



Pearson

## Wordlist Business Partner B1+ (A-Z)

Headword	Part of speech	German	French	Italian	Definition / example sentence
<b>A</b>					
acquire	v	kaufen, übernehmen	racheter	acquisire	if one company acquires another, it buys it: In 1998 the business was acquired by a Dutch company.
acquisition	n	Kauf, Übernahme	acquisition	acquisizione	when one company buys another one, or part of another one: the group's acquisition of 85 stores in California
action point	n	Aktionspunkt	point d'action	punto d'azione	something that you decide must be done, especially after a meeting or after studying something carefully: We drew up a list of action points arising from the interview.
advertising	n	Werbung	publicité	attività pubblicitaria	the activity or business of telling people publicly about a product or service in order to persuade them to buy it: Most organisations underestimate the benefits of advertising.
advertising campaign	n	Werbekampagne	campagne publicitaire	campagna pubblicitaria	an organisation's programme of advertising activities over a particular period of time with specific aims, for example to increase sales of a product: The company ran an advertising campaign for its drink products that was targeted at teenagers.
(print) advertising	n	Printwerbung	publicité imprimée	pubblicità su carta stampata, inserzione pubblicitaria	advertising in newspapers and magazines: Although print advertising is not growing as quickly as online media, it is still a very profitable business.
agenda	n	Tagesordnung	ordre du jour	1 ordine del giorno 2 agenda, programma	1 a list of the subjects to be discussed at a meeting: What's the first item on the agenda? 2 the things that someone considers important or that they are planning to do something about: The fuel crisis will be at the top of the agenda for today's board meeting.
angel (business angel)	n	Geldgeber, Business Angel	investisseur providentiel	business angel	a private investor who puts money into new business activities, especially ones based on advanced technical ideas: Business angels are an important source of investment for start-ups.
application	n	1 Antrag 2 Bewerbung 3 Anwendung	1 demande 2 candidature 3 application, logiciel	1 domanda, istanza 2 domanda di lavoro 3 applicazione	1 a formal, usually written, request for something or for permission to do something: It has submitted an application to establish a distribution company. 2 (also job application) request to be considered for a job, usually done by sending in a CV and letter or by filling out a form with information about yourself and your previous jobs: His job application showed experience running warehouses. 3 a piece of software for a particular use or job: We received training on a number of spreadsheet and database applications.
apply	v	1 sich bewerben 2 anwenden	1 postuler à 2 mettre en oeuvre	1 fare domanda (di lavoro) 2 applicare	1 to make a formal, usually written, request for something, especially a job, a place at university or permission to do something: She applied for a job with the local newspaper. 2 to use something, such as a law or an idea, in a particular situation, activity or process: These ideas are often difficult to apply in practice.
appoint	v	ernennen	nommer	nominare, designare	to choose someone for a job or position: The company appointed a new chairman last week.
approach	n	Ansatz, Vorgehen	approche	approccio	a method of doing something or dealing with a problem: If this doesn't work, we'll try a different approach.
aspirational	adj	aufstrebend, ambitioniert	ambitieux	ambizioso	having a strong desire to have or achieve something, especially something such as a better job or position in society: The course appeals to aspirational university students.
asset	n	Bereicherung, Gewinn	atout	bene, vantaggio	something or someone that is useful because they help you succeed or deal with problems: I think Rachel would be an asset to the department.
associate	n	Partner/in, Kollege/-in	associé/e	socio/-a, collega	someone who you work with or do business with: I was recently contacted by a former business associate.
authority	n	Befugnis, Vollmacht	pouvoir	autorità	the power that a person or organisation has because of their official or legal position: I wouldn't have taken the job unless I had the authority to run the division.
autocratic	adj	autokratisch	autocratique	autocratico	relating to a leader who makes decisions and gives orders to people without asking them for their opinion: an autocratic manager
automation	n	Automatisierung	automatisation	automazione	the use of machines and computers, rather than people, to produce goods or do work: Costs have been reduced by automation and heavy job cuts.
automotive	adj	Auto-, Automobil-	d'automobile	automobilistico	relating to cars or the car industry: demand in the automotive market
<b>B</b>					
backer	n	Unterstützer, Geldgeber	partenaire financier, bailleur de fonds	finanziatore/finanziatrice	someone who supports a plan, person or company, usually by giving money: The directors closed down the operation after the company's financial backers pulled out.
backing	n	Unterstützung, Rückhalt	soutien	finanziamenti	support or help, especially financial help: The proposals have the backing of the EU Commissioner for the Environment.
financial backing	n	finanzielle Unterstützung	appui financier	sostegno finanziario	money that is given for support or help, especially to start a business or begin making a product: She flew to New York to try to raise some financial backing for the project.
background	n	1 Ausbildung, Erfahrung, Hintergrund 2 Hintergrund	1 expérience, éducation 2 contexte	1 formazione, esperienza 2 antefatto, contesto	1 someone's past, for example their education, qualifications, and the jobs they have had: We are looking for someone with a background in tourism. 2 the situation or past events that explain why something happens in the way that it does: Without knowing the background to the case, I couldn't possibly comment.
board (also board of directors)	n	Vorstand	conseil des directeurs	consiglio direttivo, consiglio di amministrazione	the group of people who have been elected to manage a company by those holding shares in the company: The board of directors met yesterday.
boost	v	ankurbeln	stimuler	incrementare	to increase something such as production, sales or prices: The plan was meant to boost agricultural production.
brain training	n	Gehirntraining	entraînement cérébral	allenamento mentale, training cognitivo	the process of teaching ourselves to think or behave in a different or new way, by regularly doing particular exercises, playing particular games, etc.: brain training games
brainstorm	v	brainstormen	faire un remue-ménages	fare brainstorming, raccogliere idee	to have a discussion or meeting with other people at work to suggest a lot of ideas for an activity or for solving a problem: Employees get together and brainstorm ideas, some of which get developed and some don't.
brand	n	Marke	marque	marchio	a name given to a product by a company so that the product can easily be recognised by its name or its design: Coke and Pepsi are the most popular brands of cola.

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brand ambassador	n	Markenbotschafter/in Bekanntheit einer Marke	ambassadeur/-trice de marque reconnaissance de la marque	ambasciatore/ ambasciatrice del marchio	someone, especially someone famous, whom a company pays to use their products and make people more aware of the brand: Sales of the shoes rose significantly after the singer became the company's brand ambassador.
brand awareness	n	Markenbewusstsein	reconnaissance de la marque	notorietà del marchio	the degree to which people know about a particular brand: Although the company is well-known in consumer electronics, it didn't enjoy much brand awareness in PCs.
brand image	n	Markenimage	image de marque	immagine del marchio	the collection of ideas and beliefs that people have about a brand: Both BMW and Honda have built their brand images on engineering excellence and high performance.
brand personality	n	Markenpersönlichkeit	personnalité de marque	personalità del marchio	the characteristics that people think belong to a particular brand has, that are similar to human qualities such as being fun, exciting, healthy, young, etc.: The jeans' brand personality attracts young people who want to seem cool and rebellious.
brand stretching	n	Markendehnung	extension de marque	estensione del marchio	the act of starting to use an existing brand name on a different type of product, hoping that people will buy it because they recognise the name (see also stretch a brand): Virgin, the most quoted example of brand stretching, is in a delicate position because it relies on the reputation of one man: Richard Branson.
budget	n	Budget	budget	budget, bilancio	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.
bureaucracy	n	Bürokratie	bureaucratie	burocrazia	all the complicated rules and processes of an official system, especially when they are confusing or responsible for causing a delay: The company's huge bureaucracy limits creativity and independent thinking.
business plan	n	Businessplan, Geschäftsplan	plan d'affaires	business plan, piano aziendale	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 business will make money: To raise the cash they need, managers will be required to give their bankers a three-year business plan.
<b>C</b>					
candidate	n	Kandidat/in	candidat/e	candidato/-a	someone who is being considered for a job: They are interviewing three candidates for the post of sales manager.
cashflow (also cash flow)	n	Cash Flow, Geldfluss	trésorerie, cash flow	cash flow, flusso di cassa	1 the amounts of money coming into and going out of a company, and the timing of these: The business is suffering severe cash flow problems. 2 profit for a particular period, defined in different ways by different businesses: We expect a rise in both our production and our cash flow.
centralised	adj	zentralisiert	centralisé	centralizzato	organised in a way that one central group in an company, organisation or country has the power and control and tells people in other places what to do: The country is continuing its efforts to move away from a centralized economy.
chain	n	Kette	chaîne	catena	a number of shops, hotels, cinemas, etc. owned or managed by the same company or person: a chain of travel agents
discount chain	n	Discounter-Kette	chaîne de magasins de rabais	catena di discount catena di negozi (al dettaglio)	a number of shops owned or managed by the same company or person that sell goods at lower prices than other shops of the same type: Discount chains have put pressure on the supermarket industry.
retail chain	n	Einzelhandelskette	chaîne de magasins		a number of shops that are owned or managed by the same company or person: Every town has the same big retail chains.
(supermarket) chain	n	Supermarktkette	chaîne de supermarchés	catena di supermercati	a number of supermarkets (=shops that sell food or other household goods) that is owned or managed by the same company or person: The discount supermarkets are challenging the major supermarket chains for market share.
chairman (also chairman of board)	n	Vorsitzender	président	presidente	the person who is in charge of a large company or organisation, especially the most senior member of its board: He will remain chairman of the company.
Chief Executive Officer (CEO)	n	Geschäftsführer	président-directeur général	amministratore delegato (AD)	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.
clichéd	adj	klischeehaft	stéréotypé	scontato, banale	relating to words, phrases or ideas that have been used so much that they are not effective or do not have meaning any longer: Clichéd phrases such as "I am a self-starter" should be avoided—instead, give specific examples.
client	n	1 Auftraggeber/in 2 Kunde/-in	1 mandant/e 2 client/e	1 cliente 2 cliente, acquirente	1 someone who pays for services or advice from a professional person or organisation: a meeting with an important client. 2 someone who buys something from a seller (= customer): Most of the shop's regular clients are men.
base of clients	n	Kundenbasis	clientèle	base di clienti, clientela	the group of people or companies who regularly use a company's services or buy its products: The company has almost doubled its client base in the past two years, to around 1,500.
coach	n	Coach, Trainer	coach	coach	someone whose job is to help someone to learn what they should say or do to be successful in a particular situation or in their career: The coach helped me improve my presentation skills.
career coach	n	Karrierecoach	coach de carrière	career coach, consulente di carriera	someone whose job is to help people to plan their careers: Go to a career coach for some advice.
coaching	n	Coachen	coaching	coaching	the process of helping someone prepare what they should say or do in a particular situation: Managers should provide some coaching for staff members to help them improve their performance.
commercial vehicle	n	Nutzfahrzeug	véhicule utilitaire	veicolo commerciale	a vehicle such as a truck or van, used for taking goods from one place to another: The firm produces components for commercial vehicles.
commission	n	Provision	commission	commissione, provvigione	an amount of money paid to someone according to the value of goods, shares, bonds, etc. they have sold: The dealer takes a 20% commission on the sales he makes.
commitment	n	1 Verpflichtung, Selbstverpflichtung 2 Hingabe, Engagement	1 engagement 2 dévouement	1 impegno 2 dedizione	1 a promise to do something or to behave in a particular way: Our company has a commitment to quality and customer service. 2 the hard work and loyalty that someone gives to an organisation or activity: Her commitment to work is beyond question.
compensation	n	Entschädigung	indemnité, dédommagement	risarcimento, indennizzo	an amount paid to someone because they have been hurt or harmed: The group will pay compensation to 800 people who have been made redundant.
competent	adj	kompetent	qualifié, compétent	capace, competente	having enough skill, knowledge, or ability to do something to a satisfactory standard: The farm is run by a competent manager.

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competition	n	1 Wettbewerb 2, 3 Konkurrenz	1 concours, compétition 2, 3 concurrence	1 competizione, gara 2, 3 concorrenza	1 an organised event in which people or teams compete against each other: Teams from high schools all over the state have entered the competition. 2 the people or groups that are competing against you, especially in business: Japanese computer makers now face foreign competition in their home market. 3 a situation in which businesses are trying to be more successful than others by selling more goods and services and making more profit: This price reduction is due to competition among suppliers.
concept	n	1 Idee, Konzept 2 Prinzip	idée, conception	concetto, idea	1 an idea for a product: a new concept in business travel 2 a rule or idea saying how something should be done: It's very simple, once you grasp the concept.
consensus	n	Einigkeit, Konsens	consensus	consenso	agreement among a group of people: The talks are aimed at building a consensus. when companies combine in takeovers and mergers, resulting in fewer businesses in an industry: Further consolidation in the sector is clearly necessary - there are 32 firms competing in one town alone.
consolidation	n	Zusammenschluss	consolidation	fusione	someone whose job is to give people or businesses advice or training in a particular area: The firm has appointed a consultant to advise on the restructuring of the company.
consultant	n	Berater/in	consultant, expert-conseil	consulente	a person who buys goods, products, and services for their own use, not for business use or to resell: Demand for cars is increasing as consumers feel more confident about the economy.
consumer	n	Verbraucher/in	consommateur /-trice	consumatore/ consumatrice, acquirente	all the people who buy or use a particular product: Computer manufacturers have a general marketing problem of capturing and retaining a customer base.
consumer base	n	Verbraucherbasis	les consommateurs	clientela	a formal, written agreement between two or more people or groups which says what each must do for the other, or must not do
contract	n	Vertrag	contrat	contratto	a shop where you can buy food, alcohol, magazines, etc., especially one that is open for 24 hours every day: Stop at the convenience store for some milk, will you? relating to something that is most important to a person, company, etc. The government will discuss what they say are the core issues of education and health care.
convenience store	n	Gemischtwarenladen	supérette	minimarket	the business that makes the most money for a company and that is considered to be its most important and central one (see also non-core business): The car maker is to sell off its \$1 billion technology arm to concentrate resources on its core business.
core	n	Kern, Zentrum	coeur, centre	principale	a principle that you consider to be very important, and which affects all aspects of what you do: The following list of core values reflects what is truly important to us as an organisation.
core business	n	Kerngeschäft	activités principales	attività principale	relating to a company, usually a large one, or business in general: Is the party too influenced by corporate interests?
core value	n	Grundwert, Kernwert	valeur fondamentale	valore fondamentale	a performance, sports competition, party, etc. at which people from a particular company and their guests gather together to watch or take part in something: The dinner and dance were a corporate event aimed at raising money for the company's chosen charity.
corporate	n	Unternehmens- veranstaltung, Firmenevent	d'entreprise	aziendale	a tax on a company's profits: How much do companies pay in corporate tax in your country? 1 costs [plural] the money that a business or an individual must regularly spend: Delays in construction could increase costs significantly. 2 the amount of money that you have to pay in order to buy, do, or produce something: The company had to bring in skilled workers from abroad, often at high cost.
corporate event	n	Unternehmensveranstal- tung, Firmenevent	événement corporatif	evento aziendale	a letter that you send with another document or a package, explaining why it has been sent or giving extra information about it: Send your CV and a covering letter to the address below.
corporate tax	n	Körperschaftsteuer	impôt sur les sociétés	imposta sul reddito delle società (IRES)	a method of getting money to do something, for example make a new film or album, by asking many people to give part of the money needed, often on the internet: The start-up costs for the business were met through crowdfunding.
cost	n	1 Aufwand 2 Kosten	coût	costi, spese	a person or organisation that buys goods or services from a shop or company: We try to keep regular customers happy.
covering letter	n	Begleitschreiben	lettre d'accompagnement, lettre de motivation	lettera di accompagnamento, lettera motivazionale	when customers are interested in a product or company and feel that they have a connection or relationship with that company: Customer engagement is built every time a customer buys a product, sees an ad, or receives an email from your company.
crowdfunding	n	Crowdfunding	financement participatif	crowdfunding, finanziamento collettivo	1 when an organisation helps its customers by answering their questions and listening to their complaints, giving them advice on using a particular product or service, providing a good quality product, etc.: The company claims customer service is its number one priority. 2 (also Customer Services) the department in a large organisation that deals with questions and complaints from its customers, gives advice on using the product or service it provides, etc.: Just ring 660000 and ask for the Customer Service department.
customer	n	Kunde	client/e	cliente	a short written document that lists your education and previous jobs, which you send to employers when you are looking for a job (= résumé AmE): Send your CV and a covering letter to the address below.
customer engagement	n	Kundenengagement	engagement des clients	fidelizzazione dei clienti	
customer service	n	1 Kundenbetreuung 2 Kundendienst	service clients, service après-vente	assistenza clienti	
CV (curriculum vitae)	n	Lebenslauf	CV	CV, curriculum	
<b>D</b>					
deadline	n	Termin	date limite	scadenza	a date or time by which you have to do or to complete something: September 30th is the deadline for sending in your tax return. organised in a way that moves responsibility, services, or jobs from one central group or place to different groups or places within a company, organisation, or country: The health care system is very decentralised, so authorities in different regions can make decisions appropriate to their area.
decentralised	adj	dezentralisiert	décentralisé	decentralizzato	the process of making important business, political, or legal decisions: At each stage in the project, different people may be involved in decision-making.
decision-making	n	Entscheidungsfindung	prise de décision	processo decisionale	1 if an industry or country declines, it becomes less profitable, productive, wealthy, etc.: This type of business is a declining sector of the UK. 2 If sales, profits, production, etc. decline, they become less: Car sales have declined by a quarter.
decline	v	1 zurückgehen, verfallen 2 zurückgehen, sinken, einbrechen	1 décliner 2 baisser, diminuer	diminuire, calare	1 when sales, profits, production, etc. become less: a rapid decline in unemployment 2 when an industry or country becomes less profitable, productive, wealthy, etc.: The decline in the country's manufacturing sector is worrying.
decline	n	1 Rückgang 2 Niedergang, Verschlechterung	1 déclin 2 baisse	calo, declino	to give part of your power or work to someone else, usually someone in a lower position than you: A good manager knows when to delegate.
delegate	v	delegieren	déléguer	delegare	

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demand	n	1 Nachfrage 2 Bedarf	demande	domanda	1 the amount of spending on goods and services by companies and people in a particular economy: Demand in the US economy generated 23 million new jobs during the 1990s. 2 the total amount of a type of goods or services that people or companies buy in a particular period of time: Chrysler said its Jeep plant won't operate next week because of weak demand. 3 the total amount of a type of goods or services that people or companies would buy if they were available: Demand for phone service in Thailand far outstrips the supply with back orders totalling about one million.
demographic	n	demografische Gruppe demografische	segment démographique	segmento della popolazione, gruppo demografico	a part of the population that is considered as a group, especially by advertisers who want to sell things to that group: The holidays are aimed at the 18-30 demographic. a part of the population that are a similar age: The magazine is aimed at an older age demographic.
age demographic	n	Altersgruppe	âge démographique	età demografica	
department	n	Abteilung	service	dipartimento	one of the parts of a large organisation, such as a company or university, where people do a particular kind of work: She heads the customer services department. a large shop that is divided into separate departments (=sections), each selling a different type of goods: Most large department stores now offer in-house credit cards.
department store	n	Kaufhaus	grand magasin	grande magazzino	a long period of time during which there is very little business activity and a lot of people do not have jobs: The current economic depression can be turned around if companies can be persuaded to invest in the industry.
depression (also economic depression)	n	Depression	dépression	depressione (economica)	to cause something to lose its importance or value: Heavy price discounting will devalue our famous brands.
devalue	v	entwerten	dévaluer	svalutare	the growth or improvement of something, so that it becomes bigger or more advanced: She saw the qualification as a part of her professional development.
development	n	Entwicklung	développement	sviluppo	the process in which you continue to learn skills and gain knowledge and experience while you are working in a job: It's a good idea to write down everything that has contributed to your continuing professional development, for example the courses you've taken or the things you have learned on specific projects.
(continuing professional) development	n	kontinuierliche berufliche Weiterentwicklung	développement professionnel continu	sviluppo professionale continuo	when two people or groups no longer understand or have a relationship with each other: There's a disconnect between politicians and ordinary people.
disconnect	n	Abstand, Trennung	déconnexion	distacco	a reduction in the cost of goods or services in relation to the normal cost: Employees can buy books at a discount.
discount	n	Preisnachlass	remise	sconto	a number of shops owned or managed by the same company or person that sell goods at lower prices than other shops of the same type: Discount chains have put pressure on the supermarket industry.
discount chain	n	Billig-Kette	chaîne de magasins de rabais	catena di discount	a shop that sells goods at a lower price than other shops of the same type: The high street in some towns is filled with discount retailers.
discount retailer	n	Discounter	magasin discount	discount (al dettaglio)	a supermarket that sells food and other goods at a lower price than other supermarkets: Discount supermarkets are causing problems for many traditional supermarkets.
discount supermarket	n	Discount-Supermarkt	supermarché à prix discounts	supermercato discount	the amount of money you have left to spend after you have paid your taxes, bills, etc.: People have more disposable income now that the economy is healthier.
disposable income	n	verfügbares Einkommen	revenu disponible	reddito disponibile	to supply goods to shops and companies so that they can sell them: Milk is distributed to the local shops by Herald's Dairies.
distribute	v	ausliefern, verteilen	distribuer	distribuire	the actions involved in supply goods to shops and companies after they have been produced, for example moving, storing, and selling the goods: The company plans to establish a network of central warehouses to make product distribution more efficient.
distribution	n	Vertrieb	distribution	distribuzione	a person or business responsible for supplying goods to shops and companies after they have been produced: We make sure that the distributors are always stocked adequately with the fast-moving standard items.
distributor	n	Händler, Zwischenhändler	distributeur	distributore/distributrice	
<b>E</b>					
e-commerce (electronic commerce)	n	Internethandel, E-Commerce	commerce électronique	e-commerce, commercio elettronico	the practice of buying and selling goods and services over the Internet (= e-business): Their website design agency specialises in e-commerce.
emerging	adj	aufstrebend	émérgent	emergente	in an early state of development: the country's emerging oil industry
emerging market	n	Schwellenmarkt	marché émergent	mercato emergente	a country that is in the process of developing its industries, businesses, and financial systems: Emerging markets can provide great investment opportunities, but they tend to be riskier.
emerging technology	n	neue Technologie	technologies émergentes	tecnologia emergente	a machine, piece of equipment or method that is new and that is likely to have a strong influence on society, a field of study, etc.: Emerging technologies in the biosciences may change the way we treat a number of different diseases.
employ	v	beschäftigen, anstellen	employer	impiegare	to pay someone to work for you: The company employs 2000 people worldwide.
employer	n	Arbeitgeber	employeur	datore/datrice di lavoro	a person or company that pays people to work for them: Every employer should spend money on training.
enterprise	n	Unternehmen	entreprise, société	impresa, azienda	a company or business: Good financial accounts are vital to any enterprise.
(small and medium) enterprise	n	kleine und mittlere Unternehmen	les petites et moyennes entreprises	piccola e media impresa (PMI)	a company that is not owned by another, larger company, and that has a small number of employees. In European countries, companies must have fewer than 250 employees to be called a medium-sized enterprise, and fewer than 50 employees to be called a small enterprise: Small and medium enterprises are extremely important to the economies of most countries.
entrepreneur	n	Unternehmer	entrepreneur	imprenditore/imprenditrice	someone who starts a company, arranges business deals and takes risks in order to make a profit: Being an entrepreneur is a way of fulfilling your creative potential.
entrepreneurial	adj	unternehmerisch	entrepreneurial	imprenditoriale	having the qualities that are needed to start a company and arrange business deals, such as the ability to take risks: She had the entrepreneurial spirit necessary to step out on her own.
e-tailer (electronic retailer)	n	Internet-Einzelhändler	e-commerçant	venditore/venditrice online	a business that sells products or services on the internet, instead of in a shop: At least one big e-tailer has actually opened a bricks and mortar store to supplement its online business.
ethical	adj	1 moralisch, ethisch 2 ethisch vertretbar	1 d'éthique, moral 2 éthique, moral	etico	1 connected with principles of what is right and wrong: The use of animals in scientific tests raises difficult ethical questions. 2 morally good or correct: I don't think it's ethical for you to accept a job you know you can't do.
etiquette	n	Etikette	étiquette	etichetta, etica professionale	the formal rules for polite behaviour: Professional etiquette dictates that judges should not express their opinions about a case in public.
evaluate	v	bewerten	évaluer	valutare	to carefully consider something to see how useful or valuable it is: We need to evaluate the success of our last marketing campaign.

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event	n	Veranstaltung	événement	evento	a performance, sports competition, party, etc. at which people gather together to watch or take part in something: The school raises money by organising fundraising events.
(corporate) event	n	Unternehmensveranstaltung	événement corporatif	evento aziendale	a performance, sports competition, party, etc. at which people from a particular company and their guests gather together to watch or take part in something: The dinner and dance were a corporate event aimed at raising money for the company's chosen charity.
(promotional) event	n	Werbveranstaltung	événement promotionnel	evento promozionale	an event (=occasion such as a party or meeting, or something that is done) that is intended to advertise a product, company, brand, etc.: Promotional events can range from big conferences to sponsoring a giveaway.
exchange rate	n	Wechselkurs	taux de change	tasso di cambio	the price at which one currency can be bought with another: The exchange rate in early December was quite favourable.
expand	v	1 zunehmen, wachsen 2 expandieren	1 se développer 2 s'étendre	espandersi, aumentare	1 to become larger in size, amount or number, or to make something larger in size, amount or number: The population of Texas expanded rapidly in the 1960s. 2 if an economy, industry or business activity expands, it gets bigger or more successful: The business was growing very rapidly and expanding abroad.
expansion	n	1 Ausdehnung 2 Wachstum	expansion, croissance	espansione	1 when something increases or is increased in size, amount or number: The rapid expansion of cities can cause social and economic problems. 2 when an economy becomes more successful, and there is increased economic activity, more jobs, etc.: the continued expansion of the Japanese economy
expertise	n	Expertise, Fachwissen	compétence, expertise	competenza	special skills or knowledge in an area of work or study: What he's bringing to the company is financial expertise.
exporter	n	Exporteur	exportateur/-trice	esportatore/esportatrice	a person, company or country that sells goods to another country: They are Britain's leading exporter of manufactured goods.
extend	v	1 ausweiten, erweitern 2 ausdehnen	étendre	estendere	1 to make something bigger or longer, or to increase its range: If the program is successful, it will be extended to cover the whole country. 2 extend a brand to use the same brand name for a new type of goods that is similar in some way to the original goods sold under that brand name (see also stretch a brand): Can the popular restaurant chain extend its brand into frozen foods?
<b>F</b>					
facilitator	n	Vermittler/in	facilitateur/-trice	facilitatore/facilitatrice	someone who helps a group of people discuss things with each other or do something effectively: We see our role as facilitators who can get the negotiations going.
factor	n	Faktor	facteur	fattore	one of many things that influence or affect a situation: The council will take a number of factors into account when making its decision.
fall	v	fallen	tomber	diminuire, calare	to go down to a lower price, level, amount, etc.: Sales of new cars in Europe fell 9.6%.
fast fashion	n	Fast Fashion	mode éphémère	fast fashion, moda veloce	fashionable and often inexpensive clothing that is made quickly after being designed, and which often does not stay in the shops for a long time: Shops that focus on fast fashion generally aim their products at young people.
feedback	n	Feedback, Rückmeldung	commentaire	riscontro	advice, criticism, etc. about how successful or useful something is: The line manager judges the trainee's work and provides feedback.
finance	n	Finanzen, Finanzwesen	finance	finanza	the management of money by countries, organisations, and people: He was an expert in finance and advised people where to invest their money.
firm	n	Firma	firme	azienda, società	a company or business, especially one which is quite small: She works for an electronics firm.
forecast	n	Prognose	prévisions	previsione	a description of what is likely to happen in the future, based on the information that you have now: In his speech, the president gave an optimistic forecast for the economy.
function	n	1 Aufgabe, Amt, Funktion 2 Funktion	1 rôle 2 fonction	funzione	1 the purpose for which something is made or used, or the job that someone does (=role): In your new job you will be expected to perform many different functions. 2 the way in which something works or operates, or the way in which it is used: What is the function of the phrase, "Do you see what I'm saying?"
funding	n	Finanzierung	financement	finanziamento	money provided to an organisation, for example in the form of loans or grants (=money given for a particular purpose): The developers have been forced to seek additional funding from the government.
<b>G</b>					
gain	v	1 gewinnen 2 erlangen, bekommen 3 erhalten, bekommen	1 gagner 2 acquérir 3 obtenir	1 guadagnare 2 acquisire 3 ottenere	1 to get or achieve something important or valuable, usually by working very hard: We hope to gain a larger share of the local market. 2 to gradually get more of a useful or valuable quality, skill, etc.: Andrew gained a lot of useful experience when he was working for a merchant bank. 3 gain access/admittance to manage to enter a place, building or organisation: New ramps will help the disabled gain better access.
global	adj	global	global	globale	1 including and considering all the parts of a situation together, rather than the individual parts separately: We are taking a global view of our business. 2 affecting or involving the whole world: the global economy 3 go global if a company or industry goes global, it starts doing business all over the world: The design agency went global in the 1990s and today deals with all the Japanese, German and US car makers.
goods	n	Waren	produits	beni	things that are produced in order to be used or sold: The store sells a wide range of goods.
government organisation	n	Regierungsorganisation	organisation gouvernementale	organizzazione governativa	a group that has been formed to do a particular job or function of the government: Government organisations are funded by taxes.
grow	v	1 wachsen 2 steigern	1 augmenter 2 faire croître	creocere, aumentare	1 to increase in amount, size or degree: Sales of new cars grew by 10% last year. 2 if you grow a business activity, you make it bigger: We want to grow the export side of the business.
growth	n	Wachstum	croissance	crecista	an increase in size, amount or degree: We've seen an enormous growth in the number of businesses using the web.
guarantee	n	Garantie	garantie	garanzia	a formal written promise to repair or replace a product, if it has a fault, within a specific period of time after you buy it: They offer a two-year guarantee on all their products
guideline	n	Richtlinie	directive	direttiva	rules or instructions about the best way to do something: This chapter gives you some guidelines to help you in your work.
<b>H</b>					
headquarters	n	Hauptsitz	siège social	sede centrale	the head office or main building of an organisation: The company moved its corporate headquarters to Berlin.

Headword	Part of speech	German	French	Italian	Definition / example sentence
health and safety	n	Gesundheit und Sicherheit	santé et sécurité	salute e sicurezza	the activity of protecting employees from illness or injury at work: In the construction industry, health and safety is of considerable importance.
hierarchy	n	Hierarchie	hiérarchie	gerarchia	an organisation or structure in which the staff are organised in levels and the people at one level have authority over those below them: Who are the key men in the company hierarchy?
high flyer (also high flier)	n	Überflieger/in	personne de haute volée	persona capace e ambiziosa	an extremely successful person, organisation, etc.: Retailing is not generally the first career choice of young high flyers.
hire	v	1 beauftragen 2 einstellen	1 engager 2 embaucher	impiegare, assumere	1 to employ a person or an organisation for a short time to do a particular job for you: A lawyer has been hired to handle the case. 2 to agree to give someone a permanent job: The company has just hired 250 new staff.
holacracy	n	Holokratie	holocratie	olocrazia	trademark an organisation or structure in which teams and individuals make decisions about the work they are doing, rather than being told what to do by a manager or executive: The advantage of a holacracy is that decisions can be made and implemented quickly.
human resources (HR)	n	Personalabteilung	ressources humaines	risorse umane (HR)	the department in an organisation that deals with employing, training and helping employees (= personnel): Human resources deal with changes to contracts.
<b>I</b>					
iconic	adj	kultig	emblématique	iconico	relating to being famous or easily recognised and considered to represent a particular idea, brand, time period, etc.: Paris' iconic Eiffel Tower will soon be repainted.
impact	n	Auswirkung	impact	impatto	the effect or influence that an event, situation, etc. has on someone or something. The expansion of the airport would have a negative impact on the environment.
incentive	n	Anreiz	prime, incitation	incentivo	something which is used to encourage people to do something, especially to make them work harder, produce more or spend more money: If you want people to change their behaviour, it's a good idea to offer them some kind of incentive.
in-company	adj	im Haus, im Unternehmen	en entreprise	all'interno dell'azienda	Employees receive in-company language training.
incompetent	adj	unfähig, inkompetent	incompétent	incompetente	not having the skill or ability to do a job properly: an incompetent manager
increase	v	steigen	augmenter	creocere, aumentare	to become larger in amount, number or degree, or to make something become larger: Manufacturing output increased 0.6% in July.
increase	n	Anstieg	augmentation	aumento	a rise in amount, number or degree: Recent tax increases have affected the poor more than the rich.
induction	n	Einführung	(cours) d'initiation	inserimento in un nuovo lavoro, corso introduttivo	the introduction and training of someone into a new job: The department holds its own induction course.
industry	n	Industrie	industrie	industria	businesses that produce a particular type of thing or provide a particular service: He joined ICI after working in the retailing and banking industries.
inflation	n	Inflation	inflation	inflazione	a continuing increase in the prices of goods and services, or the rate at which prices increase: Inflation is now at over 16%.
influencing	n	Einflussnahme	influence	influenza	the process of having an effect on the way something happens or the way someone does something: Leaders are good at influencing.
innovation	n	1 Innovation 2 Erneuerung, Neuerung	innovation	innovazione	1 a new idea, method or invention: Innovations in information technology have completely transformed the way students work. 2 the introduction of new ideas or methods: We must encourage innovation if the company is to remain competitive.
innovative	adj	1 neuartig 2 innovativ, bahnbrechend	1 novateur 2 innovateur	innovativo	1 an innovative product, method, process, etc. is new, different and better than those that existed before: innovative schemes for recycling waste materials 2 using or developing new and original ideas and methods: Volkswagen became one of the most innovative auto makers.
in-store	adj	im Geschäft	en magasin	all'interno di un grande magazzino	happening or done within a large shop or store: There's an in-store bakery.
internship	n	Praktikum	stage	tirocinio	a job that lasts for a short time, that someone, especially a student, does in order to gain experience: He got an internship at an advertising company.
interview	n	1 Vorstellungsgespräch 2 Interview	1 entretien (d'embauche) 2 interview	1 colloquio di lavoro 2 intervista	1 a formal meeting at which someone is asked questions to find out whether they are suitable for a job: What were you asked at the interview? 2 an occasion when someone is asked questions about their views or actions on television, for a newspaper, etc.: In a radio interview this morning, the Prime Minister ruled out a rise in interest rates.
interview	v	1 mit jmd. ein Vorstellungsgespräch führen 2 jmd. interviewen	1 convoquer 2 interviewer	1 sottoporre a un colloquio 2 intervistare	1 to ask someone questions in a formal meeting in order to find out if they are suitable for a job: We are interviewing six candidates for the job. 2 to ask someone, for example a politician, questions about their views or actions on television, for a newspaper, etc.: The chairman refused to be interviewed.
invest	v	1 anlegen 2 investieren	investir	investire	1 to buy shares, bonds, property, etc. in order to make a profit: People are so pessimistic about the future that they won't invest at the moment. 2 to spend money on things that will make a business more successful and profitable: The company is investing some \$60 million to maintain its edge in technology.
investment	n	Investition, Beteiligung	investissement	investimento	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: Investment in manufacturing has fallen by 18.8 percent in the past year.
investor	n	Investor	investisseur	investitore/investitrice	a person or organisation that invests money in order to make a profit: Britain is the second largest foreign investor in Mexico.
invoice	n	Rechnung	facture	fattura	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: We have received an invoice for \$250.
invoicing	n	Rechnungserstellung	facturation	fatturazione	the process of preparing and sending an invoice: We handle the whole process, from the receipt of the customer's order to invoicing.
<b>J</b>					
jobseeker (also job seeker)	n	Arbeitssuchende/r	demandeur/-euse d'emploi	disoccupato/-a	someone who is looking for a job (= job hunter): The latest job data shows 147 job offers for every 100 job seekers.
<b>L</b>					
labelling	n	Etikett, Kennzeichnung	étiquette	etichettatura	when a label (= piece of paper with information) is put on something, or the pieces of paper themselves: The labelling lists the nutritional value of the product.
large-scale	adj	in großem Maßstab	à grande échelle	su larga scala	using or involving a lot of people, effort, money or supplies: The government hopes to attract large-scale foreign investment.

Headword	Part of speech	German	French	Italian	Definition / example sentence
launch	v	1 auf den Markt bringen 2 gründen 3 den ersten Schritt machen, den Grundstein legen	lancer	1 lanciare 2, 3 avviare	1 to show or make a new product available for sale for the first time: The company is launching a new range of hair products. 2 to start a new company: Conran launched a business empire that was eventually to employ 83,000 people. 3 to start a new activity or profession, usually after planning it carefully: Luke took advantage of a Youth Training Scheme to launch a successful career.
launch	n	1 Markteinführung 2 Einführung	lancement	1 lancio 2 avvio	1 an occasion at which a new product is shown or made available for sale or use for the first time: Since its launch two years ago, sales of the software have grown to only about 300,000 a year. 2 the start of a new activity or plan: The government plans to launch a set of economic reforms.
lead	v	1 leiten 2 eine Vorreiterrolle spielen 3 führen	1 diriger 2 être à la pointe de 3 mener	1 guidare, dirigere 2 essere all'avanguardia 3 condurre	1 to be in charge of something such as an important activity, a group of people or an organisation: The manager had led a series of projects that improved productivity in his region. 2 to be the first to do something, especially something good or successful, which is likely to encourage others to do the same thing: Younger farmers are leading this move toward ethical food production. 3 if you lead a particular kind of life, that is what your life is like: Wouldn't it be nice to lead a life of luxury?
leadership	n	1 Führungsqualitäten 2 Führung	1 qualités de dirigeant 2 gérer	1 attitudine al comando 2 guida	1 the qualities needed in order to be a good leader: They want a chairperson with vision and leadership. 2 the position of being the leader of a team, organisation, country, etc.: The company did well under the leadership of its founder.
learning and development	n	Weiterbildung und Entwicklung	apprentissage et développement	apprendimento e sviluppo	the process of improving the skills and abilities of employees, so that they can perform their work well and meet the needs of the company: Learning and development needs can be identified during performance appraisals.
level	n	1 Maß, Höhe 2 Niveau	niveau, degré	livello	1 the measured amount of something that exists at a particular time or in a particular place: Increased supplies are needed to meet the level of demand. 2 all the people or jobs within an organisation, industry, etc. that have similar importance and responsibility: We need to recruit more employees at the management level.
loan	n	Kredit	crédit	prestito	money borrowed from a bank, financial institution, person, etc. on which interest is usually paid to the lender until the loan is repaid: I had to take out a loan to buy my car.
logistics	n	Logistik	logistique	logistica	the arrangements that are needed for goods, materials, equipment, and people to be in the right place at the right time: The logistics of shipping materials from Britain to Siberia are complex.
logo	n	Logo	logo	logo	a design or way of writing its name that a company or organisation uses as its official sign on its products, advertising, etc.: a re-designed company logo
loyalty	n	Treue	loyauté	fedeltà	the quality of preferring the same brand or shops and using them regularly: The company's marketing department is trying to build customer loyalty.
loyalty card	n	Treuekarte	carte de fidélité	carta fedeltà	a card given by a shop or company that gives regular customers lower prices, money back on goods, etc.: The loyalty card offers a 5% discount on the store's own-brand goods.
<b>M</b>					
manufacturer	n	Hersteller	fabricant	produttore/produtrice, azienda produttrice	a company that makes large quantities of goods, usually in factories: The fridge was sent back to the manufacturers.
manufacturing	n	Produktion, Herstellung	fabrication, production	manifattura, produzione	the process or business of producing goods in factories: The aircraft industry has been one of the few strong spots in US manufacturing.
margin (also profit margin)	n	Marge	marge	marginie (di profitto)	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: Margins are low and many companies are struggling.
market	n	Markt	marché	mercato	1 the activity of buying and selling goods or services, or the value of the goods or services sold: The baby food market is worth many tens of millions of dollars a year. 2 a particular country, area or group of people to which a company sells or hopes to sell its goods or services: Our main overseas market is Japan. 3 [singular] the number of people who want to buy something: He's been trying to determine if there is a market for his invention.
emerging market	n	Schwellenmarkt, Zukunftsmarkt	marché émergent	mercato emergente	a country that is in the process of developing its industries, businesses and financial systems: Emerging markets can provide great investment opportunities, but they tend to be riskier.
global market	n	Weltmarkt	marché global	mercato globale	a country, area or group of people anywhere in the world, to which a company sells or hopes to sell its goods or services: The explosive growth of the online economy is forcing businesses of all sizes to compete in a global market.
market growth	n	Marktzuwachs	croissance du marché	crescita di mercato	an increase in demand within a particular country, area or group of people for a product or service: The news could help market growth in the area of renewable energy.
market research	n	Marktforschung	étude de marché	ricerca di mercato	a business activity that involves collecting information about what goods people in a particular area buy, why they buy them, etc.: Market research showed good potential for marketing the aftershave to older men.
market share	n	Marktanteil	part de marché	quota di mercato	the percentage of sales in a market that a company or product has: Faced with declining market share and falling profits, the firm laid off workers.
market survey	n	Marktbefragung	étude de marché	indagine di mercato	a study of the state of a particular market, showing competitors' sales, buyers' intentions, etc.: This information is available from specific retail statistics and market surveys.
marketing	n	Marketing	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.: The reason their cars sold so well was that they had a brilliant marketing strategy.
(interactive) marketing	n	Interaktives Marketing	marketing interactif	marketing interattivo	the activity of deciding how to advertise and sell a product or service that is based on interactions (=occasions when someone talks to and listens to someone else) with customers, for example looking at a customer's internet searches, getting feedback from customers, etc.: Interactive marketing means that companies are able to send customers information about products that they actually buy or are interested in.
marketing campaign	n	Marketingkampagne	campagne de marketing	campagna di marketing	a planned series of actions that are intended to make people more aware of a product or idea, or to persuade people to buy a product or service: The company launched a marketing campaign for the shoe that was aimed at teen girls.

Headword	Part of speech	German	French	Italian	Definition / example sentence
marketing channel	n	Marketingkanal	canal de marketing	canale di marketing	a way of sending out information about a product or service, for example social media, newspapers, television, etc.: Social media have become an increasingly important marketing channel.
(street) marketing	n	Straßenmarkt	marché de rue	street marketing	a way of advertising a product or service by doing something unusual in a public place: Street marketing campaigns can range from handing out leaflets and samples to large-scale performances designed to draw attention to your brand.
mentor	n	Mentor	mentor	mentore	an experienced person who gives advice to less experienced people to help them in their work: He now runs his own company and is a mentor to other young entrepreneurs.
merge	v	fusionieren	fusionner	fondersi	if two or more companies, organisations, etc. merge, or if they are merged, they join together: The two companies have now merged into one.
merger	n	Fusion	fusion	fusione	an occasion when two or more companies, organisations, etc. join together to form a larger company, etc.: There has been a lot of talk about a merger with another leading bank.
millennial	n	Millennial	millennial	generazione Y, millennial	someone who was born in the 1980s or 1990s and became an adult during or after the year 2000: Millennials run some of the biggest tech companies around.
mindset	n	Mentalität, Einstellung, Denkweise	mentalité	mentalità	someone's general attitude, and the way in which they think about things and make decisions: The book accurately captures the mindset of a teenage girl.
m-learning (mobile learning)	n	mobiles Lernen	apprentissage mobile	m-learning	learning that involves using smartphones and small computers that you carry with you: The study showed that m-learning helped some students improve their maths scores.
multinational	n	multinational	multinational	multinazionale	a large company that has offices, factories, and business activities in many different countries: It can be very hard to compete with the multinationals.
<b>N</b>					
negotiation	n	Verhandlung	négociation	negoziazione	official discussions between groups who are trying to reach an agreement: The company entered into negotiations for the purchase of a site just outside the town.
negotiate	v	verhandeln	négocier	negoziare	to discuss something in order to reach an agreement: They negotiated a new contract with the sellers.
negotiator	n	Unterhändler/in, Verhandlungsführer/in	négociateur/-trice	negoziatore/negoziatrice	someone who takes part in official discussions, especially in business or politics, in order to try and reach an agreement: The country's top trade negotiator is meeting with his counterparts this week.
networking	n	Netzwerken	réseautage	networking, creazione di una rete di conoscenze	an activity in which you meet with other people involved in the same kind of work, in order to share information, help each other, etc.: I'm hoping to do some networking at the conference next week in London.
neuroleadership	n	Neuroleadership	neuroleadership	neuroleadership	the use of studies of the brain to help improve people's ability to lead other people, especially in business: Neuroleadership looks at what motivates people's behaviour, and how that behaviour can be changed in positive ways to aid business needs.
non-core business	n	das, was nicht Kerngeschäft ist	activités non stratégiques	attività non principale	businesses that are not considered the main or most important part of a company's business and that do not make the most income for the company (see also core business): The publishing company decided to focus on education and sold off some of its non-core businesses, such as newspapers and magazines.
<b>O</b>					
on-the-job	adj	Ausbildung am Arbeitsplatz	au travail	sul lavoro	while working, or at work: The on-the-job training was very good.
operate	v	führen, betreiben	opérer	operare, lavorare	if a person or organisation operates a business, system, etc., they manage it and make it work: He operates a trucking business in Norway.
operations	n	Betrieb, Tätigkeit	opérations	operazioni	a company's normal activities related to providing services or producing goods, rather than other actions with financial effects, such as selling assets: The company reported earnings from operations of about \$1 a share.
operator	n	1 Anwender/in, Bediener/in 2 Betreiber/in	opérateur	1 addetto/-a 2 operatore/operatrice	1 someone who works a machine or piece of equipment: This machine requires a skilled operator. 2 a person or company that operates a particular business: Will the merger of two ferry operators reduce the number of crossings per day?
outcome	n	Ergebnis, Resultat	résultat	risultato, esito	the final result of a process, meeting, discussion, etc. (=result): The negotiations are continuing, and we are hoping for a positive outcome.
outlet	n	Verkaufsstelle, Absatzmarkt	point de vente, magasin	mercato, sbocco	a shop, company or organisation through which products are sold: The farmers need to find more outlets for their produce.
outsell	v	sich besser verkaufen	dépasser les ventes de	superare nelle vendite	to be sold in larger quantities than another product of the same type: The new book may outsell his previous novels.
own-brand	adj	Hausmarke, Eigenmarke	propre marque	marchio proprio, marchio commerciale	own-brand products have on them the name of the shop that is selling them, rather than the producer's name (=store-brand AmE): We indicate the recyclability of the packaging on our own-brand products.
<b>P</b>					
partner	n	Partner	partenaire	1, 2 socio/-a, partner 3 compagno/-a, partner	1 a company that works with another company in a particular activity, or invests in the same activity: The company is actively seeking partners for joint ventures. 2 someone who starts a new business with someone else by investing in it: Like all new business partners, the three founders of the company hoped for smooth teamwork. 3 someone you do a particular activity with: Clare's my tennis partner.
partnership	n	Partnerschaft	1 partenariat 2 collaboration	1 partenariato 2 società	1 a relationship between two people, organisations or countries that work together: The two companies have built up a close partnership over the past four years. 2 the situation of working together in business: He went into partnership with the owner of a cement factory.
perform	v	1 (gut/schlecht) abschneiden 2 ausführen 3 aufführen, vorspielen	1 être performant 2 accomplir, réaliser 3 jouer	1 andare (bene o male) 2 svolgere 3 esibirsi	1 if a product, business, etc. performs well or badly, it makes a lot of money or very little money: The economy is performing well. 2 to do work, carry out a duty, task, etc.: What skills do you need to perform this task? 3 to do something to entertain people, for example by acting a play or playing a piece of music: The children perform two plays each school year.
performance	n	1 Leistung 2 Ertrag	performance	1 prestazione 2 risultato	1 the way that someone does their job, and how well they do it: Some people were critical of her performance as a manager. 2 the degree to which a company, investment, financial market, etc. is profitable: They will report a \$500 million loss, one of the worst performances ever by a US brokerage firm.
perk	n	Vergünstigung, Sonderzulage	avantage, gratification	fringe benefit, compenso extra	something, in addition to money, that you get for doing your job, such as a car: One of the perks of working for a fashion designer is that you get to wear lots of nice clothes.

Headword	Part of speech	German	French	Italian	Definition / example sentence
PEST analysis (political, economic, social and technological analysis)	n	PEST-Analyse (politische, ökonomische, soziale und technologische Analyse)	analyse PEST	analisi PEST (analisi politica, economica, sociale e tecnologica)	a careful examination of a market, in which political, economic, social, and technological matters are considered: A good PEST analysis will help you plan for any potential problems in the market.
pilot	n	Pilot(produkt)	projet pilote	progetto pilota	a test that is done to see if an idea, product, etc. will be successful: If the pilots are successful, he hopes to go into full production next year.
pitch	v	anpreisen Verkaufsgespräch, -präsentation	lancer	promuovere, cercare di vendere	to persuade someone to buy something, do something or agree with a particular idea: The sales reps are pitching the latest gadgets.
pitch	n		discours de vente	discorso persuasivo	the things someone says in order to persuade someone to buy something, do something or agree with a particular idea: The salesman made his pitch.
policy	n	Strategie, Politik	politique	politica, linea di condotta	a course of action that has been officially agreed and chosen by a political party, business or other organisation: The company has adopted a strict no-smoking policy.
(company) policy	n	Unternehmenspolitik	politique de l'entreprise	politica aziendale	a course of action that has been officially agreed and chosen by a business or other organisation: It's company policy not to give interviews to the press.
portal	n	Portal	portail	portale	a website that helps you find other websites, or the website that you go to first in order to get to other content: Students and parents can use the school's portal to find homework assignments, progress reports, and other important information.
position	n	1 Position 2 Stelle, Ort	1 poste 2 position	1 impiego 2 posizione	1 formal a job (=post): Twelve people applied for the position. 2 the place where someone or something is or should be, especially in relation to other objects and places: Put the words in the correct position.
position	v	positionieren	positionner	posizionare	if a company positions itself or a product in a particular way, it tries to get people to think about it in that way, especially in comparison to other businesses or product: We're trying to position the product to appeal to younger buyers.
post	n	Posten	poste	posto, impiego	a job, especially an important or well-paid one (=position): How long did you hold your previous post?
PR (public relations)	n	PR, Werbung	Relations Publiques	PR (pubbliche relazioni)	the work of persuading people to have a good opinion of an organisation, company, etc.: Good PR is of paramount importance these days.
predictive	adj	vorausschauend	prédictif	predittivo	relating to a system's ability to use information about what is likely to happen next: Predictive cruise control uses GPS systems to get the information it needs to adjust a vehicle's speed
pricing	n	Preisgestaltung	politique tarifaire	determinazione del prezzo	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: I asked him to explain the company's pricing policy.
prioritise	v	priorisieren	classer par ordre de priorité	dare priorità	to put several tasks, problems, etc. in order of importance, so that the most important ones are done first: You need to prioritize your tasks.
problem-solving	n	Problemlösung	capacité à résoudre des problèmes	problem solving, capacità di risolvere i problemi	the activity of finding answers to problems or a good way of doing something difficult: The course aims to help you improve your business problem-solving skills.
procedure	n	Verfahren, Vorgehen	procédure	procedura	a way of doing something, especially the correct or usual way: We have hired an accounting firm to evaluate our audit procedures.
process	n	1 Verfahren 2 Prozess	procédé, processus	processo, operazione	1 a series of actions taken to perform a particular task or achieve a particular result: Industry executives said ABC's plans would slow down the process. 2 a method of making or producing goods: Robots speed up the car production process.
product	n	Produkt	produit	prodotto	1 something useful and intended to be sold that comes from nature or is made in a factory: The new product took more than three years to develop. 2 a service: The bank offers products such as cash management and short-term loans.
product design	n	Produktdesign	conception des produits	progettazione del prodotto	the work of planning and making a new product, including how it works, what it looks like, etc.: Her degree in engineering led to a job in product design.
product innovation	n	Produktinnovation	innovation des produits	innovazione del prodotto	when new or better products are designed and developed, or the new and better product itself: Many economists blamed South Korea's economic problems on its lack of product innovation.
product line	n	Produktlinie	gamme de produits	linea di prodotti	a type of product that a company makes or sells that has several different sizes, models, etc. (=range): The company continues to get about two-thirds of its revenue from this one product, despite repeated efforts to diversify its product line.
product placement	n	Produktplatzierung	placement de produit	product placement, pubblicità indiretta	a form of advertising in which a company arranges for one or more of its products to appear in a television programme or film: Product placement has turned feature films into a series of disguised commercials.
production	n	Produktion	production	produzione	1 the process of making or growing things to be sold as products, usually in large quantities: Toshiba is increasing production of its popular line of laptop computers. 2 an amount of something that is produced: Steel production has decreased by thirty-four percent.
productive	adj	produktiv	productif	produttivo	producing or achieving something: The program is designed to help business users be more productive.
productivity	n	Produktivität	productivité	produttività	the rate at which goods are produced, and the amount produced in relation to the work, time, and money needed to produce them: Managers are always looking for ways to increase worker productivity.
profile	n	Profil	profil	profilo	a short description of someone or something, giving the most important details about them: a job profile
profit	n	Profit, Gewinn	profit	profitto, guadagno	money that you gain from selling something, or from doing business in a particular period of time, after taking away costs: Since it was set up two years ago, the company hasn't earned a profit but could break even this year.
profit	v	profitieren von	tirer profit de, tirer avantage de	trarre profitto	to gain money from an event, selling something, etc.: They profited from a weaker dollar and higher sales overseas.
profitable	adj	profitabel	rentable	redditizio	producing a profit: Recycling automotive plastics is profitable and good for the environment.
project manager	n	Projektmanager	chef de projet	responsabile del progetto	the person whose job it is to plan how a particular piece of work will be done and organise all the people and tasks to do it: It's important to have an experienced project manager for something this complex.
promote	v	1 fördern, voranbringen, Werbung machen für 2 bewerben 3 befördern	promouvoir	promuovere	1 to help something develop, grow, become more successful, etc. or encourage something to happen: They're trying to promote the city as a tourist destination. 2 to try hard to sell a product or service by advertising it widely, reducing its price, etc.: To promote their new shampoo, they are selling it at half price for a month. 3 to give someone a better-paid, more responsible job in a company or organisation: Helen was promoted to senior manager.

Headword	Part of speech	German	French	Italian	Definition / example sentence
promotion	n	1 Beförderung 2 Werbeaktion	promotion	promozione	1 a move to a more important job or position in a company or organisation: I want a job with good prospects for promotion. 2 sales promotion an activity such as special advertisements or free gifts intended to sell a product or service: a winter sales promotion
promotional	adj	1 Werbe-	1 promotionnel	1 promozionale	relating to a sales promotion: a promotional video
promotional event	n	Verkaufsveranstaltung, Werbeveranstaltung	1 événement promotionnel	1 evento promozionale	an event (=occasion such as a party or meeting, etc.) that is intended to advertise a product, company, brand, etc.: Promotional events can range from big conferences to sponsoring a giveaway.
promotional offer	n	Sonderangebot	1 offre promotionnelle	1 offerta promozionale	something a company is willing to give to someone or do for someone as a way of raising the sales of a product, service, etc.: Supermarkets often do "buy one, get one free" promotional offers.
proposal	n	Vorschlag, Antrag	1 proposition, soumission	1 proposta, offerta	a plan or idea which is suggested formally to an official person, or when this is done: The proposal was approved by the committee.
propose	v	vorschlagen	1 proposer de faire qc.	1 proporre, suggerire	to suggest something such as a plan or course of action: Lyle proposed large cuts in the training budget.
publicise	v	veröffentlichen	1 rendre public	1 pubblicizzare	to give information about something to the public, so that they know about it: Emissions have been reduced significantly and car makers have publicised these advances in their advertising.
<b>Q</b>					
qualification	n	1 Abschluss, Qualifikation 2 Eignung, Kompetenz	1 diplôme 2 qualification, 3 expérience requise	1 diploma, titolo 2 qualifica, competenza	1 an examination that you have passed at school, university or in your profession: The government is determined to reduce the number of young people leaving school with no qualifications. 2 a skill, personal quality or type of experience that makes you suitable for a particular job: Isobel has all the right qualifications to become a good manager.
quality control	n	Qualitätskontrolle	1 contrôle qualité	1 controllo di qualità	the process of making sure that an organisation's goods and services are produced and sold as planned and designed, and are of the right quality: There were problems with quality control and product consistency.
<b>R</b>					
R and D (research and development)	n	Forschung und Entwicklung	1 recherche et développement	1 ricerca e sviluppo	1 (research and development) the part of a business concerned with studying new ideas and planning new products: Our total expenditure on R and D in the past year amounted to €25 million. 2 (research and development) the department in a company responsible for developing new products, improving existing products, etc.: She works in R and D.
raise	v	1 ansprechen, zur Sprache bringen 2 erheben, lauter sprechen 3 anheben 4 einsammeln, sammeln	1 soulever 2 parler plus fort 3 augmenter 4 récolter	1 sollevare 2 alzare 3 aumentare 4 raccogliere	1 to make people consider a question, etc., for example by beginning to talk or write about it (=bring up): I tried to raise several points at the meeting. 2 raise your voice to speak or should more loudly, especially because you are angry: He's never raised his voice to me. 3 increase the amount or level of something: Many shops have raised their prices. 4 to collect the money, capital, etc. that is needed to do something: Hammond Co. will need to raise \$2 million to finance the offer.
range (also product range)	n	Sortiment	1 gamme	1 gamma	a set of similar products made by a particular company or available in a particular shop: They've brought out a new range of kitchenware.
recommend	v	1 raten, empfehlen 2 empfehlen	1 recommander à qn. de faire qc 2 recommander qc.	1 raccomandare, invitare 2 consigliare, 3 raccomandare	1 to advise someone to do something, especially because you have special knowledge of a situation or subject: Students are recommended to make an appointment with a careers officer. 2 to say that something or someone would be a good thing or person to choose: Can you recommend a good lawyer?
recommendation	n	Empfehlung	1 recommandation	1 raccomandazione	1 official advice given to someone about what to do: We will review the case and make a recommendation to the client. 2 a suggestion that someone should choose a particular thing or person because they are very good or suitable: Academic staff are appointed on the recommendation of a committee
recruit	v	rekrutieren, einstellen	1 recruter	1 reclutare, assumere	to find new people to work for an organisation, do a job, etc.: We're having difficulty recruiting enough qualified staff.
recruitment	n	1 Personalbeschaffung 2 Einstellung	1 recrutement	1 reclutamento 2 assunzione	1 the process or the business of recruiting new people: Recruitment is difficult at the moment. 2 an occasion when someone is recruited: They are employed on a temporary basis until permanent recruitments can be made.
reference	n	1 Zeugnis 2 Referenz	1 référence	1 referenza	1 a letter written by someone who knows you well, usually to a new employer, giving information about your character, abilities or qualifications: We will need references from your former employers. 2 a person who provides information about your character, abilities or qualifications when you are trying to get a job (= referee): Could I ask you to act as one of my references?
regulation	n	Regulierung	1 réglementation	1 regolamento, norma	an official rule or order: Tighter regulations are being introduced to protect the environment from car exhaust emissions.
remortgage	n	Aufnahme einer weiteren Hypothek	1 réhypothéquer	1 seconda ipoteca	to borrow money by having a second or bigger mortgage (=loan) on your property, especially a house: We may have to remortgage the house.
report to	v	berichten an	1 rendre compte à	1 essere sotto la supervisione di, 2 dipendere da	to work under someone's authority, and to be managed by them: Following his promotion, he will report directly to the chairman.
requirement	n	1 Voraussetzung 2 Anforderung	1 exigence	1 requisito	1 something that an official organisation says a company or person must have or do: To find out about entry requirements for students, write to the college admissions board. 2 something that someone needs or wants: The new computer system will meet all our requirements.
restructuring	n	Restrukturierung	1 restructuration	1 ristrutturazione	the process in which a company or organisation changes the way it is organised or financed: After the restructuring, the workforce will be reduced by as much as 19%.
retail	n	Einzelhandel	1 vente 2 de détail 3 petit commerce	1, 2 vendita al dettaglio, attività al dettaglio 3 negozio al dettaglio, punto vendita	1 the sale of goods to customers for their own use, rather than to shops, etc.: His experience in retail includes managing a number of shopping centres in New Zealand. 2 retail trade/market/business the selling of goods or services to members of the public, or companies involved in this: They hired a manager with twenty years' experience in the retail business. 3 retail shop/outlet/store a shop, etc. that is open to members of the public: These large retail outlets stock a wide range of goods.

Headword	Part of speech	German	French	Italian	Definition / example sentence
retailer	n	Einzelhändler/in	détaillant/e	rivenditore/rivenditrice, venditore/venditrice al dettaglio	1 a business that sells goods to members of the public, rather than to shops, etc.: They are a national furniture retailer with 20,000 employees. 2 someone who owns or runs a shop selling goods to members of the public: Cadbury had changed their labelling policy and had issued no warning to retailers.
revenue	n	Umsatz	revenus	entrate, ricavi	money that a business or organisation receives over a period of time, especially from selling goods or services: The company has an annual revenue of about \$8 million.
reward	n	1 Belohnung 1 Vergütung, Lohn	récompense	1 ricompensa 2 premio, incentivo	1 something that you receive because you have done something good or helpful: She got no reward for all the hard work she did. 2 money that you earn for doing a job or providing a service: Working as a lawyer can bring big financial rewards.
reward	v	belohnen	récompenser	ricompensare, premiare	to give someone something such as money because they have done something good or helpful: a bonus system that rewards workers who meet targets
rise	v	steigen	augmenter	creocere, aumentare	to increase in number, amount or value: Sales rose by 20% over the summer period. the possibility that something may be lost, harmed or damaged, or that something bad, unpleasant or dangerous may happen: If you're considering starting a business, think carefully about the risks involved.
risk	n	Risiko	risque	rischio	put something in a situation in which it could be lost, destroyed or harmed: They risked their financial future on a brand-new business venture.
risk	v	riskieren	risquer	rischiare	the way in which someone or something is involved in an activity or situation, and how much influence they have on it: The marketing role in an organisation is carried out by numerous individuals.
role	n	Rolle	rôle	ruolo	1 to control or be in charge of an organisation, company or system: I've always wanted to run my own business. 2 be running late to be doing everything later than planned or expected: They were running late, so I didn't get interviewed until nearly 4 o'clock. 3 to print something in a newspaper or magazine, or broadcast something on television: The company is running a series of advertisements in national newspapers.
run	v	1 leiten, führen 2 spät dran sein 3 veröffentlichen	1 gérer 2 être en retard 3 publier	1 gestire 2 essere in ritardo 3 pubblicare	
<b>S</b>					
salary	n	Gehalt	salaire	stipendio	money that you receive as payment from the organisation you work for, usually paid to you every month: She's on a salary of \$48,000 a year.
sale	n	1 Verkauf 2 Verkäufe, Umsatz 3 Vertrieb	1 vente 2 ventes 3 service des ventes	1 vendita 2, 3 vendite	1 the act of selling someone property, food or other goods: The public protested at the sale of land for industrial development. 2 sales [plural] the total number of products that a company sells during a particular period of time: We grossed more than £500,000 in sales last year. 3 sales [U] the part of a company that deals with selling products: She is director of sales and marketing.
(projected) sales	n	voraussichtliche Verkaufszahlen	ventes projetées	vendite previste	a calculation of how much of a product a company expects to sell in the future: projected sales figures
sample	n	Muster	échantillon	campione	a small amount of a product that people can use or look at in order to find out what it is like: free samples of a new shampoo
saving	n	1 Sparen 2 Einsparung 3 Ersparnisse	économie, économies	1, 2 risparmio 3 risparmi	1 the act of keeping money to use later rather than spending it: We want to encourage saving and investment. 2 an amount of something that you have not used or spent, especially compared with a larger amount that you could have used or spent: This amount represents a considerable saving over last year's expenditure. 3 savings [plural] money that is kept in a bank to be used later or invested, rather than spent: Investors lost their life savings when the bank collapsed.
sector	n	Sektor	secteur	settore	all the organisations or companies in a particular area of activity, industry, etc.: The electronics sector accounted for revenue of £940.4 million.
self-starter	n	Person mit hoher Eigenmotivation	personne pleine d'initiative	persona intraprendente	someone who is able to work successfully on their own without needing other people's help or a lot of instructions: Management is seeking to promote ambitious self-starters.
service	n	Dienstleistung, Service	service	servizio	a particular type of help or work that is provided by a business to customers, but not one that involves producing goods: A wide range of services are available.
(after-sales) service	n	Kundendienst	service après-vente	servizio post-vendita, assistenza post-vendita	repairs and advice given to a customer by a company after the customer has bought a product from the company: A good after-sales service is just as important as the produce itself.
financial services	n	Finanzdienstleistungen	services financiers	servizi finanziari	the business activity of giving advice about investments and selling investments to people and organisations: Banks have been moving into other areas of the financial services industry such as stockbroking and insurance.
share	n	Aktie	action	quota, azione	one of the parts into which ownership of a company is divided: We've got shares in Allied Chemicals.
share price	n	Aktienpreis	prix des actions	corso azionario, prezzo delle azioni	the price of a particular company's shares at a particular time: Share prices of construction companies were particularly hard hit during the recession.
skill	n	Fähigkeit, Können	compétence	abilità, capacità	an ability to do something well, especially because you have learned and practised it: Many jobs today require computer skills.
(communication) skills	n	Kommunikationsfähigkeit	capacités de communication	capacità comunicative	the ability to express yourself in a way that other people will understand, including the words you use and the way you behave when you are speaking: Good communication skills will help you to criticise someone's work without offending them.
(digital) skills	n	digitale Kompetenzen	numériques	competenze digitali	the ability to use computers and the internet effectively: Digital skills range from being able to create a Word document to being able to code.
(hard) skill	n	Hard Skill	compétence technique	hard skill, competenze tecniche e professionali	an ability to do something practical that you have learned and practised, for example reading, using a computer or being able to do math: It is usually easy to measure a hard skill—you can measure how proficient someone is at speaking a language, for example.
(soft) skill	n	Soft Skill	Soft Skill, compétence non-technique	soft skill, capacità relazionali	an ability to get along with and talk to other people, understand and deal with your own emotions and tasks, or behave properly in many different situations: Soft skills cover everything from communication to problem-solving, and are just as important as hard skills.
slogan	n	Slogan	slogan	slogan, motto	a short phrase that is easy to remember and is used by an advertiser, organisation or other group: We need an advertising slogan for the new campaign.
(transferable) skill	n	übertragbare Kenntnisse	compétence transférable	competenze trasferibili	an ability to do something that can be used in many different situations, especially one that helps you do a job for which you have not been formally trained: Being able to write clearly is an important transferable skill.

Headword	Part of speech	German	French	Italian	Definition / example sentence
SME (small and medium enterprise)	n	KMU (Kleine und mittlere Unternehmen)	PME (petites et moyennes entreprises)	PMI (piccola e media impresa)	a company that is not owned by another, larger company, and that has a small number of employees. In European countries, companies must have fewer than 250 employees to be called a medium-sized enterprise, and fewer than 50 employees to be called a small enterprise: Small and medium enterprises are extremely important to the economies of most countries.
staff	n	Belegschaft	personnel	personale	the people who work for an organisation or business: They employ a total of 150 staff. a new small company or business, especially one that can grow quickly, and often one
start-up	n	Start-up	start-up	start-up, avvio di impresa	that involves using the internet in some way: His start-up is in the field of bioengineering.
strategic	adj	strategisch	stratégique	strategico	relating to a strategy or strategies: a strategic decision to move production to Hungary.
strategic planning	v	strategische Planung	planification stratégique	pianificazione strategica	the plans a company makes about what it will do in the future. This involves deciding which products it should be making, which markets it should be in, and how profits can be increased (=corporate planning): Global inflation is of great importance to strategic planning.
stretch	v	ausdehnen	élargir	estendere	stretch a brand to use the same brand name for a different type of goods (see also extend a brand): Believe it or not, Harley Davidson once stretched their brand to include a cake decorating kit.
structure	n	Struktur	structure	struttura	the way an organisation, system, market, etc. is organised or put together: The corporation has a complex structure of affiliated companies.
(flat) structure	n	flache Struktur, flache Hierarchie	structure horizontale	struttura piatta	a way of organising a business in which there are no managers or only a few managers between the people who do most of the work in the organisation and the executives of the organisation: A business with a flat structure can respond to change quickly, but there aren't always many promotion opportunities.
(management) structure	n	Managementstruktur	structure de gestion	struttura manageriale	the way that a company organises the people who manage the workers, which affects who is allowed to make decisions, who has responsibility for particular tasks, etc.: The company has a flat management structure, so individual employees have more responsibility for their work.
(tall) structure	n	steile Hierarchie	structure hiérarchique	struttura alta	a way of organising a business in which there are many levels of managers between the people who do most of the work in the organisation and the executives of the organisation: Companies with tall structures tend not to be able to react to change quickly.
subsidiary	n	Tochter-, Zweigunternehmen	filiale	società controllata, affiliata	a company that is at least half-owned by another company: The subsidiary has 50 offices around the country.
supervise	v	die Aufsicht haben über	encadrer	supervisionare	to be in charge of a group of people or a particular area of work: She supervises 26 workers in a business with annual sales of \$4 million.
supplier	n	Lieferant	fournisseur	fornitore/fornitrice	a company that provides a particular type of product: The company is now the main supplier of educational software to schools.
supply	v	1 liefern 2 ausrüsten, ausstatten	fournir, approvisionner	fornire	1 to provide goods or services to customers, especially regularly and over a long period of time: The company supplies products and services to the energy industry. 2 to give someone something they want or need: All employees were supplied with protective clothing.
supply	n	Vorrat	réserve	provvista, scorta	an amount of something that is available to be sold, bought, used, etc.: The nation's fuel supplies will not last forever.
supply chain	n	Lieferkette	chaîne logistique	catena di approvvigionamento, catena di fornitura	the series of organisations that are involved in passing products from manufacturers to the public: During the different stages in the supply chain, distributors and suppliers frequently have conflicting goals.
survey	n	Umfrage	enquête	sondaggio, indagine	a set of questions given to a group of people to find out about their opinions or behaviour: People are becoming more pessimistic about the economy, according to the latest consumer survey.
(market) survey	n	Marktumfrage	enquête de marché	indagine di mercato	a study of the state of a particular market, showing competitors' sales, buyers' intentions, etc.: This information is available from specific retail statistics and market surveys.
<b>T</b>					
take over	v	übernehmen	prendre le contrôle de	rilevare, acquisire	to take control of a company by buying more than 50 percent of its shares: A consortium of new companies took over the company a year ago.
takeover	n	Übernahme	rachat	acquisizione di controllo	the act of getting control of a company by buying over 50 percent of its shares: To avoid a takeover, the investment company went deeply in debt to pay a huge special dividend.
takeover bid	n	Übernahmeangebot	offre publique d'achat	offerta pubblica di acquisto (OPA)	an offer by one company to buy another, or the value of this offer: The football club accepted a £24 million takeover bid from Soccer Investments.
target	n	Ziel	1 objectif 2 cible	1 obiettivo 2 target, di riferimento	1 a result such as a total, an amount or a time which you aim to achieve: Dealers are under pressure to meet sales targets. 2 target market/customer/group the group of people that a product, service, idea, etc. is aimed at: Our target customers are men aged between 18 and 35.
target	v	1 zielen auf, bestimmt sein für 2 ins Auge fassen	viser, cibler	1 essere indirizzato a 2 mirare, porre come bersaglio	1 to aim products, programmes of work, etc. at a particular area or group of people: The booklet is targeted at people approaching retirement. 2 to choose someone or something for a particular type of treatment: The main markets targeted for development have been those of the US and Western Europe.
term	n	Bedingung	condition	condizioni, termini	one of the statements of what must be done or is true in an agreement, contract or other legal document: Under the terms of the contract, the company was to deliver 1,000 megawatts of electricity to New York.
(delivery) terms	n	Lieferbedingungen	conditions de livraison	condizioni di consegna	an agreement in a contract between a buyer and seller about when goods will be delivered, how they will be paid for, etc: Customs require information comprising such details as the delivery terms, weight, method of transport and country of origin.
(payment) terms	n	Zahlungsbedingungen	conditions de paiement	condizioni di pagamento	the conditions of a sales agreement that concern how the customer will pay, and especially how much time is allowed for payment: We might consider extending the normal payment terms from 30 days to 40 days or more.
terms and conditions	n	Allgemeine Geschäftsbedingungen	conditions générales	termini e condizioni	all of the things that must be done as stated in a contract or agreement. If they are not done, the contract or agreement will end: Most people don't read the terms and conditions of their phone contracts.
title (also job title)	n	Titel	titre	titolo	a name that describes a person's job or position: Her official job title is Human Resources Manager.
timeline	n	Zeitplan	calendrier	tabella di marcia, tempistica	a plan for when things will happen or how long you think something will take: The timeline for the project is optimistic.
track	n	Weg, Spur	chemin	sulla strada per	likely to achieve the result you want: We're still on track for 10% growth.
track record	n	Erfolgsbilanz	antécédents	esperienze precedenti, curriculum	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.: We're looking for someone with a proven track record in selling advertising.

Headword	Part of speech	German	French	Italian	Definition / example sentence
transaction	n	1 Transaktion 2 Kaufabschluss, Geschäftsvorgang	transaction	1 transazione 2 operazione commerciale	1 a payment, or the process of making one: The bank offers a current account aimed at businesses with regular international transactions. 2 a business deal: Two Mexican firms have completed a \$300 million transaction to combine their businesses.
transition	n	Übergang	passage, transition	transizione	the act or process of changing from one state or form to another: The computer company went through a difficult transition period.
trend	n	Trend	tendance	tendenza, andamento	the general way in which a particular situation is changing or developing: The current trend is towards more part-time employment.
turnover	n	1 Umsatz 2 Fluktuation	1 chiffre d'affaires 2 rotation du personnel	1 fatturato, giro di affari 2 turnover, rotazione	1 BrE 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: Turnover at the two restaurants was about \$7.4 million this year. 2 (also staff turnover) the rate at which workers leave an organisation and are replaced by others: Contract workers have a high turnover rate.
<b>U</b>					
upmarket (also upscale)	adj	anspruchsvoll, der höheren Preisklasse	haut de gamme	esclusivo	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: an upmarket restaurant.
<b>V</b>					
vacancy	n	offene Stelle	poste vacant	posto vacante	a job that is available for someone to start doing: We have vacancies for graduates in engineering and information technology.
value	n	1 Wert 2 Werte	valeur	1 valore 2 valori, principi	1 the amount of money something is worth: The company's current value is estimated at €300 million. 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: Local firms seem to offer the best value for money. 2 values [plural] the principles that a business or organisation thinks are important and which it tries to follow: The following list of core values reflects what is truly important to us as an organization.
venture into	phr v	sich in etwas hineinwagen	s'aventurer dans	avventurarsi in	if a company or investor ventures into an area of business or investment, they become involved in it for the first time: Banks are venturing into insurance.
volume	n	Volumen	volume	volume	the total amount of something: The volume of exports was up 4% on the previous 4 months.
<b>W</b>					
warehouse	n	Kaufhaus	grand magasin	magazzino, deposito	a large building used for storing goods in large quantities: The company will add 14 warehouses to its current distribution centres.
workforce	n	Belegschaft, Arbeiterschaft	main-d'oeuvre	forza lavoro	all the people who work in a particular country, industry or factory: The supermarket chain closed 311 stores and cut its workforce to 29,500.
workspace	n	Arbeitsplatz	espace de travail	spazio di lavoro	the area in an office, house, etc. where you work at a desk: It is important that your workspace is light and comfortable.
workshop	n	Workshop	atelier	workshop, seminario	a meeting at which people discuss their experiences and do practical exercises, especially in order to find solutions to problems: Staff attended a two-day training workshop on basic PR techniques.