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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

All Words

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.

grocery

n. a shop that sells food and other household items
synonym: foodstuff, market

(1) the **grocery** business, (2) run a **grocery**

I will go to the **grocery** store to buy food for dinner.

evenly

adv. in equal amounts or shares; in a balanced or impartial way

synonym: constantly, smoothly, equally

(1) **evenly** colored, (2) almost **evenly** divided

This product can spread the cement **evenly**.

communal

adj. belonging to or used by a group rather than individuals; for common use

synonym: collaborative, combined, collective

(1) **communal** swimming pool, (2) **communal** combination of funds

Communal elections were held in several European

countries.

decide

v. to make up someone's mind about something; to come to a conclusion or judgment after considering options

synonym: choose, determine, settle

(1) **decide** a question, (2) **decide** on a course of action

She couldn't **decide** whether to order the pizza or the pasta for dinner.

cluster

n. a group of similar things or people close together, often forming a distinct mass or unit

synonym: group, aggregation, array

(1) live in a **cluster**, (2) a **cluster** of stars

A **cluster** of grapes hung from the vine.

spatial

adj. of or relating space and the position, area, and size of things

synonym: dimensional, geographical

(1) **spatial** ability, (2) **spatial** distribution

He carefully determined the **spatial** relations of every piece of the stage set.

competition

n. a situation in which someone is attempting to beat or outperform another

synonym: contest, match, fight

(1) the first round of the **competition**, (2) intraspecific **competition**

Global **competition** is rising in virtually every industry.

cousin

n. the child of your aunt or uncle

synonym: relative

(1) cross- **cousin** marriage, (2) **cousin's** family

I used to play with my younger male **cousins** when I was a little girl.

split

v. to divide, or to make something divide into two or more parts, especially along a particular line

synonym: break, divide, break apart

(1) **split** a bill, (2) **split** a reward equally

Companies often **split** their shares to lower the stock price and encourage investors to buy.

quarter

n. one of four equal parts; a fourth part or portion

synonym: fourth, one-fourth

(1) a **quarter** mile, (2) end of the first **quarter**

The unemployment rate in the first **quarter** was 2.3 percentage points higher than in the previous.

territory

n. an area under the control of a ruler or state

synonym: domain, region, realm

(1) acquire **territory**, (2) **territory** in charge

They incorporated the conquered **territory** into their nation.

vendor

n. a person or company that sells goods or services

synonym: seller, merchant, peddler

(1) street **vendor**, (2) food **vendor**

The **vendor** at the market sold the freshest produce I have ever tasted.

optimal

adj. the best; most likely to be successful or advantageous

synonym: optimum, desirable, favorable

(1) achieve **optimal** health, (2) **optimal** for intellectual growth

Wild animals need to go forward with the **optimal** action to survive.

minimize

v. to make something, especially something bad, small or less serious

synonym: diminish, mitigate, belittle

(1) **minimize** a loss, (2) way to **minimize** conflict

I bought a gadget before my trip to help **minimize** stress

during the flight.

maximum

adj. the largest or greatest amount or value attainable or attained

synonym: peak, top, highest

(1) **maximum** limit, (2) the **maximum** speed

The **maximum** temperature recorded this summer was higher than average.

locate

v. to specify or determine the exact position of someone or something

synonym: discover, find, place

(1) **locate** a missing pet, (2) **locate** a tumor

The robot can accurately **locate** construction material.

assume

v. to think or accept something to be true without having proof of it; to take or begin to have power; to begin to exhibit a specific quality or appearance

synonym: guess, presume, suppose

(1) **assume** a lousy attitude to his boss, (2) **assume** an important role

The following example **assumes** that the capacity of each battery is the same.

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.

pace

n. the speed at which someone or something moves, or the rate at which something happens or changes

synonym: gait, rate, speed

(1) at your own **pace**, (2) the runner's **pace**

The economy is growing at a supercharged **pace**.

regain

v. to get something back or recover something after it has been lost or taken away

synonym: recover, reclaim, retrieve

(1) **regain** our reputation, (2) **regain** my health

After years of hard work, he finally **regained** his financial stability.

shuffle

v. to move or mix around in a casual or unorganized way;
to walk with short, dragging steps

synonym: jumble, muddle, rearrange

(1) **shuffle** deck, (2) **shuffle** from side to side

She **shuffled** the cards before dealing them to the players.

bulk

n. the quantity or size of something that is very large; the
main part of something

synonym: majority, largeness, amount

(1) buy in **bulk**, (2) **bulk** data transfer

I received a parcel of great **bulk**.

eventually

adv. finally, particularly after a long time or a lot of struggle,
complications, and so on

synonym: finally, someday, ultimately

(1) **eventually** become obsolete, (2) **eventually** succeed

The corporation **eventually** dominated the entire tobacco business.

competitive

adj. involving competition or competitiveness

synonym: aggressive, ambitious, militant

(1) a **competitive** price, (2) **competitive** position

The mobile application industry is a **competitive** one.

equilibrium

n. a state in which opposing forces or influences are
balanced

synonym: balance, stability, harmony

(1) **equilibrium** point, (2) political **equilibrium**

The company struggled to maintain an **equilibrium** between its profits and social responsibilities.

improve

v. to make or become better

synonym: enhance, ameliorate, enrich

(1) **improve** a process, (2) **improve** the test score

We want to **improve** ties between our two countries.

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.

strategy

n. a detailed plan of action designed to achieve a long-term or overall goal.

synonym: approach, procedure, scenario

(1) military **strategy**, (2) develop a **strategy**

Our plan includes a comprehensive marketing **strategy**.

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.

chain

n. a series of connected links or objects; a system or group of interconnected elements; a restraint or shackle

synonym: series, string, link

(1) **chain** reaction, (2) supply **chain**

The **chain** on my bike broke, leaving me stranded.

boutique

n. a small, stylish shop, often specializing in unique or specialized items

synonym: shop, store, emporium

(1) designer **boutique**, (2) jewelry **boutique**

I love shopping at the **boutique** for unique clothing pieces.

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.

distribute

v. to give something to a large number of individuals, or to spread or furnish something

synonym : broadcast, disperse, hand out

(1) **distribute** wealth evenly, (2) **distribute** video content

His estate was **distributed** to his sons.

vulnerable

adj. capable of being hurt or influenced physically or mentally

synonym : susceptible, exposed, weak

(1) a **vulnerable** bridge, (2) **vulnerable** parts of the body

Infants and pregnant women are particularly **vulnerable**.

aggressive

adj. behaving in an angry, energetic, or threatening way towards another person; tending to spread quickly

synonym : assertive, combative, threatening

(1) an **aggressive** war, (2) an **aggressive** tumor

An **aggressive** tide wrecked the ship.

compete

v. to strive to achieve more success than someone or something

synonym : contend, contest, vie

(1) **compete** against a friend, (2) **compete** fiercely

You must **compete** with others to obtain this position.

differentiate

v. to recognize or establish as being distinct; to distinguish between things that are compared; to calculate a derivative

synonym : discern, distinguish, separate

(1) **differentiate** between fact and fiction, (2) **differentiate** a function

The teacher asked the students to **differentiate** between the two similar species of birds.

Session 2: Spelling

1. as___e a lousy attitude to his boss *v.* to think or accept something to be true without having proof of it; to take or begin to have power; to begin to exhibit a specific quality or appearance
2. de____e from the norm *v.* to depart from an established course or plan; to change direction or take a different route or approach
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. dis_____te wealth evenly *v.* to give something to a large number of individuals, or to spread or furnish something
5. de___e a question *v.* to make up someone's mind about something; to come to a conclusion or judgment after considering options
6. live in a cl____r *n.* a group of similar things or people close together, often forming a distinct mass or unit
7. as___e an important role *v.* to think or accept something to be true without having proof of it; to take or begin to have power; to begin to exhibit a specific quality or appearance
8. st____e financially *v.* to miss a step and fall or nearly fall; to walk unsteadily
9. the ma_____m speed *adj.* the largest or greatest amount or value attainable or attained

ANSWERS: 1. assume, 2. deviate, 3. kiosk, 4. distribute, 5. decide, 6. cluster, 7. assume, 8. stumble, 9. maximum

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|--|-----------|---|
| 10. sp__t a reward equally | <i>v.</i> | to divide, or to make something divide into two or more parts, especially along a particular line |
| 11. supply ch__n | <i>n.</i> | a series of connected links or objects; a system or group of interconnected elements; a restraint or shackle |
| 12. te_____ry in charge | <i>n.</i> | an area under the control of a ruler or state |
| 13. equ_____um point | <i>n.</i> | a state in which opposing forces or influences are balanced |
| 14. dif_____ate between fact and fiction | <i>v.</i> | to recognize or establish as being distinct; to distinguish between things that are compared; to calculate a derivative |
| 15. lo___e a missing pet | <i>v.</i> | to specify or determine the exact position of someone or something |
| 16. way to mi_____ze conflict | <i>v.</i> | to make something, especially something bad, small or less serious |
| 17. ch__n reaction | <i>n.</i> | a series of connected links or objects; a system or group of interconnected elements; a restraint or shackle |
| 18. de_____e from the plan | <i>v.</i> | to depart from an established course or plan; to change direction or take a different route or approach |
| 19. jewelry bo_____ue | <i>n.</i> | a small, stylish shop, often specializing in unique or specialized items |
| 20. sp__t a bill | <i>v.</i> | to divide, or to make something divide into two or more parts, especially along a particular line |

ANSWERS: 10. split, 11. chain, 12. territory, 13. equilibrium, 14. differentiate, 15. locate, 16. minimize, 17. chain, 18. deviate, 19. boutique, 20. split

21. intraspecific com_____on *n.* a situation in which someone is attempting to beat or outperform another
22. b__k data transfer *n.* the quantity or size of something that is very large; the main part of something
23. achieve op_____l health *adj.* the best; most likely to be successful or advantageous
24. mi_____ze a loss *v.* to make something, especially something bad, small or less serious
25. a com_____ve price *adj.* involving competition or competitiveness
26. at your own p__e *n.* the speed at which someone or something moves, or the rate at which something happens or changes
27. food ve____r *n.* a person or company that sells goods or services
28. 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
29. co_____e against a friend *v.* to strive to achieve more success than someone or something
30. st_____e through life *v.* to miss a step and fall or nearly fall; to walk unsteadily
31. military st_____gy *n.* a detailed plan of action designed to achieve a long-term or overall goal.
32. co_____al swimming pool *adj.* belonging to or used by a group rather than individuals; for common use

ANSWERS: 21. competition, 22. bulk, 23. optimal, 24. minimize, 25. competitive, 26. pace, 27. vendor, 28. kiosk, 29. compete, 30. stumble, 31. strategy, 32. communal

33. lo___e a tumor *v.* to specify or determine the exact position of someone or something
34. ou__o the competition *v.* to do better than someone; to surpass
35. ou__o him in trickery *v.* to do better than someone; to surpass
36. sh_____e deck *v.* to move or mix around in a casual or unorganized way; to walk with short, dragging steps
37. sp_____l ability *adj.* of or relating space and the position, area, and size of things
38. an agg_____ve tumor *adj.* behaving in an angry, energetic, or threatening way towards another person; tending to spread quickly
39. sh_____e from side to side *v.* to move or mix around in a casual or unorganized way; to walk with short, dragging steps
40. almost ev___y divided *adv.* in equal amounts or shares; in a balanced or impartial way
41. im_____e the test score *v.* to make or become better
42. vul_____le parts of the body *adj.* capable of being hurt or influenced physically or mentally
43. end of the first qu_____r *n.* one of four equal parts; a fourth part or portion
44. run a gr_____y *n.* a shop that sells food and other household items
45. the gr_____y business *n.* a shop that sells food and other household items
46. a cl_____r of stars *n.* a group of similar things or people close together, often forming a distinct mass or unit

ANSWERS: 33. locate, 34. outdo, 35. outdo, 36. shuffle, 37. spatial, 38. aggressive, 39. shuffle, 40. evenly, 41. improve, 42. vulnerable, 43. quarter, 44. grocery, 45. grocery, 46. cluster

59. ev___y colored *adv.* in equal amounts or shares; in a balanced or impartial way
60. co_____al combination of funds *adj.* belonging to or used by a group rather than individuals; for common use
61. rep_____on object *v.* to move to a new or different position or location
62. the first round of the com_____on *n.* a situation in which someone is attempting to beat or outperform another
63. op_____l for intellectual growth *adj.* the best; most likely to be successful or advantageous
64. an agg_____ve war *adj.* behaving in an angry, energetic, or threatening way towards another person; tending to spread quickly
65. eve_____ly succeed *adv.* finally, particularly after a long time or a lot of struggle, complications, and so on
66. im_____e a process *v.* to make or become better
67. co_____e fiercely *v.* to strive to achieve more success than someone or something
68. re___n my health *v.* to get something back or recover something after it has been lost or taken away
69. eve_____ly become obsolete *adv.* finally, particularly after a long time or a lot of struggle, complications, and so on
70. develop a st_____gy *n.* a detailed plan of action designed to achieve a long-term or overall goal.
71. cross-co___n marriage *n.* the child of your aunt or uncle

ANSWERS: 59. evenly, 60. communal, 61. reposition, 62. competition, 63. optimal, 64. aggressive, 65. eventually, 66. improve, 67. compete, 68. regain, 69. eventually, 70. strategy, 71. cousin

72. sp____l distribution *adj.* of or relating space and the position, area, and size of things
73. de___e on a course of action *v.* to make up someone's mind about something; to come to a conclusion or judgment after considering options
74. a vul_____le bridge *adj.* capable of being hurt or influenced physically or mentally
75. political equ_____um *n.* a state in which opposing forces or influences are balanced
76. a qu____r mile *n.* one of four equal parts; a fourth part or portion

ANSWERS: 72. spatial, 73. decide, 74. vulnerable, 75. equilibrium, 76. quarter

Session 3: Fill in the Blanks

1. The teacher asked the students to _____ between the two similar species of birds.
 - v. to recognize or establish as being distinct; to distinguish between things that are compared; to calculate a derivative

2. 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

3. I love shopping at the _____ for unique clothing pieces.
 - n. a small, stylish shop, often specializing in unique or specialized items

4. An _____ tide wrecked the ship.
 - adj. behaving in an angry, energetic, or threatening way towards another person; tending to spread quickly

5. You must _____ with others to obtain this position.
 - v. to strive to achieve more success than someone or something

6. I received a parcel of great _____.
 - n. the quantity or size of something that is very large; the main part of something

7. Our plan includes a comprehensive marketing _____.
 - n. a detailed plan of action designed to achieve a long-term or overall goal.

8. Wild animals need to go forward with the _____ action to survive.
 - adj. the best; most likely to be successful or advantageous

ANSWERS: 1. differentiate, 2. deviate, 3. boutique, 4. aggressive, 5. compete, 6. bulk, 7. strategy, 8. optimal

9. She _____ over the tree root.

v. to miss a step and fall or nearly fall; to walk unsteadily

10. The company struggled to maintain an _____ between its profits and social responsibilities.

n. a state in which opposing forces or influences are balanced

11. The robot can accurately _____ construction material.

v. to specify or determine the exact position of someone or something

12. The _____ temperature recorded this summer was higher than average.

adj. the largest or greatest amount or value attainable or attained

13. Global _____ is rising in virtually every industry.

n. a situation in which someone is attempting to beat or outperform another

14. She _____ the cards before dealing them to the players.

v. to move or mix around in a casual or unorganized way; to walk with short, dragging steps

15. The unemployment rate in the first _____ was 2.3 percentage points higher than in the previous.

n. one of four equal parts; a fourth part or portion

16. The economy is growing at a supercharged _____.

n. the speed at which someone or something moves, or the rate at which something happens or changes

17. Companies often _____ their shares to lower the stock price and encourage investors to buy.

v. to divide, or to make something divide into two or more parts, especially along a particular line

ANSWERS: 9. stumbled, 10. equilibrium, 11. locate, 12. maximum, 13. competition, 14. shuffled, 15. quarter, 16. pace, 17. split

18. The corporation _____ dominated the entire tobacco business.
adv. finally, particularly after a long time or a lot of struggle, complications, and so on
19. They incorporated the conquered _____ into their nation.
n. an area under the control of a ruler or state
20. I bought a gadget before my trip to help _____ stress during the flight.
v. to make something, especially something bad, small or less serious
21. A _____ of grapes hung from the vine.
n. a group of similar things or people close together, often forming a distinct mass or unit
22. His estate was _____ to his sons.
v. to give something to a large number of individuals, or to spread or furnish something
23. 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
24. He carefully determined the _____ relations of every piece of the stage set.
adj. of or relating space and the position, area, and size of things
25. Infants and pregnant women are particularly _____.
adj. capable of being hurt or influenced physically or mentally
26. _____ elections were held in several European countries.
adj. belonging to or used by a group rather than individuals; for common use

ANSWERS: 18. eventually, 19. territory, 20. minimize, 21. cluster, 22. distributed, 23. kiosk, 24. spatial, 25. vulnerable, 26. Communal

27. I used to play with my younger male _____ when I was a little girl.
n. the child of your aunt or uncle
28. This product can spread the cement _____.
adv. in equal amounts or shares; in a balanced or impartial way
29. I will go to the _____ store to buy food for dinner.
n. a shop that sells food and other household items
30. She couldn't _____ whether to order the pizza or the pasta for dinner.
v. to make up someone's mind about something; to come to a conclusion or judgment after considering options
31. The company decided to _____ itself by changing its marketing strategy.
v. to move to a new or different position or location
32. The _____ on my bike broke, leaving me stranded.
n. a series of connected links or objects; a system or group of interconnected elements; a restraint or shackle
33. The mobile application industry is a _____ one.
adj. involving competition or competitiveness
34. The following example _____ that the capacity of each battery is the same.
v. to think or accept something to be true without having proof of it; to take or begin to have power; to begin to exhibit a specific quality or appearance
35. After years of hard work, he finally _____ his financial stability.
v. to get something back or recover something after it has been lost or taken away

ANSWERS: 27. cousins, 28. evenly, 29. grocery, 30. decide, 31. reposition, 32. chain, 33. competitive, 34. assumes, 35. regained

36. The _____ at the market sold the freshest produce I have ever tasted.

n. a person or company that sells goods or services

37. We want to _____ ties between our two countries.

v. to make or become better

38. He tried to _____ his rival by breaking the world record.

v. to do better than someone; to surpass

ANSWERS: 36. vendor, 37. improve, 38. outdo