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Vocabulary trainer

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

NOUNS	end-in-itself	something existing for its own sake, without any other purpose	Selbstzweck
	interim loan	money borrowed for a limited period until long-time funding is arranged	Überbrückungskredit
	perfect storm	a combination of individual events that, together, create a bad or difficult situation	äußerst kritische Lage
	tournament	a sports competition or games in which several teams or individuals compete against each other	Turnier
	wind farm	a large area where wind turbines have been set up	Windpark

VERBS	collide	to clash or meet violently	aufeinanderprallen
	hover	to remain in one place in the air	(in der Luft) schweben
	rally behind sb.	to support someone's action(s) and/or opinion(s)	sich hinter jmdn. stellen
	scope sth.	to determine the extent of something, such as a project	das Ausmaß von etw. festlegen
	shift towards sth.	to move to another place or position	sich zu etw. hin verlagern

ADJECTIVES	coercive	making use of force or threats	zwingend
	interlinked	joined or connected	verknüpft, vernetzt
	knee-jerk	(of a response) automatic, spontaneous	reflexhaft, spontan
	self-deprecating	modest about or critical of oneself, often through the use of irony	selbstironisch
	tailor-made	made to fit the specific needs of someone or something	maßgeschneidert, spezifisch

EXPRESSIONS	be part and parcel of sth.	to be an integral element of something	ein fester Bestandteil von etw. sein
	know the nitty-gritty details of sth. <i>ifml.</i>	to know every single thing about a certain subject	etw. bis ins kleinste Detail kennen
	look blank	to show a facial expression of incomprehension	verständnislos gucken
	run in tandem	to operate at the same time	parallel laufen
	tried and tested	proved to be useful and effective	bewährt

KEN'S CORNER

A perfect storm

MEDIUM

"A perfect storm" describes a situation in which weather factors combine to produce a dangerous storm that could potentially sink a ship. The term is now used generally to describe situations in which many bad things happen at the same time:

- "Investors experienced a perfect storm of rising prices, slow growth and volatile markets."

According to the *Oxford English Dictionary*, the phrase can be found as far back as 1718, when it was used to describe strong emotions in William Makepeace Thackeray's novel *Vanity Fair*.



The expression became increasingly popular after the 2000 film *The Perfect Storm*, with George Clooney, based on the 1997 book of the same name by Sebastian Junger. This described the worst storm in history, from the perspective of the wheelhouse of the *Andrea Gail*, a fishing trawler.

This true story took place in 1991, when a high-pressure area from the Great Lakes met an Atlantic storm that then collided with Hurricane Grace, creating a perfect storm.



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collide with sth. [kə'laid]
• auf etw. prallen; hier: treffen

fishing trawler
• Fischkutter

Vanity Fair ['vænəti]
• Jahrmarkt der Eitelkeit

wheelhouse • Steuerhaus