

## Vocabulary List

Vocabulary\_EBO3.doc

## a) Describing Graphs

## UP – Verbs

- go up
- take off
- shoot up
- **soar** (in die Höhe schnellen, v.a. Preise)
- jump
- increase
- rise
- grow
- improve
- rocket

## UP – Nouns

- an increase
- a rise
- a growth
- an improvement
- an upturn (Aufschwung)
- **a surge** (Welle, Aufwallung, to go up, to push to make sth bigger)
- an upsurge
- an upward trend

## DOWN – Verbs

- go/come down
- fall
- fall off
- drop
- slump (stürzen, stark zurückgehen)
- decline (zurückgehen, abnehmen)
- decrease (abnehmen, sich vermindern)
- slip (rutschen, schlittern)
- plummet (ganz schnell herunterfallen)
- **shrink** (shrumpfen) (shrink, shrank, shrunk)

- **to dwindle** (to disappear slowly, to get smaller)

## DOWN – Nouns

- a fall
- a decrease (Abnahme)
- a decline (Rückgang)
- a drop
- a downturn (Abschwung)
- a downward trend

## NO CHANGE – verbs

- remain stable
- **level off**
- stay at the same level
- remain constant
- **stagnate** (long-term stable price)
- stabilize

## AT THE TOP – verbs

- reach a **peak**
- peak
- **top out**

## AT THE BOTTOM – Verbs

- reach a low point
- **bottom out**
- recover

## DEGREES OF CHANGE (How much is the change?)

- Adjectives:
  - dramatic
  - **considerable** (beträchtlich, gross)
  - sharp
  - significant (bedeutend)
  - **substantial** (beträchtlich, kräftig, wesentlich)
  - moderate (mässig)
  - slight (gering)
- Adverbs
  - dramatically
  - considerably
  - sharply
  - significantly
  - substantially
  - moderately
  - slightly

## SPEED OF CHANGE

- abrupt
- sudden
- rapid
- quick
- steady (gleichmässig)
- gradual (stufenweise, allmählich)
- slow

## PREPOSITIONS

- a rise **from** \$2 to \$9
- to fall **by** 30 %
- to increase **by** 50 %
- an increase **of** 7.5 % **over** last year

Word	Translation	Explanation	Example	Synonyms	Relatives
<b>b) Verbs – Describing up and down</b>					
<b>The price fell a little</b>	<i>Wörter sind einzeln aufgeführt.</i>	to drift, to suffer a small setback, to slip back a little, to fail to halt its slide, to be slightly weaker, to ease slightly, to dip			
<b>The price fell a lot</b>	<i>Wörter sind einzeln aufgeführt.</i>	to plummet, to go through the floor, to take a knock, to suffer a drop, to slump, to tumble, to plunge, to fall sharply, to crash, to wipe of the Footsie (Füsse)			
<b>The price rose a little</b>	<i>Wörter sind einzeln aufgeführt.</i>	to rally, to recover slightly, to be firmer, to be slightly stronger, to revive a little, to advance a little			
<b>The price rose a lot</b>	<i>Wörter sind einzeln aufgeführt.</i>	to rocket, to rebound, to jump, to leap to an all-time-high, to stage a comeback			
<b>to be firmer</b>	konstant sein	not likely to change			
<b>to be slightly stronger/weaker</b>	ein wenig stärker oder schwächer sein				
<b>to crash</b>	abstürzen	to hit something			
<b>to dip</b>	eintauchen und wieder auftauchen	to go downwards or to a lower level			
<b>to drift</b>	treiben	a slow steady movement from one place to another; a gradual change			
<b>to drop</b>	fallen	to fall or make sth fall deliberately			
<b>to ease</b>	nachlassender Preis	to become or make sth lower in price or value			
<b>to fail to halt</b>	versagen anzuhalten	to not be successful in achieving sth:			
<b>to jump</b>	hüpfen, springen	to move quickly off the ground or away from a surface by pushing yourself with your legs and feet			
<b>to leap</b>	springen, ansteigen	to move or do sth suddenly and quickly			
<b>to plummet</b>	ganz schnell herunterfallen, aber den Boden nicht treffen	to fall suddenly and quickly from a high level or position			
<b>to plunge</b>	eintauchen	(of prices, temperatures, etc.) to decrease suddenly and quickly			
<b>to rally</b>	sich nach einer Zeitspanne der Schwäche erholen	to become healthier, stronger, etc. <u>after a period of illness</u> , weakness		to recover	
<b>to rebound</b>	zurückfallen (im Sinne von stark steigen)	to bounce back after hitting sth			
<b>to recover</b>	zurückkommen, wieder finden	to get well again after being ill/sick, hurt, etc			
<b>to revive</b>	wieder beleben	to become, or to make sb/sth become,			

Word	Translation	Explanation	Example	Synonyms	Relatives
		conscious or healthy and strong again			
<b>to rocket</b>	hochschnellen, in die Höhe schießen	to increase very quickly and suddenly			
<b>to sink</b>	sinken	to move downwards			
<b>to slip</b>	ein <u>wenig</u> rutschen, schlittern	to slide a short distance accidentally so that you fall or nearly fall			
<b>to slide</b>	gleiten (nach unten)	to become gradually lower or of less value			
<b>to slump</b>	stark zurückgehen	to fall in price, value, number, etc., suddenly and by a large amount			
<b>to stumble</b>	stolpern	to hit your foot against sth while you are walking or running and almost fall			
<b>to suffer (a small setback, a drop)</b>	darunter leiden	to be badly affected by a disease, pain, sadness, a lack of sth, etc			
<b>to tumble</b>	fallen, stürzen	to fall downwards, often hitting the ground several times, but usually without serious injury			
<b>to take a knock</b>		the price fell a lot			
<b>to prune</b>	verkleinern, eingrenzen	to make sth smaller by removing parts; to cut out parts of sth		to shorten	

### c) Agenda

- **Title:** Agenda – “Management Committee Meeting”
- **Date**
- **Time**
- **Venue (Ort)**
- **Participants:** RA, BU, MC, XL XS
- **Traktanden: 1., 2. ...**
  - **Erstes Traktandum:** Apologies, minutes of last meeting
  - **Zweitletztes Traktandum:** A.O.B (Any other business)
  - **Letztes Traktandum:** Date of next meeting.

### d) Minutes

- **Title:** Minutes – “Management Committee Meeting”
- **Date**
- **Time**
- **Venue (Ort)**
- **Participants:** RA, BU, MC, XL XS (initials are polite) (attendance)
- **Traktanden:** The same ones as the agenda

### ▪ Hauptteil:

- **Variante 1**
  - Alles was gesagt wird, wird in direkter Rede erfasst.
- **Variante 2**
  - Nicht in indirekter Rede
  - Nicht jedes Wort aufschreiben
  - Story
  - “GD ist to...” Don’t talk about the decision making if it’s not important. Talk about the **duty**.
- **Für beide Varianten gilt:**
  - record everything important
  - **factual**, nothing sarcastic (not: BU digressed...)
  - chronological, according to the agenda
  - **Votes:** yes, no, abstention (Enthaltung)
  - If the chairman withholds his vote: **casting vote**
  - “He felt...” → show if somebody expresses his/her opinion

### ▪ At the End:

- **Closing time**
- **Next Meeting arranged for: Date**
- **Venue**

Word	Translation	Explanation	Example	Synonyms	Relatives
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#### e) Vocabulary

Word	Translation	Explanation	Example	Synonyms	Relatives
<b>(use it) sparingly</b>	sparsam	Do not use much of something.	Use the cream very sparingly.		
<b>a dawn raid</b>	Übernahmeversuch im Morgengrauen	A dawn raid consists of buying shares through several brokers early in the morning, before the market has time to notice the rising price. This will immediately increase the share price, and may persuade a sufficient number of other shareholders to sell for the raider to take control of the company.			
<b>A hostile takeover</b>	Feindliche Übernahme	A hostile takeover unlike a friendly takeover is a raid or a bid that does not have the consent of the directors of the company whose shares are being acquired.			
<b>A leveraged buyout</b>	Akquisition die auf Kredit erfolgt	A leveraged buyout is a takeover of another company using a large proportion of borrowed money; parts of the taken-over company are often then resold by the buyer in order to pay the debt.			
<b>a leveraged buyout</b>	keine Übersetzung	the act of a small company buying a larger company using money that is borrowed based on the value of this larger company			
<b>a loan</b>	Darlehen	money that an organization such as a bank lends and sb borrows			
<b>A raid</b>	Überfall, Angriff	A raid involves buying another company's shares on the stock exchange to take control of that company.			
<b>A takeover bid</b>	Übernahmeofferte	A takeover bid is a public offer to a company's shareholders to buy their shares, at a particular price during a particular period.			
<b>abrupt</b>	abrupt	sudden and unexpected, often in an unpleasant way			
<b>achievement</b>	Leistung, Zustandebringen	a thing that sb has done successfully, especially using their own effort and skill			
<b>after-sales-service</b>	Kundendienst				
<b>agenda</b>	Traktandenliste, Tagesordnung	a list of items to be discussed at a meeting see also			
<b>agent</b>	Vertreter	a person whose job is to act for, or manage the affairs of, other people in business, politics, etc			
<b>allegation</b>	unerwiesene Behauptung	public statement that is made without giving proof, accusing sb of doing sth that is wrong or			

Word	Translation	Explanation	Example	Synonyms	Relatives
		illegal			
<b>analytic</b>	analytisch	using a logical method of thinking about sth in order to understand it, especially by looking at all the parts separately			analysis (noun)
<b>Analytical</b>	analytisch	using a logical method of thinking about sth in order to understand it, especially by looking at all the parts separately			
<b>appointed</b>	ernennen	to choose sb for a job or position of responsibility:	Top managers are appointed, but the board of directors is constituted.		
<b>approach</b>	eine Methode	to come near to sb/sth in distance or time			
<b>assertive</b>	sich behauptend	expressing opinions or desires strongly and with confidence, so that people take notice			assertiveness (noun)
<b>asset-stripping</b>	keine Übersetzung	the practice of buying a company which is in financial difficulties at a low price and then selling everything that it owns in order to make a profit			
<b>attempt</b>	Versuch	an act of trying to do sth, especially sth difficult, often with no success			
<b>authoritative</b>	herrisch, gebieterisch, massgebend	showing that you expect people to obey and respect you			
<b>average length</b>	Durchschnittliche Grösse				
<b>bargaining power</b>	Verhandlungsmacht	ability to achieve what you want, a lever			
<b>Board of Directors</b>	Verwaltungsrat				
<b>brand image</b>	Das Ansehen einer Marke	the public's beliefs and perceptions about a particular product			
<b>brand loyalty</b>	Die Loyalität zu einer Marke	the commitment of consumers to a particular brand			
<b>brand-switcher</b>	Eine Person welche oft die Produkt-Marke wechselt	a consumer who shows no loyalty to a particular brand, but changes among competing products			
<b>breakeven point</b>	Nutzwelle				
<b>brief (n)</b>	Instruktion	the instructions that a person is given explaining what their job is and what their duties are			
<b>broker</b>	Makler	a person who buys and sells things, for example, shares in a business, for other people			
<b>business units</b>	Geschäftsbereiche				
<b>campaign</b>	Kampagne, Feldzug	a series of planned activities that are intended to achieve a particular social, commercial or political aim			
<b>cautious</b>	vorsichtig, behutsam	being careful about what you say or do, especially to avoid danger or mistakes; not taking any risks			caution (noun)

Word	Translation	Explanation	Example	Synonyms	Relatives
chain of command	Befehlskette				
Chairman or President	Verwaltungsratspräsident				
combined	verbinden	to come together to form a single thing or group; to join two or more things or groups together to form a single one			
commitment	Verpflichtung, Bindung	a promise to do sth or to behave in a particular way; a promise to support sb/sth			
competitive	konkurrierend	used to describe a situation in which people or organizations compete against each other			
competitive advantage	Wettbewerbsvorteil				
competitor	Konkurrent	a person or an organization that competes against others, especially in business			
conciliation	Einigung, Schlichtung		A conciliation service helps to settle disputes between employers and workers.		
condition	Zustand	the state that sth is in			
confidence	Vertrauen	the feeling that you can trust, believe in and be sure about the abilities or good qualities of sb/sth			
conglomerate	Konzern	a large company formed by joining together different firms			
consensus	Konsens	an opinion that all members of a group agree with			
consider splitting	es in Erwägung ziehen etwas zu teilen	consider to split a company			
constituted	ernennen, einsetzen	to form a group legally or officially	Top managers are appointed, but the board of directors is constituted.		
Consumer needs	Kundenbedürfnisse	a strong feeling that you want sb/sth or must have sth			
convenient	bequem, günstig	useful, easy or quick to do; not causing problems			
corner the market	den Markt dominieren	to dominate a market			
corporate	Firmen...	connected with a corporation			
cost accountant	Kostenbuchhalter				
cost leadership	Kostenvorteil				
credit facilities	Kredit-Ergänzung/ Angebot	a special feature of a machine, service, etc. that makes it possible to do sth extra			
crisis	Krise	a time of great danger, difficulty or uncertainty			crises = Plural of crisis
currently	gegenwärtig	at the present time			

Word	Translation	Explanation	Example	Synonyms	Relatives
<b>decisive</b>	entscheidend, ausschlaggebend	able to decide sth quickly and with confidence			
<b>defined</b>	definieren	to say or explain what the meaning of a word or phrase is			
<b>deterrent</b>	Abschreckungsmittel	a thing that makes sb less likely to do sth (= that deters them)		to prevent, to keep someone from doing something	
<b>discontinuing</b>	aufgeben, aufhören mit, unterbrechen	to stop doing, using or providing sth, especially sth that you have been doing, using or providing regularly			
<b>disposable income</b>	frei verfügbares Einkommen	money available for use			
<b>dispute</b>	Disput, Streit, Auseinandersetzung	an argument or a disagreement between two people, groups or countries; discussion about a subject where there is disagreement			
<b>dissolve</b>	auflösen	to dissolve a team			
<b>distinct</b>	verschieden; deutlich	clearly different or of a different kind; easily or clearly heard, seen, felt, etc			
<b>distribution channels</b>	Vertriebskanäle	the system of transporting and delivering goods			
<b>distribution costs</b>	Distributionskosten	the costs of giving or delivering sth to a number of people			
<b>distributor</b>	Zwischenhändler	a person or company that supplies goods to shops/stores, etc			
<b>diversified</b>	verschiedenartig	to develop a wider range of products, interests, skills, etc. in order to be more successful or reduce risk			
<b>divide into</b>	teilen	to separate or make sth separate into parts			
<b>dubbed</b>	einen Spitznamen geben	to give sb/sth a particular name, often in a humorous or critical way			
<b>effort</b>	Anstrengung, Bemühung	the physical or mental energy that you need to do sth; sth that takes a lot of energy			
<b>elaborate</b>	sorgfältig ausgearbeitet	very complicated and detailed; carefully prepared and organized			
<b>essentially</b>	im Wesentlichen	when you think about the true, important or basic nature of sb/sth			
<b>eventually</b>	schliesslich (nicht eventuell)	at the end of a period of time or a series of events			
<b>exactly</b>	exakt, genau	used to emphasize that sth is correct in every way or in every detail			
<b>excessive</b>	übermässig, übertrieben	greater than what seems reasonable or appropriate; extreme			
<b>Extensive Growth</b>	Intensives Wachstum (Wachstum durch Akquisitionen)	Extensive Growth means to merge with or to acquire other companies.			
<b>failure</b>	Versagen	somebody or something that is not successful			

Word	Translation	Explanation	Example	Synonyms	Relatives
fairly	gerecht, ziemlich	in a fair and reasonable way; honestly			
fare	Fahrgeld	the money that you pay to travel by bus, plane, taxi, etc			
fee	Gebühr	an amount of money that you pay for professional advice or services			
franchisee	Lizenznehmer	a person or company that has been given a franchise			
free sample	Gratisexemplar				
gathering	Treffen	a meeting of people for a particular purpose		meeting	
goal	Ziel	something that you hope to achieve			
hierarchical structure	Hierarchischer Aufbau des Organigramms				
hoarding	Reklametafel	a large board on the outside of a building or at the side of the road, used for putting advertisements on			
Horizontal integration	Horizontale Integration gleichartiger Unternehmen	Horizontal integration means mergers or takeovers among companies producing the same type of goods or services.			
hostile takeover	feindliche Übernahme	(of an offer to buy a company, etc.) not wanted by the company that is to be bought			
impact	Einwirkung, Einfluss	the powerful effect that sth has on sb/sth			
impact	Einfluss	the powerful effect that sth has on sb/sth			
in excess of	Überrass, Überschuss	more than is necessary, reasonable or acceptable		too much	
inevitable problem	unvermeidliches Problem				
influenced	beeinflussen	to have an effect on the way that sb behaves or thinks, especially by giving them an example to follow			
influential	beeinflussend, einflussreich	having a lot of influence on sb/sth			
ingredient	Zutat	one of the things from which sth is made, especially one of the foods that are used together to make a particular dish			to ingress (v)
initial trial	Erste Erprobung durch den Kunden	the first time a consumer buys a product to see what it's like			
inquisitive	neugierig, wissbegierig	asking too many questions and trying to find out about what other people are doing			
Intensive Growth	Intensives Wachstum (Wachstum durch Marktpenetration, Marktentwicklung oder Produktentwicklung)	Intensive Growth means expanding current operations by way of market penetration, market development or product development.			



Word	Translation	Explanation	Example	Synonyms	Relatives
inter-firm rivalry	Wettbewerb zwischen Unternehmen				
intermediary	Zwischenhändler	a person or an organization that helps other people or organizations to make an agreement by being a means of communication between them			
intuitive	intuitiv	able to understand sth by using feelings rather than by considering the facts			intuition (noun)
inventory	Bestand, Inventar	all the goods in a shop	large inventories tie up capital		
itching	Jucken	to have an uncomfortable feeling on your skin that makes you want to scratch; to make your skin feel like this			scratching (kratzen)
label	Etikett	a piece of paper, etc. that is attached to sth and gives information about it			
labor	Arbeitskräfte	the people who work or are available for work in a country or a company			
leaflet	Reklamezettel	a printed sheet of paper or a few printed pages that are given free of charge to advertise or give information about sth			
liability	Verbindlichkeit, Haftpflicht	the state of being legally responsible for sth	The company cannot accept liability for any damage caused by natural disasters.		
life cycle	Produktlebenszyklus				
line authority	Linienverantwortung (keine Stabsstelle)				
loss leader	Verlustanführer	a popular product sold with no profit, in order to attract customers to a store			
maintenance	Wartung	the act of keeping sth in good condition by checking or repairing it regularly			
Managing Director or Chief Executive Officer	Generaldirektor				
marginal	klein und unwichtig	small and not important			
Market development	Marktentwicklung	Market development means finding or developing new markets or market segments for existing products.			
Market Penetration	Marktdurchdringung	Market penetration means gaining more market share with existing products in current markets by increasing the amount purchased or purchasing frequency, or by attracting customers from competitors.			
market positioning	Marktpositionierung				
market segment	Marktsegment				
matter	Materie, Stoff,	a subject or situation that you must consider or			

Word	Translation	Explanation	Example	Synonyms	Relatives
	Angelegenheit	deal with			
<b>merchant</b>	Grosshändler	a person who buys and sells goods in large quantities, especially one who imports and exports goods			
<b>merely</b>	bloss, nur	used meaning 'only' or 'simply' to emphasize a fact or sth that you are saying			
<b>Merger</b>	Fusion	A merger involves amalgamating or joining together with another company.			
<b>middlemen</b>	Zwischenhändler	a person or a company that buys goods from the company that makes them and sells them to sb else			
<b>minutes</b>	Protokoll	sth that is said at a meeting in the official record			
<b>multi-brand strategy</b>	Mehrmarken-Strategie				
<b>new entrants</b>	Neueintritte				
<b>objective</b>	Ziel	something that you are trying to achieve			
<b>obviously</b>	offensichtlich	used when giving information that you expect other people to know already or agree with			
<b>occasionally</b>	gelegentlich	sometimes but not often			
<b>off-season</b>	Nicht-saisonal				
<b>Opportunity</b>	Gelegenheit	a time when a particular situation makes it possible to do or achieve sth			
<b>outlet</b>	Ladenlokalität	a shop/store or an organization that sells goods made by a particular company or of a particular type			
<b>overall</b>	gesamt, insgesamt	ncluding all the things or people that are involved in a particular situation; general			
<b>overheads</b>	Indirekte Kosten	Kosten die nicht direct einem Produkt zugeordnet werden können (Z.B. Management)			
<b>particular</b>	besonderes, speziell	used to emphasize that you are referring to one individual person, thing or type of thing and not others			
<b>perception</b>	Wahrnehmung, Auffassung	the way you notice things, especially with the senses			
<b>perception</b>	Wahrnehmung, Auffassung	the way you notice things, especially with the senses			
<b>perfectly</b>	perfekt, vollkommen, vollendet	completely			
<b>persistent</b>	beharrlich, anhaltend	determined to do sth in spite of difficulties, especially when other people are against you and think that you are being annoying or unreasonable	persistent getting sth done		
<b>persuasive</b>	überzeugend	able to persuade sb to do or believe sth			persuasion (noun)

Word	Translation	Explanation	Example	Synonyms	Relatives
<b>poison pill</b>	Massnahmen um eine feindliche Übernahme zu verhindern	a defensive action taken to repel a raider, such as changing the share voting structure or the board of directors, or spending all the company's cash reserves			
<b>precisely</b>	genau, präzise	exactly			
<b>price-conscious</b>	Kostenbewusst	strongly influenced by the price when buying goods or services			
<i>pricing strategy:</i> <b>current-revenue pricing</b>		It is tried to maximize sales at the start of a product because the management thinks the product will not last long.			
<i>pricing strategy:</i> <b>demand-differential-pricing (price discrimination)</b>		Different prices are charged to different consumers for the same product.			
<i>pricing strategy:</i> <b>going-rate pricing</b>		A product which is indistinguishable from those of all the competitors is charged the same price as			
<i>pricing strategy:</i> <b>loss-leader pricing</b>		One product is offered at a really low price each week. The selling supermarket loses on this product, but customers come in and buy lots of other stuff as well.		the rest of them	
<i>pricing strategy:</i> <b>market penetration pricing</b>		Launch a product at a very low price, almost at direct cost, hoping to get a big market share. Profits will be made later because of economies of scale.			
<i>pricing strategy:</i> <b>market skimming</b>		Charging a really high price to start a product. The price is lowered later to reach price-elastic market segments.			
<i>pricing strategy:</i> <b>Mark-up oder cost-plus pricing</b>		A unit cost is worked out and a percentage is added.			
<i>pricing strategy:</i> <b>perceived-value pricing</b>		We charge an extremely high price because we know people will pay it. Our brand			
<b>prime cost</b>	Direkte Kosten				
<b>Product development</b>	Produktentwicklung	Product development involves developing new products,			
<b>production capacity</b>	Produktionskapazität				
<b>production costs</b>	Produktionskosten				
<b>production stoppages</b>	Produktionsstopp	downtime			
<b>profitability</b>	Profitabilität, gewinn bringend				
<b>prospective customers</b>	mögliche Kunden	a person or an organization that possibly buys sth from a shop/store or business			
<b>proxy</b>	Vollmacht	the authority that you give to sb to do sth for	We don't have proxy votes		

Word	Translation	Explanation	Example	Synonyms	Relatives
		you, when you cannot do it yourself			
<b>public relations</b>	Öffentlichkeitsarbeit	the business of giving the public information about a particular organization or person in order to create a good impression			
<b>purchasing cycle</b>	Kaufszyklus	the average length of time between a consumer's repeat purchases of the same product			
<b>purchasing power</b>	Kaufkraft	money that people have available to buy goods with			
<b>quorum</b>	Mindestanzahl Wähler	the smallest number of people who must be at a meeting before it can begin or decisions can be made			
<b>quota</b>	Mindestverkaufs- menge	an amount of sth that sb expects or needs to have or achieve	to meet a sales quota		
<b>raiders</b>	Angreifer	a person who makes a criminal raid on a place			
<b>rational</b>	vernünftig	(of behaviour, ideas, etc.) based on reason rather than emotions			rationality (noun)
<b>reassign</b>	wiederbeauftragten	to reassign a team, to give sb a duty, position, or responsibility again			
<b>recent</b>	neuere, jüngste	that happened or began only a short time ago			
<b>reciprocal</b>	wechselseitig, gegenseitig	involving two people or groups who agree to help each other or behave in the same way to each other			
<b>redeemable coupon</b>	Einlösbarer Gutschein	a certificate offering consumers a price reduction on a particular product			
<b>relations</b>	Beziehungen	the way in which two people, groups or countries behave towards each other or deal with each other	to establish and maintain good relations		
<b>reliability</b>	Zuverlässigkeit	The fact that you can count on sth or sb	The reliability of these results has been questioned		
<b>reliable</b>	zuverlässig	that can be trusted to do sth well; that you can rely on			
<b>reliance</b> (on, upon)	Abhängigkeit	the state of needing sb/sth in order to survive, be successful; the fact of being able to rely on sb/sth	Heavy reliance on one client is not without risk when building up a business.	Dependence (Abhängigkeit)	
<b>resources</b>	Mittel	a supply of sth that a country, an organization or a person has and can use, especially to increase their wealth			
<b>retailer</b>	Einzelhändler	a person or business that sells goods to the public			
<b>ruthless</b>	rücksichtslos	(of people or their behaviour) hard and cruel; determined to get what you want and not caring if you hurt other people			ruthlessness (noun)
<b>sales agent</b>	Verkäufer				

Word	Translation	Explanation	Example	Synonyms	Relatives
<b>sales promotion</b>	Verkaufsförderung				
<b>Sales representative</b>	Handelsreisender	an employee of a company who travels around a particular area selling the company's goods to shops/stores, etc.			
<b>sales targets</b>	Verkaufsziele				
<b>salesman</b>	Verkäufer	man or woman whose job is to sell goods			
<b>senior managers</b>	dienstälterer, rangälterer	a manager with a higher position			
<b>sensitive</b>	empfindlich, sensibel	aware of and able to understand other people and their feelings			sensitivity (noun) Sensible = clever
<b>shop-floor</b>	Produktionsstätte	the area in a factory where the goods are made by the workers			
<b>sociable</b>	gesellig	(of people) enjoying spending time with other people			
<b>spastic society</b>	Behinderte	handicapped at birth (e.g. walking difficulties)			
<b>stable</b>	stabil	firmly fixed; not likely to move, change or fail			
<b>stake</b>	Anteil	money that sb invests in a company			
<b>statement</b>	Erklärung, Aussage	something that you say or write that gives information or an opinion			
<b>subdued</b>	gedämpft, still	(of business activity) not very busy; with not much activity			
<b>subordinate</b>	Untergebener	having less power or authority than sb else in a group or an organization			
<b>subscription</b>	Mitgliedsbeitrag, Abonnement	an amount of money you pay, usually once a year, to receive regular copies of a newspaper or magazine, etc.; the act of paying this money		membership	
<b>subsidiary</b>	Tochtergesellschaft	a business company that is owned or controlled by another larger company			
<b>subsidy</b>	Subvention	money that is paid by a government or an organization to reduce the costs of services or of producing goods so that their prices can be kept low			
<b>supermarket chains</b>	Verkaufsketten				
<b>supervised</b>	beaufsichtigen	to be in charge of sb/sth and make sure that everything is done correctly, safely, etc			
<b>sustainable</b>	nachhaltig	that can continue or be continued for a long time		lasting	
<b>tangled</b>	sich verwirren, durcheinander bringen	twisted together in an untidy way			
<b>the consent</b>	Einwilligung, Erlaubnis	permission to do sth, especially given by sb in authority			
<b>The price was almost unchanged</b>		to be steady			
<b>threat of a raid</b>	Überfall	a short surprise attack on an enemy by	hostile takeover		

Word	Translation	Explanation	Example	Synonyms	Relatives
		soldiers, ships or aircraft			
<b>to achieve</b>	erreichen	to succeed in reaching a particular goal, status or standard, especially by making an effort for a long time			
<b>to act on advice</b>	dem Rat von jemandem folgen				
<b>to adhere to principles</b>	an seinen Grundsätzen festhalten	to stick firmly to your principles			
<b>to advance</b>	Fortschritte machen	progress or a development in a particular activity or area of understanding			
<b>to affiliate</b>	angliedern, als Mitglied aufnehmen	to link a group, a company, or an organization very closely with another larger one			
<b>to allege</b>	behaupten	to state sth as a fact but without giving proof		to claim	
<b>to allocate</b>	zuteilen	to give sth officially to sb/sth for a particular purpose	to allocate resources		
<b>to amalgamate</b>	zusammen-schliessen, fusionieren	if two organizations amalgamate or are amalgamated, they join together to form one large organization			
<b>to appropriate</b>	sich aneignen	to take sth, sb's ideas, etc. for your own use, especially illegally or without permission			≠ appropriate (adj.) (passend, suitable)
<b>to approve</b>	billigen, einverstanden sein	to officially agree to a plan, proposal, request, etc	The committee unanimously approved the plan.		
<b>to argue</b>	streiten; argumentieren	to speak angrily to sb because you disagree with them; to give reasons why you think that sth is right/wrong, true/not true, etc., especially to persuade people that you are right		to reason, to suggest, to maintain, to contend	
<b>to arise</b>	entstehen, auftauchen, aufkommen	to happen; to start to exist			Vorsicht: raise, raise, arise
<b>to arouse</b>	wecken, erregen	to make you feel more active and want to start doing sth	arousing interest		
<b>to attach</b>	anheften, ankleben	to fasten or join one thing to another:		to enclose	
<b>to attain</b>	etwas erreichen	to succeed in getting sth, usually after a lot of effort			
<b>to attend</b>	teilnehmen	to be present at an event	to attend a meeting		
<b>to augment</b>	erhöhen	to increase the amount, <b>value</b> , size, etc. of sth	to augment a basic product with additional services		
<b>to balance</b>	wägen, balancieren	to put your body or sth else into a position where it is steady and does not fall			
<b>to ban</b>	amtliches Verbot				
<b>to be firm</b>	standhaft	not likely to change			
<b>to borrow</b>	ausleihen	to take and use sth that belongs to sb else,			

Word	Translation	Explanation	Example	Synonyms	Relatives
		and return it to them at a later time			
<b>to branch out</b>	diversifizieren	to diversify			
<b>to cash in on</b>	profitieren	to profit from			
<b>to close a deal</b>	einen Handel abschliessen	to end or make sth end			
<b>to collaborate</b>	zusammenarbeiten	to work together with sb in order to produce or achieve sth			
<b>to commercialize</b>	vermarkten	to use sth to try to make a profit, especially in a way that other people do not approve of			
<b>to communicate a message</b>	eine Nachricht kommunizieren				
<b>to compete</b>	konkurrieren	to try to be more successful or better than sb else who is trying to do the same as you			competitive
<b>to consist of</b>	bestehen aus, sich zusammensetzen	to be made up of, to contain, to be composed of to include			
<b>to constrain</b>	zwingen	to force sb to do sth or behave in a particular way			constraints
<b>to contribute</b>	beisteuern	to give sth, especially money or goods, to help sb/sth			
<b>to convince</b>	überzeugen	to make sb/yourself believe that sth is true			
<b>to counter a competitor's promotion</b>	Der Verkaufsförderung der Konkurrenz entgegentreten	to do sth to reduce or prevent the bad effects of sth			
<b>to deal with</b>	sich befassen mit	to solve a problem, carry out a task, etc	to deal with a crisis		
<b>to decline</b>	abnehmen	a continuous decrease in the number, value, quality, etc. of sth			
<b>to delegate</b>	delegieren				
<b>to derive</b>	abstammen	to come or develop from sth		that's where it starts, to stem, it develops from here	
<b>to deter</b>	abschrecken	to make sb decide not to do sth or continue doing sth, especially by making them understand the difficulties and unpleasant results of their actions			deterrent
<b>to determine</b>	etwas bestimmen, feststellen, ermitteln, sich entscheiden	to discover the facts about sth; to calculate sth exactly		to set, to fix	
<b>to devise</b>	ausdenken	to invent sth new or a new way of doing sth		to conceive	
<b>to differentiate</b>	unterscheiden	to recognize or show that two things are not the same			
<b>to differentiate</b>	sich unterscheiden	to be the particular thing that shows that things or people are not the same			differentiation
<b>to digress</b>	abschweifen	to go away from the main point			
<b>to dilute</b>	verdünnen,	to make sth weaker or less effective	to dilute a company's	to weaken	

Word	Translation	Explanation	Example	Synonyms	Relatives
	verwässern		image for quality		
to dismiss	entlassen	to officially remove sb from their job		to fire	
to distinguish	unterscheiden	to recognize the difference between two people or things			
to distribute	verteilen	to give things to a large number of people; to share sth between a number of people			
to diversify	diversifizieren	(especially of a business or company) to develop a wider range of products, interests, skills, etc. in order to be more successful or reduce risk			diversification
to divest	devestieren	to take money away from sb/sth			antonym: to invest
to draw up a plan	einen neuen Plan entwerfen	to prepare a plan			
to emerge	auftauchen, sich ergeben	to come out of a dark, enclosed or hidden place			
to employ	anstellen, beschäftigen	to give sb a job to do for payment			
to encourage	ermutigen	to give sb support, courage or hope			
to endorse	billigen, gutheissen	to say publicly that you support a person, statement or course of action	to endorse a product		
to ensure	sichern	to make sure that sth happens or is definite			
to establish	errichten, einrichten	to start or create an organization, a system, etc. that is meant to last for a long time			
to expand	ausbreiten, erweitern, expandieren	if a business expands or is expanded, new branches are opened, it makes more money			
to extend	ausweiten, ausdehnen, vergrößern	to make a business, an idea, an influence, etc. cover more areas or operate in more places		to lengthen	
to fight off	kämpfen um etwas zu verteidigen	to defeat			
to fill shelf space	Regalplatz auffüllen				
to form	bilden, gestalten, formen	to start to exist and develop; to make sth start to exist and develop			
to gather	sammeln	to bring things together that have been spread around			
to get away with sth	davonkommen mit	succeed in doing something wrong			
to give a sales presentation	eine Produktpräsentation	the way in which sth is offered			
to handle	behandeln, umgehen	to deal with or control a situation, a person, an area of work or a strong emotion			
to improve	verbessern	to become better than before; to make sth/sb better than before			
to increase	erhöhen	to become or to make sth greater in amount, number, value, etc			
to influence	beeinflussen	to have an effect on the way that sb behaves			influential



Word	Translation	Explanation	Example	Synonyms	Relatives
		or thinks, especially by giving them an example to follow			
<b>to ingress</b>	zugeben	the act of entering a place			ingredient (n)
<b>to involve</b>	einbeziehen	if a situation, an event or an activity involves sb, they take part in it or are affected by it			
<b>to launch</b>	starten, in Gang setzen	to start an activity, especially an organized one			
<b>to lengthen</b>	verlängern	to become longer; to make sth longer		to expand	
<b>to look forward to</b>	sich freuen auf	to await with pleasure			
<b>to maintain</b>	aufrecht erhalten, beibehalten	to make sth continue at the same level, standard, etc.			
<b>to make up</b>	etwas erfinden	to invent			
<b>to measure</b>	messen	to find the size, quantity, etc. of sth in standard units			
<b>to modify</b>	verändern, modifizieren	to change sth slightly, especially in order to make it more suitable for a particular purpose			
<b>to motivate</b>	motivieren	to make sb want to do sth, especially sth that involves hard work and effort			
<b>to occur</b>	sich ereignen	to happen			
<b>to optimize</b>	optimieren	to make sth as good as it can be; to use sth in the best possible way			
<b>to perceive</b>	bemerken, wahrnehmen, erkennen	to notice or become aware of sth	I perceived a change in his behavior.		perception (n), perceptive (adj)
<b>to perform</b>	verrichten, durchführen	to work or function well or badly			
<b>to persuade</b>	überreden, überzeugen	to make sb do sth by giving them good reasons for doing it	to persuade them to buy it		≠ to pursue
<b>to progress</b>	Fortschritte machen	to improve or develop over a period of time; to make progress			
<b>to pursue</b>	etwas verfolgen, etwas nachgehen	to do sth or try to achieve sth over a period of time			≠ to persuade
<b>to raise</b>	hochziehen, erheben, zusammenbringen	move upwards			Vorsicht: raise, raise, arise
<b>to ramble</b>	abschweifen	to talk about sb/sth in a confused way, especially for a long time			
<b>to recommend</b>	empfehlen	to tell sb that sth is good or useful, or that sb would be suitable for a particular job			
<b>to regress</b>	zurückgehen	to return to an earlier or less advanced form or way of behaving; to go backwards		to go backwards	
<b>to reinforce</b>	verstärken	to make a feeling, an idea, etc. stronger			
<b>to remunerate</b>	entlohnen	to pay sb for work that they have done			salary = monthly or yearly remuneration = no periodical payment

Word	Translation	Explanation	Example	Synonyms	Relatives
<b>to repel</b>	zurückschlagen	to successfully fight sb who is attacking you, your country, etc. and drive them away			
<b>to require</b>	benötigen, brauchen	to need sth; to depend on sb/sth			
<b>to retain</b>	behalten	to keep sth; to continue to have sth		to keep	
<b>to reward</b>	belohnen	to give sth to sb because they have done sth good, worked hard, etc			
<b>to rise</b>	ansteigen, aufstehen	increase			Vorsicht: raise, raise, arise
<b>to satisfy needs</b>	Die Bedürfnisse befriedigen				
<b>to segment</b>	teilen	to divide sth into different parts			
<b>to sell off</b>	abstossen (verkaufen)	to sell all or part of an industry, a company or land			
<b>to serve the market</b>	bedienen, abdecken	to cause sb/sth to be in a particular state; to start sth			
<b>to set</b>	errichten		to set objectives, to set standards		
<b>to soar</b>	aufsteigen, in die Höhe schnellen	if the value, amount or level of sth soars, it rises very quickly			
<b>to stage a comeback</b>	Ein Comeback haben	If a person in public life makes a comeback, they start doing sth again which they had stopped doing, or they become popular again			
<b>to stimulate sales</b>	Verkäufe anregen	to make sth develop or become more active; to encourage sth			
<b>to stretch a line</b>	eine Produktlinie vergrößern	to increase a product line, to expand			
<b>to succeed</b>	Erfolg haben	to achieve sth that you have been trying to do or get; to have the result or effect that was intended			success
<b>to sustain</b>	etwas nachhaltig stärken	to make sth continue for some time without becoming less			sustainable
<b>to take up an offer</b>	ein Angebot annehmen	to accept an offer			
<b>to tend to be</b>	zu etwas neigen, tendieren	to be likely to do sth or to happen in a particular way because this is what often or usually happens	to tend upwards		
<b>to threaten</b>	bedrohen	to say that you will cause trouble, hurt sb, etc. if you do not get what you want			threat
<b>to transgress</b>	gegen das Gesetz verstossen	to go beyond the limit of what is morally or legally acceptable			
<b>to underestimate</b>	unterschätzen	to think or guess that the amount, cost or size of sth is smaller than it really is			
<b>to unveil</b>	enthüllen	to remove a cover or curtain from a painting, statue, etc. so that it can be seen in public for the first time			
<b>to weaken</b>	schwächen	to make sb/sth less strong or powerful; to			

Word	Translation	Explanation	Example	Synonyms	Relatives
		become less strong or powerful			
<b>to wipe off</b>	wischen	to rub a surface with a cloth, etc. in order to clean it; to rub sth against a surface, in order to remove dirt or liquid from it			
<b>to work out</b>	ausarbeiten, lösen	to develop in a successful way			
<b>uncertainty</b>	Unsicherheit, Ungewissheit	something that you cannot be sure about			
<b>unpredictable</b>	unvorhersehbar	that cannot be predicted because it changes a lot or depends on too many different things			
<b>variable costs</b>	Variable Kosten				
<b>venerable</b>	ehrwürdig	people or things deserve respect because they are old, important, wise, etc			
<b>Vertical integration</b>	Vertikale Integration andersartiger Unternehmen	Vertical Integration involves a merger with or the acquisition of either a company's suppliers (Backward integration) or its marketing outlets (forward integration).			
<b>white knight</b>	Käufer der vom Verwaltungsrat bei einem Hostile Takeover dem Kaufinteressenten vorgezogen wird	If measures such as the poison pill don't work, a company can at least attempt to find a white knight, another buyer whom the board of directors prefers; a person or an organization that rescues a company from being bought by another company at too low a price			
<b>wholesaler</b>	Grosshändler	a person or business that sells goods to retailers			
<b>wide range of products</b>	eine grosse Anzahl von Produkten				
<b>Word-of-mouth</b>	Mund-zu-Mund-Propaganda				
<b>wrapper</b>	Schutzumschlag	a piece of paper, plastic, etc. that is wrapped around sth			