

<b>Unit 11</b>		<b>Unit 11</b>	
<b>adbuster (n)</b>	eb02 English Voci	<b>advertising budget (n)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>anti-corporate activism (n)</b>	eb02 English Voci	<b>anti-corporation movement</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>billboard (n) (especially AmE) (BrE = hoarding)</b>	eb02 English Voci	<b>brand (n)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>brand-aware (adj)</b>	eb02 English Voci	<b>brand awareness (n)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>brand loyalty (n)</b>	eb02 English Voci	<b>well-known/major brand</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>celebrity endorsement (adj)</b>	eb02 English Voci	<b>consumption (n)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>cool hunter (n)</b>	eb02 English Voci	<b>cool hunter (n)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>corporate sponsorship (n)</b>	eb02 English Voci	<b>direct mail (n) (= junk mail)</b>	eb02 English Voci

Unit 11		Unit 11	
Werbebudget	eb02 English Voci	Werbekritiker	eb02 English Voci
Unit 11		Unit 11	
Unternehmen	eb02 English Voci	Protestaktionen gegen große	eb02 English Voci
Unit 11		Unit 11	
Reklametafel, Plakatwand	eb02 English Voci	Bewegung gegen große Unternehmen	eb02 English Voci
Unit 11		Unit 11	
markenbewusst	eb02 English Voci	Marke	eb02 English Voci
Unit 11		Unit 11	
Markentreue	eb02 English Voci	Markenbewusstsein	eb02 English Voci
Unit 11		Unit 11	
Werbeunterstützung durch Prominente	eb02 English Voci	bekannte Marke	eb02 English Voci
Unit 11		Unit 11	
Trendjäger	eb02 English Voci	Konsum, Verbrauch	eb02 English Voci
Unit 11		Unit 11	
Direktwerbung	eb02 English Voci	Firmensponsoring	eb02 English Voci

<b>Unit 11</b>		<b>Unit 11</b>	
<b>downmarket (adj) (opposite = upmarket)</b>	eb02 English Voci	<b>endorse (v)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>expose (v)</b>	eb02 English Voci	<b>be exposed to</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>free-trade zone (n)</b>	eb02 English Voci	<b>global integration (n) (= globalisation)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>globalisation (n)</b>	eb02 English Voci	<b>job security (n)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>junk mail (n) (= direct mail)</b>	eb02 English Voci	<b>logo (n)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>market (n)</b>	eb02 English Voci	<b>marketplace (n)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>market segmentation (n)</b>	eb02 English Voci	<b>target market (n)</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>upmarket (adj) (opposite = downmarket)</b>	eb02 English Voci	<b>multinational (n)</b>	eb02 English Voci

<b>Unit 11</b>		<b>Unit 11</b>	
<b>empfehlen</b>	eb02 English Voci	<b>für den Massenmarkt anspruchsvoll, exklusiv</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>ausgesetzt sein</b>	eb02 English Voci	<b>aussetzen</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>Globalisierung</b>	eb02 English Voci	<b>Freihandelszone</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>Sicherheit des Arbeitsplatzes</b>	eb02 English Voci	<b>Globalisierung</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>Logo</b>	eb02 English Voci	<b>Junkmail</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>Markt</b>	eb02 English Voci	<b>Markt</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>Zielmarkt</b>	eb02 English Voci	<b>Marktsegmentierung</b>	eb02 English Voci
<b>Unit 11</b>		<b>Unit 11</b>	
<b>multinationales Unternehmen</b>	eb02 English Voci	<b>anspruchsvoll, exklusiv</b>	eb02 English Voci

Unit 11		Unit 11	
overbranded (adj)	eb02 English Voci	overcapacity (n)	eb02 English Voci
Unit 11		Unit 11	
overtime (n)	eb02 English Voci	PDA (n) (= personal digital assistant)	eb02 English Voci
Unit 11		Unit 11	
price sensitivity (n)	eb02 English Voci	product (n)	eb02 English Voci
Unit 11		Unit 11	
product development (n)	eb02 English Voci	product launch (n)	eb02 English Voci
Unit 11		Unit 11	
product placement (n)	eb02 English Voci	product positioning (n)	eb02 English Voci
Unit 11		Unit 11	
promotion (n)	eb02 English Voci	promotion of	eb02 English Voci
Unit 11		Unit 11	
spam (n)	eb02 English Voci	strategic alliance (n)	eb02 English Voci
Unit 11		Unit 11	
target (v)	eb02 English Voci	workforce (n)	eb02 English Voci

Unit 11		Unit 11	
Überkapazität	eb02 English Voci	zu sehr von Marken dominiert	eb02 English Voci
Unit 11		Unit 11	
PDA	eb02 English Voci	Überstunden	eb02 English Voci
Unit 11		Unit 11	
Produkt	eb02 English Voci	Preisempfindlichkeit	eb02 English Voci
Unit 11		Unit 11	
Produkteinführung	eb02 English Voci	Produktentwicklung	eb02 English Voci
Unit 11		Unit 11	
Produktpositionierung	eb02 English Voci	Schleichwerbung	eb02 English Voci
Unit 11		Unit 11	
Werbung für	eb02 English Voci	Werbung	eb02 English Voci
Unit 11		Unit 11	
strategisches Bündnis	eb02 English Voci	Spam, unerwünschte, nicht angeforderte E-Mail-Werbung	eb02 English Voci
Unit 11		Unit 11	
Belegschaft	eb02 English Voci	abzielen auf	eb02 English Voci