Vocabulary trainer

Use our Key Words list to learn vocabulary from the current *Business Spotlight*.

NOUNS			
	cash cow *ifml.*	a product or part of a business that consistently generates profits	*Melkkuh, gewinnträchtiges Geschäft*
	chasm	a deep crack in the ground; a big difference in the attitudes of two people or groups	*Kluft*
	chit-chat *ifml.*	an informal conversation about nothing of importance	*Geplauder*
	greenwashing	making consumers think that a product or company is more environmentally friendly than it really is	*pseudo-umweltbewusstes Marketing*
	whizz-kid *ifml.*	a person, typically someone young, who is extremely good and successful at something	*Senkrechtstarter(in)*

VERBS			
	brag	to talk with too much pride and self-satisfaction about something you have or can do	*prahlen*
	grasp sth.	to take or take hold of something	*etw. ergreifen*
	see sb. through sth.	to help somebody through something, typically a difficult situation	*jmdm. durch etw. hindurchhelfen*
	settle for sth.	to accept something that is less than ideal	*sich mit etw. zufriedengeben*
	upset sb.	to make somebody angry	*jmdn. verärgern*

ADJECTIVES			
	fleeting	lasting only a short time	*flüchtig, vergänglich*
	overriding	having priority over something else in a particular situation	*vorrangig*
	sturdy	strong and resistant to damage	*stabil, robust*
	sulky	in a bad mood	*mürrisch, schlecht gelaunt*
	well-rehearsed	carefully prepared and practised in advance	*gut eingeübt*

EXPRESSIONS			
	be a long way off	to be something that will not happen for a long time	*Zukunftsmusik sein*
	be at a premium	to be very much in demand	*hoch im Kurs stehen*
	sb.'s career is stuck	somebody cannot make progress in their job	*jmd. kommt beruflich nicht weiter*
	play by the rules	to act in accordance with existing norms or regulations	*sich an die Regeln halten*
	take a hit	to suffer a big loss or severe decrease	*einbrechen, stark zurückgehen*

LANGUAGE SECTION

KEN'S CORNER

Greenwashing

MEDIUM

"Greenwashing" is trying to make consumers think that a firm is doing more to protect the environment than it really is. US environmentalist Jay Westerveld created the term in the 1980s. He based it on notices in hotel rooms that asked guests to reuse their towels to save the environment. Westerveld claimed the hotels simply enjoyed the benefit of lower laundry costs without doing anything else to protect the environment.

Another example of greenwashing is when companies use language and design to suggest that a product is a good ecological option when it actually is not. Shampoos, for example, often market the idea of nature, but don't use ingredients that are free from chemical processing.

Also, bottled water might have a beautifully designed bottle that gives the impression that the water comes from a glacier or a mountain stream, when the reality is often that the bottle is not recyclable and ends up in a landfill, while the water it contains is more contaminated than tap water.

KEN TAYLOR is a communication consultant and personal coach. Contact: keywords@business-spotlight.de

glacier [ˈɡlæsiə] ► Gletscher

ingredient [ɪnˈɡriːdiənt] ► Inhaltsstoff

landfill ► Mülldeponie

laundry [ˈlɔːndri] ► Wäscherei

tap water ► Leitungswasser