

# Englist.me



## Vocabulary Builder Reference from...

*Jac de Haan: Why do competitors open their stores next to one another? | TED Talk*

[https://www.ted.com/talks/jac\\_de\\_haan\\_why\\_do\\_competitors\\_open\\_their\\_stores\\_next\\_to\\_one\\_another](https://www.ted.com/talks/jac_de_haan_why_do_competitors_open_their_stores_next_to_one_another)

### Advanced Words Only

#### IMPORTANT

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## Session 1: Word List

### stumble

v. to miss a step and fall or nearly fall; to walk unsteadily  
*synonym*: bumble, struggle, misstep

(1) **stumble** financially, (2) **stumble** through life

She **stumbled** over the tree root.

### outdo

v. to do better than someone; to surpass  
*synonym*: excel, surpass, outshine

(1) **outdo** him in trickery, (2) **outdo** the competition

He tried to **outdo** his rival by breaking the world record.

### deviate

v. to depart from an established course or plan; to change direction or take a different route or approach  
*synonym*: stray, diverge, veer

(1) **deviate** from the norm, (2) **deviate** from the plan

It's important not to **deviate** from the established safety procedures.

### reposition

v. to move to a new or different position or location  
*synonym*: relocate, move, shift

(1) **reposition** me in my bed, (2) **reposition** object

The company decided to **reposition** itself by changing its marketing strategy.

## kiosk

*n.* a small, often freestanding structure or booth, typically used as a retail outlet or information center, particularly in a public space or high-traffic area

*synonym*: booth, stand, counter

(1) outdoor **kiosk**, (2) information **kiosk**

I ordered some snacks at the **kiosk** before boarding my flight.

## Session 2: Spelling

- |                            |    |  |
|----------------------------|----|--|
| 1. st____e financially     | v. | to miss a step and fall or nearly fall; to walk unsteadily   |
| 2. ou__o the competition   | v. | to do better than someone; to surpass  |
| 3. outdoor ki__k           | n. | a small, often freestanding structure or booth, typically used as a retail outlet or information center, particularly in a public space or high-traffic area |
| 4. st____e through life    | v. | to miss a step and fall or nearly fall; to walk unsteadily   |
| 5. information ki__k       | n. | a small, often freestanding structure or booth, typically used as a retail outlet or information center, particularly in a public space or high-traffic area |
| 6. de____e from the plan   | v. | to depart from an established course or plan; to change direction or take a different route or approach  |
| 7. rep_____on me in my bed | v. | to move to a new or different position or location   |
| 8. de____e from the norm   | v. | to depart from an established course or plan; to change direction or take a different route or approach  |
| 9. ou__o him in trickery   | v. | to do better than someone; to surpass  |
| 10. rep_____on object      | v. | to move to a new or different position or location   |

ANSWERS: 1. stumble, 2. outdo, 3. kiosk, 4. stumble, 5. kiosk, 6. deviate, 7. reposition, 8. deviate, 9. outdo, 10. reposition

## Session 3: Fill in the Blanks

1. It's important not to \_\_\_\_\_ from the established safety procedures.
  - v. to depart from an established course or plan; to change direction or take a different route or approach
  
2. The company decided to \_\_\_\_\_ itself by changing its marketing strategy.
  - v. to move to a new or different position or location
  
3. He tried to \_\_\_\_\_ his rival by breaking the world record.
  - v. to do better than someone; to surpass
  
4. I ordered some snacks at the \_\_\_\_\_ before boarding my flight.
  - n. a small, often freestanding structure or booth, typically used as a retail outlet or information center, particularly in a public space or high-traffic area
  
5. She \_\_\_\_\_ over the tree root.
  - v. to miss a step and fall or nearly fall; to walk unsteadily

ANSWERS: 1. deviate, 2. reposition, 3. outdo, 4. kiosk, 5. stumbled