













In the office

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16.11.2006
15 Seiten



digital publishing

Inhalt	Typ	Ergebnis	Track	Seite
In the office				
In the Office			 1	1
Global player		<input type="checkbox"/>		7
Marketing strategy		<input type="checkbox"/>		8
The price of success		<input type="checkbox"/>		9
No mistakes this time!		<input type="checkbox"/>		10
Promises		<input type="checkbox"/>		11
By the way		<input type="checkbox"/>		12
Pigs might fly		<input type="checkbox"/>		13
Synonyms		<input type="checkbox"/>		14
Who are you?		<input type="checkbox"/>	 2	15



I'd like to thank you for taking the time to meet with me today. We have a lot of important things to discuss!

Ich danke Ihnen, dass Sie das heutige Treffen einrichten konnten. Es gibt viele wichtige Dinge zu besprechen!



We've managed to secure our share of the market in Canada and sales have continued to grow in the U.S. but what worries me is how things are progressing in Europe.

Unseren Anteil auf dem kanadischen Markt konnten wir stabil halten und die Verkaufszahlen in den USA sind weiter gestiegen, doch die Entwicklung in Europa macht mir Sorgen.



Now, I'd like to discuss how we can succeed in increasing our market share in Europe.

Ich würde jetzt gerne besprechen, wie wir unseren Marktanteil in Europa erfolgreich erhöhen können.



I agree, but you have to bear in mind that we don't have a lot of experience in Europe.

Ja, sicherlich. Aber vergessen Sie nicht, dass wir nicht über viel Erfahrung mit dem europäischen Markt verfügen.



You have a point there.

Da haben Sie Recht.



Quite frankly, you have to admit, that our products are the best on the market, and everyone knows that.

Sie stimmen mir wohl zu, dass unsere Produkte die besten auf dem Markt sind, und jedermann weiß das.



7

I think you're right, Susan. If we had greater exposure, we could expand our market share.

I think you're right, Susan. If we had greater exposure, we could expand our market share.

Das sehe ich auch so, Susan. Wenn wir stärker in der Öffentlichkeit präsent wären, könnten wir unseren Marktanteil erweitern.



8

That's true to some extent, but there are other aspects to think about to avoid making mistakes.

That's true to some extent, but there are other aspects to think about to avoid making mistakes.

Das ist schon teilweise richtig, allerdings gilt es auch andere Gesichtspunkte in Betracht zu ziehen, um Fehler zu vermeiden.



9

I would like to emphasize taking the trouble to maintain a high level of service!

I would like to emphasize taking the trouble to maintain a high level of service!

Meiner Meinung nach ist es wichtig, keine Mühen zu scheuen, damit wir weiterhin hohe Qualität gewährleisten können.



10

To be honest, we also need to assess our past performance.

To be honest, we also need to assess our past performance.

Ehrlich gesagt, sollten wir auch unsere bisherige Leistung bewerten.



11

Well, we can't postpone doing this until later. We simply can't afford to risk losing more customers and contracts.

Well, we can't postpone doing this until later. We simply can't afford to risk losing more customers and contracts.

Das können wir auf keinen Fall aufschieben. Wir dürfen einfach nicht riskieren, mehr Kunden und Verträge zu verlieren.



12

Susan, don't be ridiculous. With talk like that, you'll manage to put everybody in a foul mood. You have to remember that we have succeeded in securing our share of the market in Canada.

Susan, don't be ridiculous. With talk like that, you'll manage to put everybody in a foul mood. You have to remember that we have succeeded in securing our share of the market in Canada.

Das ist doch albern, Susan. Mit solchen Argumenten schaffen Sie es nur, alle zu demotivieren. Vergessen Sie nicht, dass wir unseren Marktanteil in Kanada sichern konnten.



13

I'd like to emphasize that we took the trouble to focus on customer needs in Canada and it really paid off.

I'd like to emphasize that we took the trouble to focus on customer needs in Canada and it really paid off.

Ich möchte aber betonen, dass wir extra auf die Bedürfnisse der Verbraucher in Kanada eingegangen sind, und das hat sich eben ausgezahlt.



14

I think we would be more effective if we centered our marketing efforts in Europe.

I think we would be more effective if we centered our marketing efforts in Europe.

Ich denke, es wäre für uns effektiver, wenn wir uns auf den europäischen Markt konzentrieren würden.



15

Well, this has proven to be a successful solution in Canada. If we could use a similar model, we should be able to increase our market share.

Well, this has proven to be a successful solution in Canada. If we could use a similar model, we should be able to increase our market share.

Ja, das hat sich als erfolgreiches Konzept für Kanada erwiesen. Hätten wir nun ein ähnliches Modell, dann könnten wir sicherlich unseren Marktanteil vergrößern.



16

You have to bear in mind, though, that Europe is not Canada! Things could get tricky!

You have to bear in mind, though, that Europe is not Canada! Things could get tricky!

Vergessen Sie aber nicht, dass Europa nicht Kanada ist! Das Ganze könnte sich schwieriger gestalten!



17

I think we can succeed if we can manage to set up a marketing team in every individual country, and not have it all led by our offices here.

I think we can succeed if we can manage to set up a marketing team in every individual country, and not have it all led by our offices here.

Ich denke, wir können es schaffen, wenn es uns gelingt, in jedem einzelnen Land ein Marketingteam zusammenzustellen, anstatt alles von unserem hiesigen Firmensitz aus zu dirigieren.



18

We really should emphasize putting someone on site. If we had a marketing team on location, we would be more responsive to our customer needs.

We really should emphasize putting someone on site. If we had a marketing team on location, we would be more responsive to our customer needs.

Wir sollten unbedingt jemanden vor Ort haben. Wenn es ein Marketingteam im Abnehmerland gäbe, dann könnten wir besser auf die Bedürfnisse der Verbraucher eingehen.



19

Yes, we currently only have one marketing office covering all of Europe. And that office is based here in Los Angeles. And I just don't think that it's effective.

Yes, we currently only have one marketing office covering all of Europe. And that office is based here in Los Angeles. And I just don't think that it's effective.

Ja, momentan haben wir nur ein Marketingbüro für ganz Europa. Und das ist hier in Los Angeles. Meiner Meinung nach ist das einfach nicht effektiv.



20

I think we have a lot to gain by expanding our European marketing operation.

I think we have a lot to gain by expanding our European marketing operation.

Wir erzielen bestimmt große Gewinne, wenn wir unser Marketingkonzept für Europa erweitern.



21

But wouldn't that cost a lot? Do you think we could afford investing the resources?

But wouldn't that cost a lot? Do you think we could afford investing the resources?

Aber wäre das nicht sehr kostspielig? Glauben Sie, wir können es uns leisten, die dafür nötigen Mittel aufzuwenden?



22

Well, maybe. It might entail reducing the size of the American office to cut costs.

Well, maybe. It might entail reducing the size of the American office to cut costs.

Vielleicht. Es könnte bedeuten, dass wir unser amerikanisches Büro verkleinern müssen, um Kosten einzusparen.



23

Considering the travel costs involved, this could be a viable option.

Considering the travel costs involved, this could be a viable option.

Wenn wir die anfallenden Reisekosten in Betracht ziehen, könnte das eine praktikable Lösung sein.



24

A complete cost analysis is necessary before making a final decision.

A complete cost analysis is necessary before making a final decision.

Bevor wir das definitiv entscheiden, ist eine umfassende Kostenanalyse nötig.



25

I'm afraid this won't be enough. Maybe we should also consider expanding the product line. Currently, we're only selling our most popular products in Europe.

I'm afraid this won't be enough. Maybe we should also consider expanding the product line. Currently, we're only selling our most popular products in Europe.

Es tut mir leid, das wird leider nicht ausreichend sein. Wir sollten eventuell auch unsere Produktpalette erweitern. In Europa bieten wir momentan nur unsere bekanntesten Produkte an.



26

That's true. Market research has shown that there is a lot of opportunity for specialized products in Europe.

That's true. Market research has shown that there is a lot of opportunity for specialized products in Europe.

Stimmt. Laut Marktanalyse haben spezialisierte Produkte gute Chancen in Europa.



27

And if we had a marketing team in Europe we would be able to tailor our products to our customer's needs.

And if we had a marketing team in Europe we would be able to tailor our products to our customer's needs.

Und wenn wir ein Marketingteam in Europa hätten, dann könnten wir unsere Produkte auf die Bedürfnisse der Verbraucher abstimmen.



28

Yes, I think by introducing a broader product line, combined with establishing a marketing team based in Europe, we could turn things around.

Yes, I think by introducing a broader product line, combined with establishing a marketing team based in Europe, we could turn things around.

Ja, mit einem größeren Produktangebot und einem neuen Marketingteam in Europa können wir bestimmt die Lage zu unseren Gunsten verändern.



29

Yes, I think we should weigh the possibilities.

Yes, I think we should weigh the possibilities.

Ja, wir sollten die Möglichkeiten abwägen.



30

Susan, why don't you organize a team to do some research to see if this is worthwhile.

Susan, why don't you organize a team to do some research to see if this is worthwhile.

Susan, stell du doch ein Team zusammen, das herausfindet, ob sich unser Vorhaben lohnen würde.

31

I'll get started on that right away.



I'll get started on that right away.

Damit fange ich gleich an.

32

Great! I think this meeting was really worthwhile. We have come up with some excellent proposals and I'm looking forward to seeing your report.



Great! I think this meeting was really worthwhile. We have come up with some excellent proposals and I'm looking forward to seeing your report.

Sehr schön! Ich denke, unser Gespräch hat sich gelohnt. Es wurden ein paar ausgezeichnete Vorschläge gemacht, und ich freue mich auf Ihre Berichte.

Ordne den Wörtern die richtigen Verben zu. Forme Ausdrücke, die Sinn ergeben.

Global player

secure	a level of service
take	past performance
assess	a market
weigh	the trouble
emphasize	services to the customer's needs
tailor	the possibilities
maintain	a point

Global player

secure	a market
take	the trouble
assess	past performance
weigh	the possibilities
emphasize	a point
tailor	services to the customer's needs
maintain	a level of service

Finde die richtige Übersetzung der folgenden Substantive.

Marketing strategy

Einstellungskampagne	<input type="text"/>
bestimmt	<input type="text"/>
Fortschritt	<input type="text"/>
richtig	<input type="text"/>
Verpflichtung	<input type="text"/>
vorübergehend	<input type="text"/>
lächerlich	<input type="text"/>
Ziel	<input type="text"/>
Anfrage	<input type="text"/>
Vertrag	<input type="text"/>

-
-
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-

Marketing strategy

Einstellungskampagne	<input type="text" value="recruitment drive"/>
bestimmt	<input type="text" value="particular"/>
Fortschritt	<input type="text" value="progress"/>
richtig	<input type="text" value="properly"/>
Verpflichtung	<input type="text" value="commitment"/>
vorübergehend	<input type="text" value="temporarily"/>
lächerlich	<input type="text" value="ridiculous"/>
Ziel	<input type="text" value="objective"/>
Anfrage	<input type="text" value="query"/>
Vertrag	<input type="text" value="contract"/>

Setze die richtige Form von 'manage' oder 'succeed' in die Lücken ein.

The price of success

At the dinner last night, Timothy to put everybody in a foul mood.

We have in securing our share of the market in Canada.

I'll only come if you in persuading Gabriel to come.

He's so diplomatic and understanding, he always to calm them down.

'Manage'

Es heißt:
'**manage to do** something'
aber
'**succeed in doing**
something'.

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We have in securing our share of the market in Canada.

I'll only come if you in persuading Gabriel to come.

He's so diplomatic and understanding, he always to calm them down.



Setze die Verben in die richtigen Lücken ein.

No mistakes this time!

We have to try to making mistakes this time.

Do you talking about this at the last meeting? I don't.

We getting queries, so we employed someone for the hotline.

We have other priorities at the moment. Can't we doing this till next month?

I changing the whole concept.

We can't afford to losing more customers and contracts.

The plan demolishing the old shopping center.

remember

avoid

risk

anticipated

entails

postpone

recommend

No mistakes this time!

We have to try to making mistakes this time.

Do you talking about this at the last meeting? I don't.

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We have other priorities at the moment. Can't we doing this till next month?

I changing the whole concept.

We can't afford to losing more customers and contracts.

The plan demolishing the old shopping center.

Setze die Verben in der richtigen Zeit ein.

Promises

afford, ask, expect, forget, promise, take

I'm afraid I to write to the Johnsons last night.

You don't seriously me to take you there, I hope.

We can't really to buy a new car this year.

He was so nice. He the trouble to find a hotel for us.

Maybe you could her to prepare everything.

Yesterday, you to finish it, and you haven't done a thing!

Promises

afford, ask, expect, forget, promise, take

I'm afraid I **forgot** to write to the Johnsons last night.

You don't seriously **expect** me to take you there, I hope.

We can't really **afford** to buy a new car this year.

He was so nice. He **took** the trouble to find a hotel for us.

Maybe you could **ask** her to prepare everything.

Yesterday, you **promised** to finish it, and you haven't done a thing!

Bringe die Wörter wieder in die richtige Reihenfolge!

By the way

forget, here's Before I owe money the . I you
way . entirely to me occurred that we it in an could do different It's just
have another way of to bear in You have . life mind, though, that they
but That's to think there are . some about other aspects true to extent,

By the way

Before I forget, here's the money I owe you .
It's just occurred to me that we could do it in an entirely different way .
You have to bear in mind, though, that they have another way of life .
That's true to some extent, but there are other aspects to think about .

Kreuze die richtigen Antworten an.

Pigs might fly

Someone says it was cheap but no good, you say:

- You buy through the teeth.
- You get what you pay for.
- Your money dribbles.

Somebody raised an interesting question, you say:

- What's the point of that question?
- That's a questionable thing.
- You have a point there.

Somebody asks you for a few thousand dollars, you say:

- Money doesn't multiply by itself.
- Cash isn't fresh air.
- Money doesn't grow on trees.

Somebody suggests something stupid, say:

- Don't make me laugh!
- Don't be ridiculous!
- Don't be fantastic!

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- Don't make me laugh!
- Don't be ridiculous!
- Don't be fantastic!

Finde die Wörter mit der gleichen Bedeutung.

Synonyms

to some extent	don't forget
to be honest	admit
bear in mind	our first priority
emphasize	I don't think so
concede	is composed of
consists of	it's just occurred to me
assess	underline
our main objective	quite frankly
I disagree	weigh up
I've just thought	to a certain degree

Synonyms

to some extent	to a certain degree
to be honest	quite frankly
bear in mind	don't forget
emphasize	underline
concede	admit
consists of	is composed of
assess	weigh up
our main objective	our first priority
I disagree	I don't think so
I've just thought	it's just occurred to me

Klicke auf den Lautsprecher, um den ganzen Text zu hören. Ziehe dann die fehlenden Wörter in die Lücken.

Who are you?

Good afternoon. My [] Tom Duff.

[] Gravediggers Media.

I'm [] PR.

Good morning. I'd like to [] myself.

I'm Steve Baker and I [] Merrill Incorporated.

Good morning [].

[] Visual V, I'd like to thank you for [] here today.

My [] Sven Larsen. I'm head of finance.

Good afternoon. I'd like to begin with a few [].

[] you know, I'm Carol King, head of advertising.

This is my [] Frank Foley and he's [] R&D.

- [name's] [inviting me] [colleague] [On behalf of] [introductions]
- [I'm from] [everyone] [As most of]
- [name is] [work for] [in charge of] [head of] [introduce]

Who are you?

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Good morning [everyone].

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[As most of] you know, I'm Carol King, head of advertising.

This is my [colleague] Frank Foley and he's [in charge of] R&D.