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# Vocabulary trainer

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

|             |   |  |                                 |
|-------------|---|--|---------------------------------|
| NOUNS       | <b>antidote</b>   | a medicine that helps against the effects of a poison  | Gegenmittel                     |
|             | <b>copywriter</b>   | a person who writes the text of advertisements   | Werbetexter(in)                 |
|             | <b>direct report</b>  | an employee whose position is directly below that of their manager   | direkte(r) Untergebene(r)       |
|             | <b>impairment</b>   | a physical or mental disability  | Beeinträchtigung                |
|             | <b>obituary</b>   | an article about a person's life and achievements that is written after their death and usually published in a newspaper | Nachruf                         |
| VERBS       | <b>administer sth. to sb.</b>                                 | to give something to someone, typically medicine   | jmdm. etw. verabreichen         |
|             | <b>job-hunt</b>   | to look for a job  | Arbeit / eine Stelle suchen     |
|             | <b>reclaim sth.</b>   | to regain something, such as land from a swamp   | etw. zurückgewinnen             |
|             | <b>relocate</b>   | to move to another place   | umziehen                        |
|             | <b>talk over each other</b>                                   | to talk at the same time as someone else, making it difficult to understand the others                                   | durcheinanderreden              |
| ADJECTIVES  | <b>insane</b>   | mentally ill, mad  | verrückt                        |
|             | <b>makeshift</b>  | used temporarily for a specific purpose until a proper means is available  | behelfsmäßig                    |
|             | <b>pejorative</b>   | derogatory or disapproving   | abwertend                       |
|             | <b>soaked</b>   | completely wet   | durchnässt                      |
|             | <b>strenuous</b>  | difficult and exhausting   | anstrengend                     |
| EXPRESSIONS | <b>know the store</b> <i>ifml.</i>                            | to know all the details of something and how it works  | den Laden / die Abläufe kennen  |
|             | <b>not bode well for sth.</b>                                 | to look bad as to the outcome of something   | für etw. nichts Gutes verheißen |
|             | <b>stop sth. in its tracks</b>                                | to cause something to come to a complete halt  | etw. zum Stillstand bringen     |
|             | <b>take turns doing sth.</b>                                  | (of two or more people) doing something alternately  | abwechselnd etw. tun            |
|             | <b>walk around with one's little boss hat on</b> <i>ifml.</i> | to act (in the workplace) as if one were the boss  | sich als Chef(in) aufspielen    |

## KEN'S CORNER

## Know the store

## MEDIUM

The expression “know the store” means “know an organization well from the inside — know the way it works, know its strengths and weaknesses”.

Employers are often faced with a dilemma when recruiting staff for key positions. Should they recruit someone externally who might bring in fresh ideas or should they recruit someone in-house — someone who “knows the store” — who would not need time to learn about the organization but could start acting immediately?



- There are two similar expressions with “know”:
- “Know the ropes” means “understand the details of a specific task or situation”. It comes from a sailor's competence in handling ropes on sailing ships. ➤ “He's been here for 20 years and knows the ropes. He can show you what to do.”
  - “Know your onions” means “be very knowledgeable in a particular area”. ➤ “My accountant really knows her onions and has saved me a lot of money.”



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**accountant** ➤ Buchhalter(in)

**faced: be ~ with sth.**

➤ sich etw. gegenübersehen

**knowledgeable** ['nɒlɪdʒəbəl]

➤ sachkundig, kompetent

**recruit sb.** [ri'kru:t]

➤ jmdn. einstellen