) *v.* [T] subventionieren / subventionner If a government or organisation *subsidises* a company, activity, etc., it pays part of the cost.

subsidised *adj.* [only before a noun]

subsidy *n.* (*plural subsidies*) [C] Subvention, Zuschuss / subvention money that is paid by a government or organisation to make something such as a particular food or product cheaper to buy, use or produce

supplier *n.* [C] Zulieferer / fournisseur a company that provides a particular type of product

supply¹ *v.* (*past tense and past participle supplied*) [T] 1 beliefern / fournir, livrer to provide goods or services to customers, especially regularly and over a long period of time

2 beschaffen / fournir, livrer, approvisionner to give someone something they want or need

supply² *n.* (*plural supplies*) [C] Vorrat / offre an amount of something that is available to be sold, bought, used, etc.

supply chain (*also distribution chain, chain of distribution*) Versorgungskette / chaîne d'approvisionnement the series of organisations that are involved in passing products from manufacturers to the public

surplus *n.* [C, U] Überschuss / excédent, surplus an amount of something that is more than what is wanted, needed or used

trade surplus (*also balance of trade surplus*) [C, U] Handelsüberschuss / excédent commercial a surplus related to imports and exports, rather than other payments

sustain *v.* [T] erhalten / entretenir to manage to make something continue to exist over a long period of time
sustained *adj.*

survey *n.* [C] Umfrage / enquête, sondage a set of questions given to a group of people to find out about their opinions or behaviour

market survey Marktumfrage / étude de marché a study of the state of a particular market, showing competitors' sales, buyers' intentions, etc.

take on *phr.v.* (*past tense took on; past participle taken on*) [T] 1 **take somebody on** einstellen / recruter, embaucher to start to employ someone

2 **take something on** übernehmen / prendre en charge, reprendre to agree to do some work or to be responsible for something

take over *phr.v.* (*past tense took over; past participle taken over*) [T] eine Firma übernehmen / reprendre une entreprise to take control of a company by buying more than 50% of its shares

takeover *n.* [C] Firmenübernahme / reprise d'entreprise

target¹ *n.* [C] 1 Zielorganisation, -unternehmen / organisation-cible, entreprise-cible an organisation, industry, government, etc. that is deliberately chosen to have something done to it

2 Zielvorgabe / objectif a result such as a total, an amount or a time which you aim to achieve

3 **target customer/group/area, etc.** Zielgruppe, Zielbereich / groupe-cible, zone-cible a limited group of people or area that a plan, idea, etc. is aimed at

target² *v.* [T] 1 gezielt ansprechen / cibler to aim products, programmes of work, etc. at a particular area or group of people

2 zur Zielgruppe nehmen, als Zielbereich wählen / prendre pour cible to choose someone or something for a particular type of treatment

targeted *adj.* [only before a noun]

tariff *n.* [C, usually plural] Zollgebühr / droit de douane a tax on goods coming into a country or going out of it

teaser *n.* [C] Lockwerbung, Teaser / aguiche an advertisement intended to get people's attention for advertisements that will come later or products that will be available later

tip *n.* [C] 1 Tipp / tuyau a piece of advice about what is likely to happen, for example about which shares are likely to go up or down in value

2 Trinkgeld / pourboire a small amount of additional money that you give to someone such as a waiter in order to thank them for their services

track record *n.* [C, usually singular] Erfolgsgeschichte, Leistungsaufzählung / résultats obtenus, palmarès all the things that a person or organisation has done in the past, which shows how good they are at doing their job, dealing with problems, etc.

transaction *n.* [C] 1 Zahlungsabwicklung, Transaktion / transaction a payment, or the process of making one

2 Geschäftsabschluss / conclusion d'un marché a business deal

trend *n.* [C] Entwicklungstendenz / tendance the general way in which a particular situation is changing or developing

trial *n.* 1 [C] Gerichtsverhandlung / procès a legal process in which a court of law examines a case to decide whether someone is guilty of a crime

2 [C, usually plural] Testversuch / essai a process of testing a product to see whether it is safe, effective, etc.

trial *v.* [T], **trialling** *n.* [U]

turnaround (*also turnround BrE*) *n.* [C, usually singular] 1 Lieferzeit / délai de livraison the time between receiving an order for goods, dealing with it and sending the goods to the customer

2 Wende, Umschwung / renversement a complete change from a bad situation to a good one

3 Meinungsumschwung / renversement de l'opinion a complete change in someone's opinion or ideas

turnover *n.* [singular] 1 *BrE* Umsatz / chiffre d'affaires the amount of business done in a particular period, measured by the amount of money obtained from customers for goods or services that have been sold

2 Fluktuation / fluctuation the rate at which workers leave an organisation and are replaced by others

3 Absatz / rotation the rate at which goods are sold

tycoon *n.* [C] Industriemagnat, Tycoon / magnat industriel someone who is successful in business and industry and has a lot of money and power

unfair *adj.* 1 unfair / déloyal not right or fair

2 ungerecht / injuste not giving a fair opportunity to everyone

unique selling point (USP) *n.* [C] einmaliges Verkaufsargument / argument clé de vente a feature of a product that no other similar products have, used in advertising, etc. to try to persuade people to buy it

upgrade¹ *v.* [I, T] 1 nachrüsten / mettre à niveau to make a computer, machine, program, etc. better and able to do more things

2 höherstufen / surclasser to get a better seat on a plane, a better rented car, etc. than the one you paid for

upgrade² *n.* [C] 1 Nachrüsten / mise à niveau the act of improving a product or service, or one that has been improved

2 Höherstufen / surclassement an occasion when someone is given a better seat on a plane, or a better rented car, than the one they paid for

upmarket¹ (also **upscale** AmE) *adj.* hochpreisig / haut de gamme involving goods and services that are expensive and perhaps of good quality compared to other goods, etc. of the same type, or the people that buy them

upmarket² (also **upscale** AmE) *adv.* 1 **go/move upmarket/upscale** in den gehobenen Preissektor eindringen / pénétrer dans le segment de marché haut de gamme to start buying or selling more expensive goods or services

2 **take something upmarket/upscale** im gehobenen Preissektor ansiedeln / positionner dans le segment de marché haut de gamme to change a product or a service, or people's ideas about it, so that it is or seems to be more expensive and of better quality

upturn *n.* [C] Anstieg/Besserung / amélioration an increase or improvement in the level of something

vacancy *n.* (plural **vacancies**) [C] freie Stelle / poste vacant a job that is available for someone to start doing

value *n.* 1 [C, U] Wert / valeur the amount of money something is worth

good/excellent, etc. value (for money) If something is *good/excellent, etc. value*, it is of good quality, considering its price or you get a large amount for the price.

2 **values** [plural] Werte / valeurs the principles and practices that a business or organisation thinks are important and which it tries to follow

voice mail (also **voicemail**) *n.* [U] Anrufbeantworter / répondeur automatique an electronic system on your telephone that lets you leave messages for people who phone you when you are not available, and lets them leave messages for you

volatile *adj.* Unbeständig / instable A *volatile* market, situation, etc. changes quickly and suddenly, for example rising and falling without much warning.

volatility *n.* [U] Unbeständigkeit / instable

volume *n.* [C, U] 1 Volumen / volume the amount of space that a substance or object contains or fills

2 Umfang / quantité the total amount of something

wage *n.* [C] (also **wages**) Lohn / paie money that someone earns according to the number of hours, days or weeks that they work, especially money that is paid each week

minimum wage [singular] Mindestlohn / salair minimum the lowest amount of money that can legally be paid per hour to a worker

warehouse *n.* [C] Lagerhalle / entrepôt a large building used for storing goods in large quantities

wealth *n.* [U] Reichtum, Vermögen / fortune, richesse a large amount of money or valuable possessions
wealthy *adj.*

withdraw *v.* (past tense **withdrew**; past participle **withdrawn**) [T] 1 abheben / retirer de l'argent to take money out of a bank account

2 zurücknehmen / retirer du marché If a company *withdraws* a product or service, it stops making it available, either for a period of time or permanently.

workforce *n.* [singular] Arbeitskräfte / main d'œuvre all the people who work in a particular country, industry or factory