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Vocabulary Builder Reference from...

Tim Leberecht: 3 ways to (usefully) lose control of your brand | TED Talk

https://www.ted.com/talks/tim_leberecht_3_ways_to_usefully_lose_control_of_your_brand

Advanced Words Only

IMPORTANT

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Session 1: Word List

fickle

adj. liable to change frequently or unexpectedly, often without reason; capricious or unsteady

synonym: capricious, unpredictable, inconsistent

(1) **fickle** opinion, (2) **fickle** mood

The weather can be quite **fickle** in this region, changing rapidly and unpredictably.

hyperconnected

adj. having multiple, complex links or relationships between different people, objects, or systems

synonym: highly connected, fully connected

(1) **hyperconnected** network, (2) **hyperconnected** technology

The world has become increasingly **hyperconnected**, with the internet and social media playing a significant role in communication and information exchange.

determinant

n. a factor, circumstance, or condition that contributes to the shaping, influencing, or determining of a particular outcome or result

synonym: cause, factor, element

(1) environmental **determinant**, (2) a **determinant** of crop yields

One **determinant** of success is having a positive attitude and

a strong work ethic.

generosity

n. the fact or quality of being willing to do kind things or give somebody money, gifts, or time freely

synonym: goodness, hospitality, unselfishness

(1) act of **generosity**, (2) boundless **generosity**

He is remembered for his **generosity** and civilization.

empower

v. to give someone the power or authority to do something

synonym: authorize, endow, entitle

(1) **empower** my life, (2) **empower** the secretary to do the same

The company **empowered** employees to buy low-price items without approval to achieve efficient purchasing.

clothier

n. a person or business that sells clothing or specializes in the manufacturing or retailing of clothing; someone involved in the trade of fabrics and clothing

synonym: tailor, fashion designer, outfitter

(1) fashion **clothier**, (2) luxury **clothier**

The family-owned **clothier** had been in business for over three generations.

consumerism

n. a cultural and economic ideology that places a high value on the consumption and acquisition of goods and services, often associating personal identity or success with material possessions

synonym: consumer culture, materialism

(1) anti- **consumerism** movement, (2) global **consumerism**

The rise of **consumerism** has led to an increase in wastefulness and environmental damage.

jeopardize

v. to put something at risk or in danger; to threaten or endanger something or someone

synonym: endanger, imperil, risk

(1) **jeopardize** safety, (2) **jeopardize** reputation

His reckless behavior could **jeopardize** his chances of

getting hired for the job.

altruistic

adj. showing a selfless and disinterested concern for the happiness and well-being of other people

synonym : altruistic, philanthropic, generous

(1) **altruistic** behavior, (2) **altruistic** instincts in social animals

The company tried to build an **altruistic** image.

serendipity

n. the occurrence and development of events by chance in a happy or beneficial way; a fortunate accident or discovery

synonym : luck, chance, fortune

(1) **serendipity** moment, (2) **serendipity** discovery

The discovery of penicillin was a result of **serendipity**.

paramount

adj. more important than anything else; having superior power and influence or the highest position

synonym : central, major, crucial

(1) the lord **paramount**, (2) **paramount** to all the others

This country became a country of **paramount** geostrategic importance to us.

Session 2: Spelling

1. pa_____nt to all the others *adj.* more important than anything else; having superior power and influence or the highest position
2. em_____r my life *v.* to give someone the power or authority to do something
3. jeo_____ze safety *v.* to put something at risk or in danger; to threaten or endanger something or someone
4. boundless gen_____ty *n.* the fact or quality of being willing to do kind things or give somebody money, gifts, or time freely
5. the lord pa_____nt *adj.* more important than anything else; having superior power and influence or the highest position
6. environmental det_____nt *n.* a factor, circumstance, or condition that contributes to the shaping, influencing, or determining of a particular outcome or result
7. fi___e opinion *adj.* liable to change frequently or unexpectedly, often without reason; capricious or unsteady
8. jeo_____ze reputation *v.* to put something at risk or in danger; to threaten or endanger something or someone
9. ser_____ty discovery *n.* the occurrence and development of events by chance in a happy or beneficial way; a fortunate accident or discovery

ANSWERS: 1. paramount, 2. empower, 3. jeopardize, 4. generosity, 5. paramount, 6. determinant, 7. fickle, 8. jeopardize, 9. serendipity

10. a det_____nt of crop yields *n.* a factor, circumstance, or condition that contributes to the shaping, influencing, or determining of a particular outcome or result
11. hyp_____ted network *adj.* having multiple, complex links or relationships between different people, objects, or systems
12. alt_____ic instincts in social animals *adj.* showing a selfless and disinterested concern for the happiness and well-being of other people
13. global con_____sm *n.* a cultural and economic ideology that places a high value on the consumption and acquisition of goods and services, often associating personal identity or success with material possessions
14. fi___e mood *adj.* liable to change frequently or unexpectedly, often without reason; capricious or unsteady
15. luxury cl_____er *n.* a person or business that sells clothing or specializes in the manufacturing or retailing of clothing; someone involved in the trade of fabrics and clothing
16. alt_____ic behavior *adj.* showing a selfless and disinterested concern for the happiness and well-being of other people
17. act of gen_____ty *n.* the fact or quality of being willing to do kind things or give somebody money, gifts, or time freely
18. ser_____ty moment *n.* the occurrence and development of events by chance in a happy or beneficial way; a fortunate accident or discovery

ANSWERS: 10. determinant, 11. hyperconnected, 12. altruistic, 13. consumerism, 14. fickle, 15. clothier, 16. altruistic, 17. generosity, 18. serendipity

19. anti-con_____sm movement *n.* a cultural and economic ideology that places a high value on the consumption and acquisition of goods and services, often associating personal identity or success with material possessions
20. fashion cl_____er *n.* a person or business that sells clothing or specializes in the manufacturing or retailing of clothing; someone involved in the trade of fabrics and clothing
21. hyp_____ted technology *adj.* having multiple, complex links or relationships between different people, objects, or systems
22. em_____r the secretary to do the same *v.* to give someone the power or authority to do something

ANSWERS: 19. consumerism, 20. clothier, 21. hyperconnected, 22. empower

Session 3: Fill in the Blanks

1. The family-owned _____ had been in business for over three generations.
n. a person or business that sells clothing or specializes in the manufacturing or retailing of clothing; someone involved in the trade of fabrics and clothing

2. The rise of _____ has led to an increase in wastefulness and environmental damage.
n. a cultural and economic ideology that places a high value on the consumption and acquisition of goods and services, often associating personal identity or success with material possessions

3. This country became a country of _____ geostrategic importance to us.
adj. more important than anything else; having superior power and influence or the highest position

4. The discovery of penicillin was a result of _____.
n. the occurrence and development of events by chance in a happy or beneficial way; a fortunate accident or discovery

5. The weather can be quite _____ in this region, changing rapidly and unpredictably.
adj. liable to change frequently or unexpectedly, often without reason; capricious or unsteady

6. The world has become increasingly _____ with the internet and social media playing a significant role in communication and information exchange.
adj. having multiple, complex links or relationships between different people, objects, or systems

ANSWERS: 1. clothier, 2. consumerism, 3. paramount, 4. serendipity, 5. fickle, 6. hyperconnected,

7. The company _____ employees to buy low-price items without approval to achieve efficient purchasing.
- v.* to give someone the power or authority to do something
8. He is remembered for his _____ and civilization.
- n.* the fact or quality of being willing to do kind things or give somebody money, gifts, or time freely
9. The company tried to build an _____ image.
- adj.* showing a selfless and disinterested concern for the happiness and well-being of other people
10. One _____ of success is having a positive attitude and a strong work ethic.
- n.* a factor, circumstance, or condition that contributes to the shaping, influencing, or determining of a particular outcome or result
11. His reckless behavior could _____ his chances of getting hired for the job.
- v.* to put something at risk or in danger; to threaten or endanger something or someone

ANSWERS: 7. empowered, 8. generosity, 9. altruistic, 10. determinant, 11. jeopardize