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## Vocabulary Builder Reference from...

*Cristina Junqueira and Elena Crescia: How to discover your business's competitive advantage | TED Talk*

[https://www.ted.com/talks/cristina\\_junqueira\\_and\\_elena\\_crescia\\_how\\_to\\_discover\\_your\\_business\\_s\\_competitive\\_advantage](https://www.ted.com/talks/cristina_junqueira_and_elena_crescia_how_to_discover_your_business_s_competitive_advantage)

### Advanced Words Only

#### IMPORTANT

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## Session 1: Word List

### curator

*n.* a person whose job is to manage the objects or artworks in a museum, art gallery, etc.

*synonym*: conservator, custodian, administrator

(1) **curator** of a library, (2) interim **curator**

The museum **curator** conserved the ancient manuscripts.

### cofounder

*n.* one of several people who establishes an organization or starts a business

(1) **cofounder** of the university, (2) late **cofounder**

He is the **cofounder** and chairman of this tech company.

### industrious

*adj.* hardworking, diligent, and persistent in effort

*synonym*: diligent, hardworking, assiduous

(1) **industrious** worker, (2) **industrious** student

He was known to be very **industrious** and would often work late into the night.

### bulletproof

*adj.* intended to resist bullet penetration

*synonym*: unassailable, impregnable

(1) **bulletproof** armor, (2) **bulletproof** vehicle

Because of the **bulletproof** vest he was wearing, the officer could escape injury.

## revolve

*v.* to rotate around a central point

*synonym*: rotate, spin, orbit

(1) **revolve** at high speed, (2) **revolve** around a central axis  
The Earth **revolves** around the Sun in an elliptical orbit.

## bureaucracy

*n.* a system of government in which most of the important decisions are made by state officials rather than by elected representatives

*synonym*: administration, government, system

(1) government **bureaucracy**, (2) arbitrary **bureaucracy**  
The bumbling **bureaucracy** made it difficult to get the permits we needed.

## creditor

*n.* a person, company, etc. to whom a debtor owes money

(1) the **creditor's** claims, (2) bankrupt **creditor**

I asked the lawyer to initiate **creditor** negotiations for voluntary liquidation.

## opportune

*adj.* suitable or happening at a time that is suitable or convenient for a particular purpose

*synonym*: suitable, timely, practical

(1) **opportune** occasion, (2) an **opportune** remark

The phone rang at the most **opportune** time.

## mindset

*n.* the established set of attitudes or fixed ideas held by someone

*synonym*: attitude, ethos, mentality

(1) flexible **mindset**, (2) the **mindset** in an education system

Countries whose goal is economic development often focus on fostering an entrepreneurial **mindset** in each individual.

## agile

*adj.* able to move quickly and easily, often in a way that is graceful and controlled

*synonym*: nimble, quick, flexible

(1) an **agile** mind, (2) **agile** in his movements

The **agile** development process allowed the team to make changes quickly.

## underwrite

*v.* to assume financial responsibility for something

*synonym*: insure, guarantee, cover

(1) **underwrite** a loan, (2) **underwrite** an issue of shares

The insurance company decided to **underwrite** the policy for the new building.

## disrupt

*v.* to prevent or stop something, especially an event, activity, or process, from continuing in the usual way by causing a problem or disturbance

*synonym*: interrupt, disturb, break into

(1) **disrupt** a well-ordered condition, (2) **disrupt** sleep

I'm so sorry to **disrupt** you when you're pretty busy.

## smartphone

*n.* a mobile phone that functions as a computer and connects to the Internet

(1) **smartphone** app developer, (2) **smartphone** addict

Internet traffic volumes have increased significantly with the advent of **smartphones**.

## pandemic

*n.* an outbreak of a disease that affects many people over a very wide area

*synonym*: outbreak

(1) flu **pandemic**, (2) global **pandemic**

They fear a **pandemic** of a new type of virus.

## inconvenient

*adj.* causing trouble or difficulty; not convenient or suitable

*synonym*: troublesome, difficult, awkward

(1) face an **inconvenient** truth, (2) **inconvenient** for shopping

It was **inconvenient** for her to go out of her way to pick up the package.

## app

*n.* (abbreviation for application) software designed to run on smartphones and other mobile devices or inside a web browser on a PC

*synonym* : application, software

(1) killer **app**, (2) cannot log in to the **app**

The discovery of a critical bug caused the company to delay the **app's** release.

## spoil

*v.* to ruin the taste, appearance, or quality of something; to become or cause something to become rotten or bad

*synonym* : rot, decay, deteriorate

(1) **spoil** a person's sport, (2) **spoil** the surprise

If you leave the milk out of the refrigerator for too long, it will **spoil**.

## prioritize

*v.* to assign a higher level of importance to something compared to other things

*synonym* : rank, order, arrange

(1) **prioritize** tasks, (2) **prioritize** people over cars

The organization **prioritized** the needs of the community in its decision-making.

## quantify

*v.* to express or measure something in numerical terms

*synonym* : measure, express, determine

(1) **quantify** the results, (2) **quantify** blood flow

He tried to **quantify** the amount of product that was needed to complete the job.

## institutionalize

*v.* to establish or make something a part of an institution (= a place such as a university, hospital, etc.)

*synonym* : formalize, establish, regularize

(1) **institutionalize** a system, (2) **institutionalize** customary laws

The new policy aims to **institutionalize** the use of renewable energy sources.

## entrepreneurship

*n.* the process or skill of starting and running a business, particularly a new and innovative one

*synonym*: self-employment, risk-taking

(1) **entrepreneurship** culture, (2) embody

## entrepreneurship

The government is investing in programs to support **entrepreneurship** and small business development.

## segregate

*v.* to separate or set apart from others, often based on race, gender, or some other characteristic

*synonym*: isolate, separate, divide

(1) **segregate** by race, (2) **segregate** boys and girls

The school board decided to **segregate** students by the ability to meet their needs better.

## aspire

*v.* to have an ambition or a desire to achieve something, typically something high or great

*synonym*: aim, desire, strive

(1) **aspire** to greatness, (2) **aspire** after perfection

She **aspired** to become a successful businesswoman.

## Session 2: Spelling

1. sma\_\_\_\_\_ne addict *n.* a mobile phone that functions as a computer and connects to the Internet
2. interim cu\_\_\_\_\_r *n.* a person whose job is to manage the objects or artworks in a museum, art gallery, etc.
3. sp\_\_l the surprise *v.* to ruin the taste, appearance, or quality of something; to become or cause something to become rotten or bad
4. as\_\_\_e to greatness *v.* to have an ambition or a desire to achieve something, typically something high or great
5. und\_\_\_\_\_te a loan *v.* to assume financial responsibility for something
6. ag\_\_e in his movements *adj.* able to move quickly and easily, often in a way that is graceful and controlled
7. an op\_\_\_\_\_ne remark *adj.* suitable or happening at a time that is suitable or convenient for a particular purpose
8. embody ent\_\_\_\_\_hip *n.* the process or skill of starting and running a business, particularly a new and innovative one
9. ind\_\_\_\_\_us student *adj.* hardworking, diligent, and persistent in effort
10. government bur\_\_\_\_\_cy *n.* a system of government in which most of the important decisions are made by state officials rather than by elected representatives

ANSWERS: 1. smartphone, 2. curator, 3. spoil, 4. aspire, 5. underwrite, 6. agile, 7. opportune, 8. entrepreneurship, 9. industrious, 10. bureaucracy

- |                                       |      |   |
|---------------------------------------|------|---|
| 11. as___e after perfection           | v.   | to have an ambition or a desire to achieve something, typically something high or great   |
| 12. pri_____ze tasks                  | v.   | to assign a higher level of importance to something compared to other things  |
| 13. qu_____fy the results             | v.   | to express or measure something in numerical terms  |
| 14. di_____t a well-ordered condition | v.   | to prevent or stop something, especially an event, activity, or process, from continuing in the usual way by causing a problem or disturbance |
| 15. ins_____ize customary laws        | v.   | to establish or make something a part of an institution (= a place such as a university, hospital, etc.)                                      |
| 16. ins_____ize a system              | v.   | to establish or make something a part of an institution (= a place such as a university, hospital, etc.)                                      |
| 17. bankrupt cr_____or                | n.   | a person, company, etc. to whom a debtor owes money   |
| 18. di_____t sleep                    | v.   | to prevent or stop something, especially an event, activity, or process, from continuing in the usual way by causing a problem or disturbance |
| 19. bul_____of vehicle                | adj. | intended to resist bullet penetration   |
| 20. sma_____ne app developer          | n.   | a mobile phone that functions as a computer and connects to the Internet  |
| 21. bul_____of armor                  | adj. | intended to resist bullet penetration   |
| 22. op_____ne occasion                | adj. | suitable or happening at a time that is suitable or convenient for a particular purpose   |

ANSWERS: 11. aspire, 12. prioritize, 13. quantify, 14. disrupt, 15. institutionalize, 16. institutionalize, 17. creditor, 18. disrupt, 19. bulletproof, 20. smartphone, 21. bulletproof, 22. opportune

23. global pa\_\_\_\_\_ic *n.* an outbreak of a disease that affects many people over a very wide area
24. flexible mi\_\_\_\_\_t *n.* the established set of attitudes or fixed ideas held by someone
25. an ag\_\_e mind *adj.* able to move quickly and easily, often in a way that is graceful and controlled
26. re\_\_\_\_\_e around a central axis *v.* to rotate around a central point
27. cannot log in to the a\_p *n.* (abbreviation for application) software designed to run on smartphones and other mobile devices or inside a web browser on a PC
28. re\_\_\_\_\_e at high speed *v.* to rotate around a central point
29. qu\_\_\_\_\_fy blood flow *v.* to express or measure something in numerical terms
30. face an inc\_\_\_\_\_ent truth *adj.* causing trouble or difficulty; not convenient or suitable
31. inc\_\_\_\_\_ent for shopping *adj.* causing trouble or difficulty; not convenient or suitable
32. pri\_\_\_\_\_ze people over cars *v.* to assign a higher level of importance to something compared to other things
33. und\_\_\_\_\_te an issue of shares *v.* to assume financial responsibility for something
34. arbitrary bur\_\_\_\_\_cy *n.* a system of government in which most of the important decisions are made by state officials rather than by elected representatives
35. sp\_\_l a person's sport *v.* to ruin the taste, appearance, or quality of something; to become or cause something to become rotten or bad

ANSWERS: 23. pandemic, 24. mindset, 25. agile, 26. revolve, 27. app, 28. revolve, 29. quantify, 30. inconvenient, 31. inconvenient, 32. prioritize, 33. underwrite, 34. bureaucracy, 35. spoil



36. the mi\_\_\_\_\_t in an education system     *n.* the established set of attitudes or fixed ideas held by someone
37. late co\_\_\_\_\_er     *n.* one of several people who establishes an organization or starts a business
38. se\_\_\_\_\_te boys and girls     *v.* to separate or set apart from others, often based on race, gender, or some other characteristic
39. killer a\_p     *n.* (abbreviation for application) software designed to run on smartphones and other mobile devices or inside a web browser on a PC
40. ent\_\_\_\_\_hip culture     *n.* the process or skill of starting and running a business, particularly a new and innovative one
41. se\_\_\_\_\_te by race     *v.* to separate or set apart from others, often based on race, gender, or some other characteristic
42. ind\_\_\_\_\_us worker     *adj.* hardworking, diligent, and persistent in effort
43. flu pa\_\_\_\_\_ic     *n.* an outbreak of a disease that affects many people over a very wide area
44. the cr\_\_\_\_\_or's claims     *n.* a person, company, etc. to whom a debtor owes money
45. co\_\_\_\_\_er of the university     *n.* one of several people who establishes an organization or starts a business
46. cu\_\_\_\_\_r of a library     *n.* a person whose job is to manage the objects or artworks in a museum, art gallery, etc.

ANSWERS: 36. mindset, 37. cofounder, 38. segregate, 39. app, 40. entrepreneurship, 41. segregate, 42. industrious, 43. pandemic, 44. creditor, 45. cofounder, 46. curator

## Session 3: Fill in the Blanks

1. The Earth \_\_\_\_\_ around the Sun in an elliptical orbit.  
*v.* to rotate around a central point
2. He tried to \_\_\_\_\_ the amount of product that was needed to complete the job.  
*v.* to express or measure something in numerical terms
3. Internet traffic volumes have increased significantly with the advent of \_\_\_\_\_.  
*n.* a mobile phone that functions as a computer and connects to the Internet
4. The discovery of a critical bug caused the company to delay the \_\_\_\_\_ release.  
*n.* (abbreviation for application) software designed to run on smartphones and other mobile devices or inside a web browser on a PC
5. The bumbling \_\_\_\_\_ made it difficult to get the permits we needed.  
*n.* a system of government in which most of the important decisions are made by state officials rather than by elected representatives
6. The organization \_\_\_\_\_ the needs of the community in its decision-making.  
*v.* to assign a higher level of importance to something compared to other things
7. The insurance company decided to \_\_\_\_\_ the policy for the new building.  
*v.* to assume financial responsibility for something
8. The \_\_\_\_\_ development process allowed the team to make changes quickly.  
*adj.* able to move quickly and easily, often in a way that is graceful and controlled

ANSWERS: 1. revolves, 2. quantify, 3. smartphones, 4. app's, 5. bureaucracy, 6. prioritized, 7. underwrite, 8. agile

9. If you leave the milk out of the refrigerator for too long, it will \_\_\_\_\_.
- v.* to ruin the taste, appearance, or quality of something; to become or cause something to become rotten or bad
10. The phone rang at the most \_\_\_\_\_ time.
- adj.* suitable or happening at a time that is suitable or convenient for a particular purpose
11. He was known to be very \_\_\_\_\_ and would often work late into the night.
- adj.* hardworking, diligent, and persistent in effort
12. It was \_\_\_\_\_ for her to go out of her way to pick up the package.
- adj.* causing trouble or difficulty; not convenient or suitable
13. Because of the \_\_\_\_\_ vest he was wearing, the officer could escape injury.
- adj.* intended to resist bullet penetration
14. He is the \_\_\_\_\_ and chairman of this tech company.
- n.* one of several people who establishes an organization or starts a business
15. The government is investing in programs to support \_\_\_\_\_ and small business development.
- n.* the process or skill of starting and running a business, particularly a new and innovative one
16. Countries whose goal is economic development often focus on fostering an entrepreneurial \_\_\_\_\_ in each individual.
- n.* the established set of attitudes or fixed ideas held by someone

ANSWERS: 9. spoil, 10. opportune, 11. industrious, 12. inconvenient, 13. bulletproof, 14. cofounder, 15. entrepreneurship, 16. mindset

17. They fear a \_\_\_\_\_ of a new type of virus.
- n.* an outbreak of a disease that affects many people over a very wide area
18. I asked the lawyer to initiate \_\_\_\_\_ negotiations for voluntary liquidation.
- n.* a person, company, etc. to whom a debtor owes money
19. The new policy aims to \_\_\_\_\_ the use of renewable energy sources.
- v.* to establish or make something a part of an institution (= a place such as a university, hospital, etc.)
20. I'm so sorry to \_\_\_\_\_ you when you're pretty busy.
- v.* to prevent or stop something, especially an event, activity, or process, from continuing in the usual way by causing a problem or disturbance
21. She \_\_\_\_\_ to become a successful businesswoman.
- v.* to have an ambition or a desire to achieve something, typically something high or great
22. The museum \_\_\_\_\_ conserved the ancient manuscripts.
- n.* a person whose job is to manage the objects or artworks in a museum, art gallery, etc.
23. The school board decided to \_\_\_\_\_ students by the ability to meet their needs better.
- v.* to separate or set apart from others, often based on race, gender, or some other characteristic

ANSWERS: 17. pandemic, 18. creditor, 19. institutionalize, 20. disrupt, 21. aspired, 22. curator, 23. segregate