

THE LANGUAGE OF MARKETING AND ITS TRANSLATION: MORPHOLOGICAL AND SEMANTIC ASPECTS OF TERMINOLOGY¹

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Abstract

The importance of languages for special purposes in multinational companies grows with each passing day. Simultaneously, the language of business, especially in the field of terminology, is developing at breakneck speed. In this respect, the work of translators in the field of business is becoming a real challenge. With this paper we hope to shed some light on the challenges of translating terminology in the field of marketing for the language pair German-Spanish. The genres represented in the corpus are mainly scientific papers published in specialised journals.

Keywords: Languages for specific purposes. Specialized translation. Marketing and marketing terminology.

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1. This article is the English version of “Die Sprache des Marketings und ihre Übersetzung: Morphologische und semantische Aspekte der Terminologie” by Anastasia Konovalova & Guadalupe Ruiz Yepes. It was not published on the print version of *MonTI* for reasons of space. The online version of *MonTI* does not suffer from these limitations, and this is our way of promoting plurilingualism.

1. Introduction

Specialized translation is these days the most important working area for professional translators. As long ago as in 1989, a study based on a survey by Schmitt (1990:97f) showed that the largest part of texts to be translated are technical ones. 76% of the translators who had been interviewed said they dealt with technical texts primarily, followed by business texts (12%) and legal texts (6%). Up to know this fact has not been disproved by any other study. Therefore, we assume that these proportions have hardly changed. This paper looks at translating marketing language as a part of business language and is supposed to encourage translators to set their wits to marketing terminology.

Furthermore, this paper aims at analyzing the morphological and semantic features of marketing terminology and thus at facilitating specialized translating in this field.

Anyone who is familiar with the world of finance and economy knows English is very often the international *Lingua franca*. The growing globalization has led to many business transactions and deals been done in English. Correspondingly, the influence of English on business terminology of other languages is very high. For that reason, “false friends” are one of the aspects of business communication which are most often analyzed in the field of translation. According to Perez Berenguel (2003: 619) in the Spanish press business English words are not replaced by their Spanish equivalents but by “morphologically related words”, means by “false friends” (*subida dramática de los tipos de interés* instead of *subida importante/spectacular de los tipos de interés* for *dramatic rises of interest rates*). This phenomenon must not be confused with the correct use of words which originally were used in English in business contexts but were quickly accepted in the Spanish business language as they came from Latin (*futuros* for *futures* or *opciones* for *options*). According to Perez Berenguel (*ibidem*) the third category are those English words that have Spanish equivalents but have gained acceptance in the Spanish business language for reasons of language economy (*leasing* instead of *alquiler con opción a compra* or *marketing* instead of *comercialización*). This category does also exist in the German business language (*Leasing* instead of *Verpachtung/Vermietung* and *Marketing*

instead of *Vermarktung*). However, the use of needless Anglicisms is only one of the phenomenons which can be seen in translating business texts. By abbreviating words, problems of various kinds can occur, for example when the witty punch line of a word needs to be translated (STRIPES: Separate Trading of Registered Interest and Principal Securities) (compare Alcaraz Varo 2001: 14-15) according to Gallego Hernandez 2012: 97) or when an abbreviation has got different meanings (ABS: American Bureau of Shipping, Anti-Bloc System, Association of the Building Societies Institute) ((compare Gomez Moreno 1995: 578) according to Gallego Hernandez 2012: 97)).

These and other aspects of terminology are particularly discussed in various studies as it was considered for a long time that languages for specific purposes (LSP) only differ from general language in respect of their specialized terminology. This theory is meanwhile obsolete. Since the eighties, a lot of linguists have had a focus on the syntax of LSPs and have looked into aspects like the occurrence of hypotaxes and parataxis or the theme-rheme structure (compare Gerzymisch-Arbogast 1987). A further aspect which is not to be neglected is the translation of figures of speech. The translation of metaphors in business language, to take a single example, is another challenge for translators. A study by Seron Ordonez (2005: 205-249) on a parallel corpus for the language combination English-Spanish led to the result that translators kept over 70% percent of the English metaphors in the Spanish version. They decided for a different metaphor in only 20 % of the cases, mainly navigation/shipping metaphors. The remaining 10% were animal and sports metaphors which were paraphrased by the translators.

But what applies to all these kinds of specialized translations is that they are more and more a group of activities which “still includes translating in the proper meaning of the word, but mostly combines other management skills and different fields of knowledge” (Budin 2002: 84). According to Budin (2002: 74) the crucial fields of knowledge for specialized translations are language and communication skills, knowledge of terminology, translation methodology knowledge, subject-specific expertise, knowledge of information management, knowledge of media technology and both social and intercultural know-how. As already mentioned, the main objective of this paper is to do research on the terminology of business language with a specific focus on marketing in order to support specialized translations of marketing texts with practical findings. The main focus is on morphological and semantic aspect of marketing terminology. Besides compounds and different kinds of abbreviations, borrowings will be analyzed. While analyzing the different semantic aspects, polysemy, antonymy and synonymy of marketing terminology as well as the process of terminologization will be looked at.

2. Languages for Specific Purposes

When looking at LSPs several research approaches can be highlighted. However, none of them is autonomous, but always represents areas of research related to each other. In one approach, LSP is defined with reference to the subject and the specific goal; another compares LSPs with common or standard language, and a third one deals with LSPs by looking at the features of the linguistic devices applied. The majority of the definitions shows the high level of elaboration in the area of LSP research (compare Bausch 1976; Beier 1980; von Hahn 1983; Fluck 1985; Hoffmann 1987; Birkenmaier 1991; Cabré 1999 and others).

A broad and varied description of LSP is presented in “Handbook of Linguistics and Communication Science “(HSK Halbbd. Fachsprachen 1998). This handbook deals with different aspects and fields of LSP research, e.g. general aspects of specialized communication, methods in specialized language research, their history as well as findings. Furthermore, use and system properties of LSP (textual, lexical-semantic, graphemic and phonological ones) are described. Other chapters deal with textual linguistic approaches. Specific aspects of specialized communication, such as the use of LSPs in the modern world of work, specialized languages in intralinguistic and interlinguistic relations and so on, play a vital role in the book.

LSP – on the one hand as a reflection of the already achieved outcomes in the development process and on the other hand as means for passing on acquired findings – serves the purpose of ensuring understanding among different communication partners on specialized areas as effective, precise and economic as possible (Schmitt 1985: 18). In the background, the communication process runs like a thread through all stages of development of LSP (compare Bausch, Schewe & Spiegel 1976: 12; Möhn & Pelka 1984: 26; Hoffmann 1982: 2; Hoffmann 1993: 614). The specialized communication model by Roelcke illustrates which basic elements and their links in the communication process have to be considered. In his model for specialized communication, the author particularly highlights the systematic linguistic inventory model, the pragma linguistic context model and the cognitive linguistic function model (compare Roelcke 2010: 13f.).

3. Business Language and Marketing Language

The process of globalization is reflected in all human activities, and the field of economy is the most affected one. As a consequence, business terms are not only used in business, but are also very common in everyday life.

In the first half of the 20th century it was emphasized that the active creation of terms was a characteristic of economic growth. Terminological research

was conducted very intensively in the fast growing European countries. This phenomenon is clearly seen in the German language as Germany is one of the countries where industry and new technologies develop extremely fast.

During Spain's development in the 20th century, certain economic and political difficulties resulted in many scientific, specialized and economic terms being created by an exchange among interpreters and translators. The terms used in internationalized industries were borrowed from other languages, particularly from English.

According to Hundt there are two separate phases in business language research: linguistic research on the business language in the first half of the 20th century and research then after World War II (compare Hundt 1998: 1296). In the last years, research on different aspects of business and corporate communications with special focus on intercultural issues has been done (compare Baumann 2000; Bolten 1998; Bolten 2006; Brünner 2000; Bungarten 1996; Müller 1991). But there have been only few attempts to develop a typology of business language (compare Bolten 1991; Hundt 1995 and others). As the term economy is not homogeneous, it is very difficult to structure business language as means of communication. According to Bolten (1991), business language can be vertically categorized in theoretical language, professional jargon and specialized colloquial language (compare Bolten 1991: 75).

Hundt criticizes this typology (Hundt 1995: 51f). He proposes a micro typology of business language. For this purpose, both the institutional and the scientific/ theoretical business communication are analyzed. He uses the three-sector model as a criterion for the analysis of the institutional one. It is assumed that there are three sectors in macro economy. Depending on the level of development of the national economy, each of these sectors can make a larger or a smaller part (compare Hundt 1995: 65). For the second type of business communication, the LSPs of macroeconomics and business administration seem to be the most important ones to him. If more neighbor sciences are included, further specialized languages of economics can be differentiated, e.g. the specialized language of business mathematics or the specialized language of business informatics (ibid 67-69).

Marketing is a sub-discipline of business administration. The following definition illustrates the concept and the central philosophy of marketing: "The classical interpretation of marketing means planning, coordinating and controlling of all company activities oriented on the current and potential markets. The corporate objectives are supposed to be reached by a permanent satisfaction of customers' requirements" (Meffert 2004, according to Meffert 2015: 12). Further core ideas of marketing as well as its objectives and

functions which our article is based on were outlined in the last two decades (Kuß 2013; Meffert 2015; Becker 2013; Bruhn 2014; Homburg 2012; Wöhe 2012 and others).

Marketing is a complex system of production organization and product sales which is oriented on the satisfaction of customers' requirements and on profit. This is achieved by market research and market forecast, research on intrinsic and extrinsic factors, the development of a strategy on the market and marketing programmes. Marketing is not only about processes which deal with production or sales, but also about psychological processes which influence the consumer decision.

There has hardly been any research on both marketing language as well as management language. The number of publications which deal with these topics is very modest. Marketing language does not only have the common features of business language, but also characteristics of business psychology (compare Hundt 1998: 1303) which can be tied to marketing as a philosophy of business management (compare Bruhn 2014: 14-15).

4. Corpora and the extraction of economic terminology

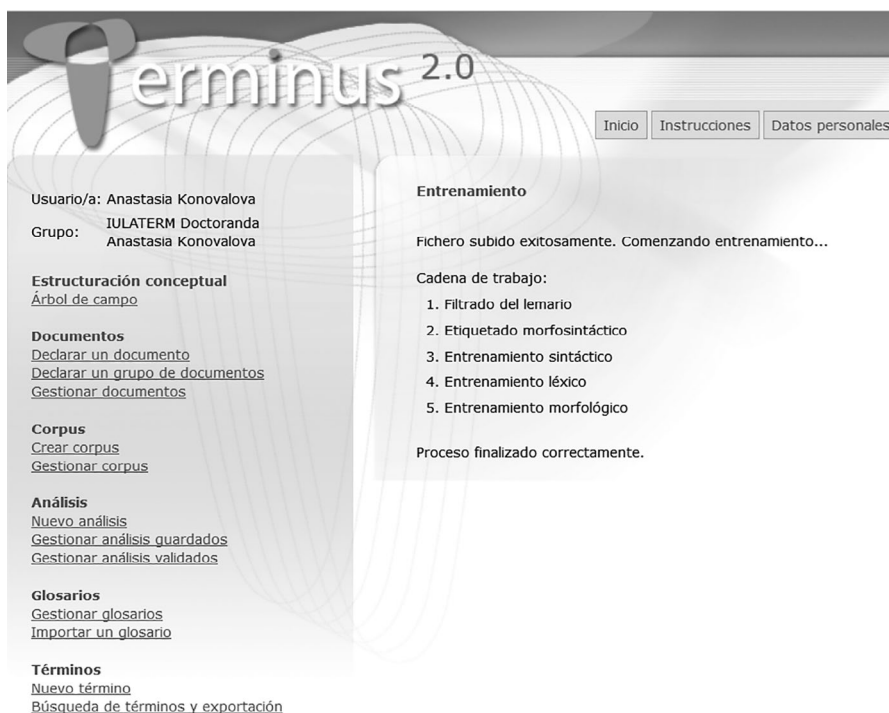
In this study we are analysing a comparable corpus for the language pair Spanish-German. The analysed corpora consist of articles which were published in the field of marketing. The German corpus consists of all articles published in the specialized journal "Der Markt – International Journal of Marketing" in the period from 2000 to 2012. The German corpus consists of 903, 430 words. The Spanish corpus includes all articles published in the specialized journal "Revista española de Investigación de Marketing" in the period from 2004 to 2014. It consists of 1,279,954 words.

For extracting the terminology we have used the software *Terminus 2.0* which was developed by the research team IULATERM (University Pompeu Fabra, Barcelona). For getting highly representative findings, two extractors (extractores) were downloaded and applied in the course of the extraction process. The extractors are a number of terms and word combinations of the languages to be analysed and they appear in economic contexts. We prepared and compiled them from different sources (monolingual and bilingual specialized dictionaries, glossaries etc.). The extractor was extended by further terms and professional idioms from the field of marketing. The extractor for the Spanish corpus consists of 9,360 units; the extractor for the German corpus of 9,945 units. The representative number are approximately 2,500 terminological units. In order to be able to carry out the analysis, the extractor in the format of TXT (UTF-8) has to be used.

The software analysed the business terms which the extractors contain on the basis of morphological, lexical and syntactical criteria. This led to a model which was saved in the software and further used for extraction of phrases from economic texts. Whether the process was completed successfully can be seen on Picture 1.

Defining the corpus marks a further step in the corpus-based analysis. After having processed the texts from the corpus, Terminus 2.0 searches candidates for terms and presents them in form of a table (the lemmas of the terms are shown as well). The candidates for terms are ranked according to their frequency of occurrence and their estimated weight (ponderación). The preliminary result allows to evaluate the candidates and to compile a list of phrases and terminological units which is relevant for our research work. Picture 2 shows a part of the evaluation with examples from the Spanish corpus.

During the evaluation it is possible to look at the term in context. In difficult cases additional sources were looked at to find out whether the unit appeared in a terminological meaning or in a general-language meaning. When



Picture 1: The extractor was downloaded successfully and all term models were saved.

Volver

Validar candidatos seleccionados

Rank		Forma	Lema	Frecuencia	Ponderación
1	<input checked="" type="checkbox"/>	investigación de marketing	investigación de marketing	1491	7905532.943700
2	<input checked="" type="checkbox"/>	relación	relación	2410	684149.231615
3	<input checked="" type="checkbox"/>	transacción	transacción	66	368904.318975
4	<input type="checkbox"/>	condición	condición	124	260327.714702
5	<input checked="" type="checkbox"/>	intención de compra	intención de compra	278	246717.793625
6	<input checked="" type="checkbox"/>	percepción	percepción	454	234250.117336
7	<input checked="" type="checkbox"/>	motivación	motivación	167	223055.600466
8	<input type="checkbox"/>	acción	acción	102	183630.824415
9	<input checked="" type="checkbox"/>	promoción monetaria	promoción monetario	63	168563.858546
10	<input type="checkbox"/>	orientación	orientación	1224	153209.039888
11	<input checked="" type="checkbox"/>	inversión	inversión	114	113692.138094
12	<input type="checkbox"/>	restricción	restricción	47	107766.553115
13	<input checked="" type="checkbox"/>	flujo	flujo	213	106980.061160
14	<input type="checkbox"/>	atribución	atribución	57	105936.445862
15	<input checked="" type="checkbox"/>	investigación en marketing	investigación en marketing	19	100812.508647
16	<input checked="" type="checkbox"/>	distribución comercial	distribución comercial	19	93633.910225
17	<input type="checkbox"/>	efecto	efecto	1914	92272.103592
18	<input checked="" type="checkbox"/>	satisfacción	satisfacción	1318	90032.322114
19	<input type="checkbox"/>	función	función	540	88577.159547
20	<input type="checkbox"/>	repetición publicitaria	repetición publicitario	24	88297.619335
21	<input checked="" type="checkbox"/>	relación de producto	relación de producto	39	86881.002079
22	<input type="checkbox"/>	marketing science	marketing science	480	84408.817486
23	<input type="checkbox"/>	medición	medición	348	81222.618122
24	<input type="checkbox"/>	interacción	interacción	309	79519.283330
25	<input type="checkbox"/>	cuota	cuota	300	76789.442958

Picture 2: Evaluation of the terms which were found by Terminus 2.0.

there was only the general-language meaning, the affected unit was neither highlighted on the list of candidates nor analyzed. The consequent analysis of the general, morphological and semantical aspects of the economic terminology of marketing is introduced hereafter.

5. Marketing Terminology

5.1. General Aspects

First of all, the economic terminology used in all business languages regardless of the line of business, is to be studied. This is the so-called economic basic terminology. These terms are used for fundamental economic phenomena and processes. For the German and the Spanish language of marketing, these terms are equally typical, such as:

De.: *Großanbieter, Außenwirtschaft, Finanzierung, Hyperinflation, Wettbewerb, Produktionsfaktoren, Investitionsgüter, Unternehmensführung, Kostenhöhe, Umsatzhöhe, Endgewinn, Absatzmarkt*, etc.

Es.: *posición competitiva, comercialización, rendimiento, consumo, creación de valor, organización industrial, valor de transacción, competencia, reducción de costes, planificación, volumen de ventas, precio de compra, fabricación, costes de adquisición, costes de producción, factores de inflación*, etc.

The used terminological units are not only characterized by the business language, but also by the text type. The economic article consists of different variants of text types: experimental study, case study, articles on the state of research and more. These different text types of the economic article determine the use of terms which are not only from economic terminology, but also from the specialized languages of statistics and mathematics.

De.: *Varianzanalyse, Varianzhomogenität, Varianzheterogenität, Stichprobenumfang, Prädiktorgroße, Korrelationskoeffizient, Indikatorreliabilität*, etc.

Es.: *modelización, ecuación, correlación, regresión, varianza, escala de medición, coeficientes de correlación, coeficientes de regresión, correlación parcial, función lineal*, etc.

Besides the economic terms and the terms of the specialized language of mathematics, there are specific terms and word combinations which are characteristic for the language of marketing and its core. Marketing is an important component for the successful economic activity of an enterprise, since it helps the customer to decide in favour of the goods and the services they would like to purchase for satisfying their consumer needs. The manufacturing sector reacts to these needs by producing the goods and offering the services at reasonable prices. In order to name these processes in the language of marketing, there are lexical units that express psychological reactions and the relationship to real and potential customers.

The more attentive one is in dealing with customers, the bigger is the chance of selling products and thus making higher profits.

Specific marketing key terms can be classified thematically. They are related to each other and they interact. Marketing itself is hard to imagine without market economy.

This leads us to the most important term of marketing philosophy, that is to say the market – but not only as an isolated term, rather as core concept for all imaginable activities that enterprises can make on the market. In order to

name such activities and processes as well as for characterizing the market, the following compounds were found in the analysed marketing texts²:

<i>Marktattraktivität</i>	<i>atractividad/atractivo de mercado</i>
<i>marktorientiert</i>	<i>orientado hacia el mercado</i>
<i>Marktsättigung</i>	<i>saturación del mercado</i>
<i>Marktgegenstand</i>	<i>objeto del mercado</i>

The field of marketing is above all customer-oriented. Therefore economists often deal with terms like *customer*, *consumer* and *buyer*. Numerous compounds and their respective basic elements are used for describing the relations to these objects:

<i>Käuferschwund</i>	<i>pérdida de compradores</i>
<i>Käuferreaktion</i>	<i>reacción de compradores</i>
<i>Käuferverhalten</i>	<i>comportamiento de compradores</i>
<i>Konsumentenloyalität</i>	<i>lealtad de los consumidores</i>
<i>Konsumentenverhalten</i>	<i>comportamiento del consumidor</i>
<i>Konsumentenforschung</i>	<i>investigación de consumidores</i>
<i>Kundenadaptivität</i>	<i>adaptabilidad del cliente</i>
<i>Kundenzufriedenheit</i>	<i>satisfacción del cliente</i>
<i>Kundenkomplexität</i>	<i>complejidad de los clientes</i>

Customers are offered different *products* and *services* on the market. The following compounds are the ones which are used most frequently:

<i>Produktattraktivität</i>	<i>atractividad/atractivo del producto</i>
<i>Produktkategorien</i>	<i>categorías del producto</i>
<i>Produktidentität</i>	<i>identidad del producto</i>
<i>Produktqualität</i>	<i>calidad del producto</i>
<i>Produktproben</i>	<i>prueba del producto</i>
<i>Produktwerbung</i>	<i>publicidad del producto</i>
<i>Gütermarkt</i>	<i>mercado de mercancías</i>
<i>Güterbeschaffung</i>	<i>adquisición de mercancías</i>
<i>Gütertransport</i>	<i>transporte de mercancías</i>

2. Here and moreover the German and the Spanish examples are presented in tables. The German examples are from the German corpus; the Spanish ones from the Spanish corpus and from Internet sources, i.e. the second table column partly suggests the translations of the German terminology.

Güterbereich	<i>campo/sector de mercancías</i>
Gütereigenschaften	<i>características de las mercancías</i>
Gütertransfer	<i>transferencia de mercancías</i>
Güterfluss	<i>flujo de mercancías</i>

Another important marketing expression is *brand*. For describing this term in detail, the following compounds are used:

Markenname	<i>nombre de la marca</i>
Markenartikel	<i>artículo de marca</i>
Markenbekanntheit	<i>fama de la marca</i>
Markentransfer	<i>transferencia de la marca</i>
Markenbewertung	<i>evaluación de la marca</i>
Markenpolitik	<i>politica de marca</i>
Markenbeziehungsqualität	<i>calidad, relacionada con la marca</i>
Markenwert	<i>valor de la marca</i>
Markenattraktivität	<i>atractividad de la marca</i>
Markenoriginalität	<i>originalidad de la marca</i>
Markenführung	<i>gerencia de marca</i>

As can be seen from these examples, a brand is a tool to attract more customers. Further tools which are used in connection with the customer are *quality* and *price*. In most cases, they are combined:

Preisdarstellung	<i>indicación del precio</i>
Preisdifferenzierung	<i>diferenciación de precios</i>
Preispartitionierung	<i>precio desglosado</i>
Preisattraktivität	<i>atractividad del precio</i>
Produktqualität	<i>calidad del producto</i>
Dienstleistungsqualität	<i>calidad de servicios</i>
Servicequalität	<i>calidad de servicios</i>
Relationsqualität	<i>calidad de relaciones</i>
Mindestqualität	<i>calidad mínima</i>

The used marketing tools are supposed to affect customer responses and their preferences. In this respect it bodes well if the customer shows brand *loyalty*:

Präferenzschaffung	<i>formación de preferencias</i>
Präferenzbedeutung	<i>significado/importancia de preferencias</i>
Präferenzangebot	<i>oferta beneficiosa</i>
Präferenzmessmethoden	<i>métodos de la medida de preferencias</i>

<i>Präferenzvorteile</i>	<i>ventajas de preferencias</i>
<i>Präferenzwerte</i>	<i>valores de preferencias</i>
<i>Markenloyalität</i>	<i>lealtad a la marca</i>
<i>Beraterloyalität</i>	<i>lealtad al consultor</i>
<i>Kundenloyalität</i>	<i>lealtad del cliente</i>

5.2. Morphological Aspects: Compounds in the German language of marketing and their equivalents in the Spanish language

When comparing the word building systems of the German and the Spanish languages in the corpus texts, it was observed that the occurring structures strongly differ. For the German marketing language, the frequent use of compounds is characteristic, whereas in the Spanish language prepositional word groups come first. According to Birkenmaier (1991:33) compounds or multiword terms express “one single term, structured. Such a linguistic structure reflects the inner form of the term, so that by means of a conceptual etymology the contexts and the relationships to other terms can be shown.” Prepositional groups of words, however, show the relationship between the single parts of a group by using a preposition.

From the list of compound types (determinative compounds, possessive compounds, copulative compounds) taken from different linguistic works (compare Motsch 2004; Eichinger 2000; Donalies 20007 and others), there is one type which occurs with a high frequency in the analysed corpora, namely determinative compounds. With determinative compounds, the first element has got a modifying function, i.e. the semantic representation of the second element is complemented by the semantic representation of the first one (compare Motsch 2004: 376). This compound type is the most frequent in the language of marketing because economic terms have to be specified again and again.

The determinative compounds which were found in the corpora are mainly nouns and can be subdivided by using Eichinger’s classification (compare Eichinger 2000: 118-123). The first model of nominalized determinative compounds or genitive compounds is the N+N compound. Its first constituent is a genitive modifier. The conversion of a compound in a genitive word group is the most common form for breaking up the direct constituents (e.g. *Marketingaktivität* -> *Aktivität des Marketings*). As a result, the Spanish equivalents to these compounds are prepositional word groups of the type N+ de(article)+N as in most cases it is a Genitivus possessivus according to Helbig’s and Buscha’s structure (2001: 497f) which is formed in the Spanish language by using the preposition *de*, e.g:

<i>Marketingaktivität</i> → <i>Aktivität des Marketings</i>	<i>actividades de marketing</i>
<i>Kundenadaptivität</i> → <i>Adaptativität der Kunden</i>	<i>adaptabilidad de clientes</i>
<i>Gütertransfer</i> → <i>Transfer der Güter</i>	<i>transferencia de mercancías</i>
<i>Markentransfer</i> → <i>Transfer der Marken</i>	<i>transferencia de marcas</i>

Another model is the combination of adjectives and nouns (Adj.+N). Depending on the number of elements the German compound consists of, these units can occur as an adjectival word group of the structure Adj.+N in the Spanish language (e.g. *gran consorcio*). The order of the constituents, however, is kept. The adjective does not have a restrictive function (as is the case with postposed adjectives) but an explanatory function. They can also occur as simple prepositional word groups (N+de+N, etc.) or as extended prepositional word groups with different structures (N+con+A+N, N+de+N+A, etc.).

Examples – compounds with the components *Groß*- or *Außen*-:

<i>Großverdiener</i>	<i>persona con altos ingresos</i>
<i>Großkonzern</i>	<i>multinacional</i>
<i>Großkunden</i>	<i>cliente preferente</i>
<i>Großunternehmen</i>	<i>empresa grande</i>
<i>Außendienstpersonal</i>	<i>personal de ventas</i>
<i>Außenwirtschaftsorganisation</i>	<i>organización de economía exterior</i>
<i>Außenhandelsdaten</i>	<i>datos de comercio exterior</i>

The German economic texts do not only contain two-component compounds, but also three-component compounds which consist of both terminological and colloquial units and are built according to different models, e.g.

<i>Erfolgsfaktorenqualität</i>	<i>rentabilidad de los factores de éxito</i>
<i>Eigenkapitalrentabilität</i>	<i>rentabilidad del capital propio</i>

The Spanish equivalents are combinations of prepositional and adjectival word groups with different structures of the following constituents (N+de (art.)+N+de+N for the first example and N+de+N+Adj for the second example).

Those units are normally more challenging to translate than two-component compounds as it is less likely to find an appropriate solution in dictionaries and it is more difficult to see the connections between the constituents.

On the one hand, it is a clear advantage for the German language of marketing that a high amount of information conglomerates in a semantically

wide structure. On the other hand, certain difficulties with understanding and translating these terminological units are inevitable.

5.3. Loanwords

Marketing is one of the most important philosophies of corporate management, characterizes market economy and applies to all industries and company types which act according to market-based principles. The still famous and often used marketing concepts were developed in the second half of the 19th century and at the beginning of the 20th century in the English-speaking countries in reaction to the development of industrial production. They varied at the different stages of development of marketing (compare Kuß 2013: 5; Meffert 2015: 6-10). In German and Spanish, a lot of words and related terms were mainly borrowed from the English language. The above-mentioned factors led to the internationalization of the English terms in the German and Spanish marketing terminology. To illustrate how often loanwords from the English language are used in economic marketing texts, we quote a passage from the German article “Online-Marketing-Controlling –Neue Wege in der Erfolgsmessung von Marketingmaßnahmen”:

Die besondere Problematik für die *E-Tailer* besteht in der Notwendigkeit, nicht nur starke Marken zu verkaufen, sondern sich selbst in der neuen Unübersichtlichkeit des *WorldWideWeb* als *Retail Brand* zupositionieren. In der Anfangsphase des *B2C* mit zahlreichen verschiedenen Geschäftskonzepten war es die wichtigste Aufgabe für die *First Mover*, die Besucherfrequenz auf ihren Seiten zu erhöhen und damit die *Awareness* für die Marke aufzubauen. So wurde die Anzahl der *Hits*, der Benutzerzahlen, schnell zur Maßzahl des Erfolgs und trieb die Marktkapitalisierung nach oben (Klacklauer 2001: 151).

The quoted passage shows numerous loanwords, both in the generally used lexis (*WorldWideWeb*, *Awareness*, *Hits*) and in the specialized marketing terminology (*E-Tailer*, *Retail Brand*, *B2B*). There is a loanword *Online-Marketing-Controlling* even in the title of this article. The terms for the marketing functions were borrowed from the English language. Thus the phrases *Marketing-Management* are used in German and in Spanish; a further German variant is *Marketingmanagement*.

In the classification done by J.Gómez Capuz in the study *Préstamos del español: lengua y sociedad*, different types of loanwords (graphical, morphological, semantical and lexical) were analysed (Gómez Capuz 2004). The process of borrowing economic terms usually means the creation of new terminological

units (form and meaning). Therefore the analysed foreign-language units can be identified as lexical loanwords, which then can be categorized in imports, hybrids and loan translations.

An import is a complete borrowing where the terminological units do not adapt to the phonetical, graphical and grammatical characteristics of the receiving language. Apart from some minor deviations, this phenomenon is true for both the Spanish and the German language, e.g.:

De.: *Marketing, Branding, Faktoring, Electronic Commerce/E-Commerce, Global-Marketing, International Marketing, Nonprofitmarketing;*

Es.: *marketing, branding, factoring, stocks, joint ventures, target pricing, Supply Chain Management.*

For the classical and modern marketing job titles, there are primarily loanwords of this type used: *Marketing Manager, Product Manager, Sales Manager, Key Account Manager, Communications Manager, Market Research Manager*, etc. This type of loanwords is particularly present when it comes to English abbreviations which are commonly used in German and Spanish economic texts, e.g.:

MBV – Market-Based View

RBV – Resource-Based View

AMA – American Marketing Association

BERI – Business environment risk information

C2C– Consumer-to-Consumer

C2B– Consumer-to-Business

B2C – Business-to-Consumer

B2B – Business-to-Business

CRM – Customer Relationship Management

CSR – Corporate Social Responsibility

E-Commerce – Electronic Commerce

ECR – Efficient Consumer Response

ERP – Enterprise-Resource-Planning

PR – Public Relations

4Ps – Product, Price, Place, Promotion

7Ps – Product, Price, Place, Promotion, People, Processes, Physical Facilities

Hybrids are units which consist of several morphemes whereof one part is completely borrowed and the other one is replaced by an original form or a loan translation. In this case, there are both derivative hybrids – e.g. the stem is borrowed, the prefix or the suffix are replaced – and compounds. In the analysed corpus, compounds with the loanword *Marketing* are striking.

This unit is used for creating different compounds both in combination with other loanwords and with German words. In Spanish, the English units and the Spanish words build a word combination³.

Englisch	Deutsch	Spanisch
<i>Marketing Research</i>	<i>Marketingforschung</i>	<i>investigación de marketing</i>
<i>Marketing Instruments</i>	<i>Marketinginstrumentarium</i>	<i>instrumentos de marketing</i>
<i>Direct Marketing</i>	<i>Direktmarketing</i>	<i>mercadotecnia directa</i>
<i>Social Marketing</i>	<i>Sozialmarketing</i>	<i>mercadotecnia social</i>
<i>Relationship Marketing</i>	<i>Beziehungsmarketing</i>	<i>mercadotecnia relacional</i>
<i>Experience Marketing</i>	<i>Erlebnismarketing</i>	<i>mercadotecnia experiencial</i>

With a loan translation, a lexical unit which consists of several morphemes is replaced by morphemes which already exist in the receiving language or by more simple morphemes so that the combination of these elements occurs as a new lexical unit which did not exist before. In the English language, there is the model “defining (modifier)+defined (object) which is replaced by a change of the word order by the model “defined + defining” in Spanish. In German, the structure is the same as in the English model.

Englisch	Deutsch	Spanisch
<i>R&D – Research and Development</i>	<i>F&E – Forschung und Entwicklung</i>	<i>I&D – Investigación y Desarrollo</i>
<i>Customer Lifetime Value</i>	<i>Kundenlebenszeitwert</i>	<i>Valor de Vida del Cliente</i>
<i>External Analysis</i>	<i>unternehmensexterne Analyse</i>	<i>Análisis externo</i>
<i>Internal Analysis</i>	<i>unternehmensinterne Analyse</i>	<i>Análisis interno</i>
<i>Know How</i>	<i>Know How</i>	<i>Saber cómo/Know How</i>
<i>ICT – Information and Communication Technologies</i>	<i>IKT – Informations- und Kommunikationstechnologien</i>	<i>TICs – Tecnologías de la Información y las Comunicaciones</i>
<i>RBV – Resource-Based View</i>	<i>ROA –Ressourcenorientierter Ansatz</i>	<i>VBR – Visión basada en Recursos</i>
<i>SWOT Analysis - Strengths, Weaknesses, Opportunities and Threats</i>	<i>SWOT-Analyse</i>	<i>Análisis DAFO o Análisis FODA (Debilidades, Amenazas, Fortalezas y Oportunidades)</i>

3. To illustrate the above described relations, we have listed in this and the next table in addition to the German examples and their Spanish equivalents also the English source terms.

5.4. Semantic Aspects

There are units in the German and the Spanish language of marketing which are used both in general and in specialized language. These polysemantic units which have different meanings depending on the context are known as “terminologization”. Some terms are borrowed from the general-language lexis and given a specialised meaning. There is no new phonetic form, but only a new meaning (compare Fluck 1984: 43).

In the language of marketing lexical general-language units are used which can have a terminological meaning in an economic context. At first sight, their meaning cannot be clearly seen. They caused a lot of difficulties when evaluating the terms at the early stage of the analysis by using the Software Terminus 2.0. They are particularly typical of the description of market situations or customer reactions.

The unit *Sättigung / saturación* is an example for this phenomenon. The dictionary “Duden” offers two meanings – the one means not being hungry, the other one saturated, matured. “Duden” points out that the second meaning is suitable for LSPs. The second meaning allows this unit to combine with further units and to be used in a specific economic sense. For instance: *Marktsättigung*.

The Spanish dictionary *Diccionario de la Real Academia Española* offers only one definition of the word *saturación*, which is 1. *acción y efecto de saturar*. When looking up the verb *saturar*, there are further meanings, some of them terminological and typical of physics or chemistry. In an economic context, the second meaning would suit: 2. *saciar (hartar y satisfacer de comida o de bebida)*. You can speak of the saturation in connection with goods and services.

Beside polysemy, there is also paronymy in the language of marketing. This means that lexical units are combined according to the principle “one part – the whole” or “quantity – element of quantity”. In the language of marketing such combinations of terms are characteristic and can be presented as a cycle or a chain:

De.: *Versorgung ~ Herstellung ~ Verteilung; Planung ~ Organisierung ~ Realisierung ~ Kontrolle;*

Es.: *aprovisionamiento ~ producción ~ distribución; planificación ~ organización ~ realización ~ control.*

Of all antonyms, the group of terms with contrasting meanings stands out where only the marginal units can be seen as completely contrastive:

De.: *Anbieter ~ Hersteller ~ Vermittler ~ Verbraucher;*

Es.: *proveedor ~ fabricante ~ intermediario ~ consumidor.*

In the analysed texts, there are often units which express relations among the acting key players on the market. In the Spanish texts, there are examples where the word *relacion* is preposed. In the German texts, there is the word *Verhältnis* or the word *Beziehung* preposed. After this word, two words with a contrastive meaning are used, hyphenated:

De.: *Verkäufer-Konsumenten, Hersteller-Händler, Verbraucher-Unternehmen, Unternehmen-Konsument.*

Es.: *vendedor-cliente, vendedor-consumidor, comprador-proveedor, comprador-vendedor, cliente-empresa, empresa-cliente, empresa-consumidor, etc.*

Such structures mirror the influence of extralinguistic factors on the special features of business language. Economic realities and a logical idea of their function are expressed in a very compressed way. There are also antonyms which name characteristics or activities in different directions in the analysed economic terminology. When analysing the corpus, it was found out that antonymy by contrastive prefixes occurs very frequently. To that further German compounds or Spanish word combinations where one component is contrastive can be listed:

De.: *Import ~ Export, Input ~ Output, Kapitalabfluss ~ Kapitalzufluss, Ausfuhr ~ Einfuhr, Einkäufer ~ Verkäufer, Einzahlung ~ Auszahlung, materielle ~ immaterielle, monetär ~ nicht monetär, Aktivgeschäft ~ Passivgeschäft, Bruttoumsatz ~ Nettoumsatz, Einzelhandel ~ Großhandel.*

Es.: *aprovisionamiento ~ distribución, desvalorización ~ revalorización, exportación ~ importación, crecimiento ~ decrecimiento de la economía, valorización ~ desvalorización, rentabilidad ~ irrentabilidad, materiales ~ inmateriales, inversión directa ~ inversión indirecta, comercio al por menor ~ comercio al por mayor.*

Antonymy by confronting the single components of a compound is distinctive of the German language. In the Spanish language, however, antonymy by prefixes or by a part of the word combination occurs most frequently.

6. Conclusion

Among all specialized translations, the translations in the field of economy have to be brought out particularly. The reason is the importance of specialized communication in international enterprises. Translators are supposed to ensure the communication process among the specialists in business and economy which is very often a big challenge. The quality of a translation depends – among other things – on how far the translator has dealt with business

language. In this study, the terminology of marketing with a special focus on its morphological and semantic aspects was analysed in order to facilitate the difficulties in translating marketing texts.

In marketing terminology there are three categories which occur in economic texts: economic basic terminology, specific terms and compounds from the field of marketing and the terminology of statistics and mathematics. Depending on the text type and the topic of the scientific contribution this range can be extended.

The scientific style and a high level of specialisation are characteristic for the analysed texts which require particular consideration. To be on the safe side when translating such texts, it is advisable for each translator to have both a sound knowledge of the linguistic particularities of the terminology and a subject-specific knowledge. The specific terminology of marketing can be systemized thematically according to key players and marketing tools. Marketing itself is not imaginable without terms such as *market*, *customers*, *consumers*, *produkt*, *brand*, *price*, etc. If the translator understands the big picture and the interaction among these marketing categories, it will be easier to understand the relation of the terms and therefore it will be possible to clearly reproduce them in Spanish or any other language.

When looking at the morphological aspects, the following particularities of marketing terminology were observed: The frequent use of compounds is distinctive of the German specialized language of marketing which contrasts strongly with the Spanish structures. Two-component and three-component compounds were found in analysed German marketing texts. The most frequently used compound type are determinative compounds of different types (N+N, A+N, N+V). The use of determinative compounds is caused by different reasons. On the one hand, there is the necessity to specify the economic terms again and again (already existing terms become more precise). On the other hand, terms can be created by adding them to already existing general-language units. Even though it is known that German compounds are usually translated into Spanish by using different prepositional phrases (e.g. N+Preposition+N), it was not easy to find the appropriate Spanish equivalents in the terminology of marketing. For overcoming such difficulties and losses of time, it is recommended to keep your own alphabetically or thematically ordered list of worked-out solutions. The use of different software programmes for administering the terminology is very helpful and timesaving.

As the field of marketing was developed in English-speaking countries, a lot of expressions and related terms were borrowed from the English language.

The conducted analysis of English loanwords in the German and Spanish economic terminology has clearly shown that the following widespread types of transition of loanwords in the receiving language are characteristic: imports, hybrids and lexical loan translations. For both the German and the Spanish language, all three types of loanwords – with or without phonetic and graphic deviations – have been proved to a greater extent. When it comes to translations, however, it has to be taken into account that the chosen unit has to be adapted to the orthographic standards of the receiving language. Sometime there are different translation and spelling variants of one and the same unit. Then a dictionary of loanwords or neologisms with appropriate explanations and hints for the correct use would be very helpful. Furthermore, Internet sources are useful as well. By searching terminological units in search engines, it can be found out how often each variant occurs.

The analysis of the semantic aspects of the terminology of marketing has the following consequences for translating: the reproduction of lexical units of general-language nature presents certain difficulties, but can have a terminological meaning in economic contributions. In order to translate these units more confidently, definitions from a dictionary and the economic context can be helpful. Polysemantic units are often concretised by further terminological units expressing a more specific economic meaning.

Another difficulty with specialized translations of economic texts in marketing becomes especially clear when translating marketing terminology which has got a psychological or emotional colouring. The same psychological aspects cannot be reproduced identically in all cases. The reason for this is the different cultural perception of these aspects in the different languages. There are constantly different specific characteristics and when comparing the different business languages, differences can be manifested on all linguistic levels. These differences can be clarified and solved through consultations with specialists who deal with such terms every day.

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