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# Vocabulary trainer

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

NOUNS	<b>circular economy</b>	an economic system in which products are produced in closed loops without wasting resources	Kreislaufwirtschaft
	<b>momentum</b>	a force created through movement	Dynamik, Schwung
	<b>strong bench</b>	(from sport) a group of skilled people who could be employed/promoted when needed	Ersatzbank (im Sport)
	<b>tax avoidance</b>	a strategy aimed at paying the smallest legal amount of tax	Steuervermeidung
	<b>tipping point</b>	the critical point beyond which a significant change takes place	Wendepunkt
VERBS	<b>boast sth.</b>	to possess something that one can be proud of	etw. aufzuweisen haben
	<b>fall back on sth.</b>	to turn to something for support in a difficult situation	auf etw. zurückgreifen
	<b>flag sth.</b>	to mark something (for special attention)	etw. kennzeichnen
	<b>reskill sb.</b>	to train someone for another job	jmdn. umschulen
	<b>transcend sth.</b>	to go beyond the limits of something	über etw. hinausgehen
ADJECTIVES	<b>discounted</b>	at a lower price	ermäßigt
	<b>impending</b>	about to happen (usually something unpleasant)	bevorstehend
	<b>pressing</b>	urgent	dringlich
	<b>relatable</b>	understandable and transparent	nachvollziehbar
	<b>uneasy</b>	tense and difficult	angespannt, schwierig
EXPRESSIONS	<b>be uppermost in sb.'s mind</b>	to be someone's top priority	für jmdn. an erster Stelle stehen
	<b>get to grips with sth.</b>	to begin to deal/cope with something (such as a problem)	etw. in Angriff nehmen/mit etw. klarkommen
	<b>put sth. on hold</b>	to decide to do something at a later time	etw. auf Eis legen, ruhen lassen
	<b>take a dive</b>	to fall sharply	stark fallen
	<b>to cut a long story short</b> UK	a phrase meaning "let me get right to the point"	langer Rede kurzer Sinn

## KEN'S CORNER

## Tipping point

MEDIUM



In his bestselling book *Tipping Point*, Malcolm Gladwell describes the moment when ideas or trends reach a point where an unstoppable change takes place. Originally, the term described the point at which something begins to fall over:

- "Rounding the corner on two wheels, the car almost reached its tipping point."

In the 1950s, it was used in the US to describe the point when white families would move out of an area after a number of black families had moved in. Nowadays, the term describes any

point at which a change cannot be stopped or where ideas spread very quickly:

- "Many experts believe we are reaching the tipping point on global warming."

There are some other terms with "point". The "boiling point" is the point at which water boils or people get very angry. The "flashpoint" is the lowest temperature at which something catches fire or the point at which violence may begin. And the "breaking point" is the point at which someone or something breaks under pressure.



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**boiling point**

- Siedepunkt

**breaking point**

- Bruchpunkt, Belastungsgrenze

**flashpoint**

- Flammpunkt; Auslöser