LANGUAGE **KEYWORDS**

Vocabulary trainer

Use our Key Words list to learn vocabulary from the current Business Spotlight. The definitions will help you understand the words — and build your vocabulary.

NOUNS AND NOUN PHRASES

acceptance speech	a speech that expresses a person's gratitude for receiving an award
array	a large and varied collection of things
caveat	a warning to consider some specific conditions regarding something
corporate ladder	the hierarchy of jobs and functions in an organization
news anchor	the main presenter of TV or radio news
procurement	the process of buying/obtaining something needed for an organization
spin doctor ifml.	a public relations person who aims to generate positive publicity
temper tantrum	a sudden outbreak of extreme rage, especially in a child

VERBS

craft sth.	to exercise skill in making something, particularly with your hands
delve into sth.	to investigate something thoroughly
endorse sb.	to support someone
incentivize sb.	to offer someone a reward as encouragement for them to do something
police sb./sth.	to watch someone or something closely
prescribe sth.	to say with authority what has to be done
proscribe sth.	to prohibit something
retain sth.	to keep something

ADJECTIVES

IDIOMS AND EXPRESSIONS

bear the brunt	to be most severely affected by something	etw. am stärksten zu spüren bekommen
be hands-off	avoiding direct involvement in something	sich nicht einmischen
be clueless about sth.	having no knowledge of something	von etw. keine Ahnung haben
fit for purpose	having the necessary features to be used for something	für den vorgesehenen Zweck geeignet
get stuck in a rut	to become set in a particular situation or type of activity	in einen Trott verfallen
keep track of sth.	to stay informed about something	den Überblick über etw. behalten
put sb. on the spot ifml.	to force someone to make a difficult decision or answer a difficult question	jmdn. in Zugzwang bringen

 \cap

Listen and learn! You can download an MP3 file of this Key Words list from our website: www.business-spotlight.de/downloads

≫

ſ

A PDF of these key words as well as a complete vocabulary list (English-German) for each magazine is available at www.business-spotlight.de/words

Dankesrede
Palette, Ansammlung
Vorbehalt
Karriereleiter
Hauptnachrichtensprecher(in)
Beschaffung
PR-Mensch
Wutanfall

etw. handwerklich herstellen, fertigen sich mit etw. eingehend befassen jmdn. unterstützen jmdm. einen Anreiz bieten jmdn./etw. eng überwachen etw. vorschreiben etw. verbieten etw. beibehalten

handwerklich hergestellt (regel)konform charakteristisch mit Mängeln behaftet leichtsinnig, unbesonnen unvoreingenommen, wertfrei aktuell aufmunternd

69