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Vocabulary Builder Reference from...

Daniel Schnitzer: Inventing is the easy part.

Marketing takes work | TED Talk

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

Advanced Words Only

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Session 1: Word List

kerosene

n. a flammable, colorless, or pale yellow liquid derived from the distillation of petroleum, used as a fuel for lamps, stoves, and heaters

synonym : fuel oil, lamp oil, coal oil

(1) **kerosene** stove, (2) burning **kerosene**

The lamp in the cabin burned **kerosene** for light.

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.

inefficient

adj. lacking the ability or skill and not making the best use of time, money, energy, etc.

synonym : ineffective, counterproductive, inadequate

(1) **inefficient** use, (2) **inefficient** management

The system is still so **inefficient** that it is useless.

unproductive

adj. not producing or able to produce very much or desired results

synonym : fruitless, ineffective, idle

(1) in an **unproductive** manner, (2) **unproductive** industries

The negotiations between labor and management were **unproductive**.

electrify

v. to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something

synonym: wire, amaze, astonish

(1) **electrify** the audience, (2) **electrify** a manufacturing process

The product developed through years of research continues to **electrify** the market.

deforest

v. to clear an area of forest or trees

synonym: clear-cut, strip, denude

(1) **deforest** a mountain, (2) **deforest** millions of acres

The company planned to **deforest** a large rainforest area to make way for a new plantation.

industrialize

v. to organize the production of something into an industry

synonym: motorize

(1) **industrialize** service, (2) **industrialized** textile production

The nations of South East Asia will quickly **industrialize** and catch up with the West.

externality

n. a cost or benefit that affects a third party who did not choose to incur that cost or benefit

synonym: impact, consequence, effect

(1) **externality** costs, (2) network **externality**

The negative **externality** of pollution affects not just the polluter but also people living in the surrounding area.

payback

n. a punishment or retaliation that is inflicted in response to an injury or offense; the benefit or gain obtained as a

result of an investment, effort, or action

synonym : retribution, revenge, retaliation

(1) long-term **payback**, (2) environmental **payback**

The company's **payback** plan allowed customers to earn cash back on purchases.

snatch

v. to take or grab something suddenly or quickly

synonym : grab, seize, capture

(1) **snatch** a hasty meal, (2) **snatch** up her purse

He **snatches** victory from the jaws of defeat in the game's final seconds.

whim

n. a sudden idea or desire, especially one that cannot be reasonably explained

synonym : fancy, caprice, whimsy

(1) at the **whim** of circumstance, (2) **whim** of youth

He quit his job on a **whim** and moved to a new city.

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.

ubiquitous

adj. being or existing everywhere at once

synonym : universal, omnipresent, everywhere

(1) **ubiquitous** computing, (2) **ubiquitous** across ecosystems

Sugar is **ubiquitous** in food.

upfront

adj. frank and honest; (adverb) (of payment) in advance

synonym : honest, authentic, fair

(1) an **upfront** tone, (2) pay **upfront**

He was very **upfront** with him about his intentions.

diminish

v. to reduce or be reduced in size, extent, or importance; to make something smaller, weaker, etc.

synonym : decline, dwindle, lessen

(1) **diminish** a reputation, (2) **diminish** swelling

As people get old, their energies may **diminish**.

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.

diaspora

n. the scattering of a people who have left their traditional homeland

synonym : scattering, dispersion, migration

(1) **diaspora** migration, (2) **diaspora** community

The **diaspora** of the Jewish people has led to a worldwide community.

skeptical

adj. doubting that something is accurate or useful

synonym : doubtful, distrustful, suspicious

(1) a **skeptical** attitude, (2) **skeptical** scientists

His religious and philosophical beliefs were utterly **skeptical**.

disseminate

v. to spread or distribute widely, especially information or ideas; to scatter or disperse

synonym : spread, circulate, propagate

(1) **disseminate** propaganda, (2) **disseminate** knowledge

It is important to **disseminate** accurate information to the public to prevent false rumors from spreading.

Session 2: Spelling

- | | |
|-----------------------------|---|
| 1. environmental pa_____k | <i>n.</i> a punishment or retaliation that is inflicted in response to an injury or offense; the benefit or gain obtained as a result of an investment, effort, or action |
| 2. di_____ra community | <i>n.</i> the scattering of a people who have left their traditional homeland |
| 3. ke_____ne stove | <i>n.</i> a flammable, colorless, or pale yellow liquid derived from the distillation of petroleum, used as a fuel for lamps, stoves, and heaters |
| 4. ind_____us student | <i>adj.</i> hardworking, diligent, and persistent in effort |
| 5. the cr_____or's claims | <i>n.</i> a person, company, etc. to whom a debtor owes money |
| 6. dis_____te knowledge | <i>v.</i> to spread or distribute widely, especially information or ideas; to scatter or disperse |
| 7. sn____h a hasty meal | <i>v.</i> to take or grab something suddenly or quickly |
| 8. inc_____ent for shopping | <i>adj.</i> causing trouble or difficulty; not convenient or suitable |
| 9. di_____ra migration | <i>n.</i> the scattering of a people who have left their traditional homeland |
| 10. dis_____te propaganda | <i>v.</i> to spread or distribute widely, especially information or ideas; to scatter or disperse |

ANSWERS: 1. payback, 2. diaspora, 3. kerosene, 4. industrious, 5. creditor, 6. disseminate, 7. snatch, 8. inconvenient, 9. diaspora, 10. disseminate

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|---------------------------------------|--|
| 11. pay up_____t | <i>adj.</i> frank and honest; (adverb) (of payment) in advance |
| 12. ubi_____us computing | <i>adj.</i> being or existing everywhere at once |
| 13. ind_____ized textile production | <i>v.</i> to organize the production of something into an industry |
| 14. sn___h up her purse | <i>v.</i> to take or grab something suddenly or quickly |
| 15. ext_____ty costs | <i>n.</i> a cost or benefit that affects a third party who did not choose to incur that cost or benefit |
| 16. an up_____t tone | <i>adj.</i> frank and honest; (adverb) (of payment) in advance |
| 17. de_____st millions of acres | <i>v.</i> to clear an area of forest or trees |
| 18. bankrupt cr_____or | <i>n.</i> a person, company, etc. to whom a debtor owes money |
| 19. in an unp_____ive manner | <i>adj.</i> not producing or able to produce very much or desired results |
| 20. de_____st a mountain | <i>v.</i> to clear an area of forest or trees |
| 21. el_____fy a manufacturing process | <i>v.</i> to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something |
| 22. ubi_____us across ecosystems | <i>adj.</i> being or existing everywhere at once |
| 23. w__m of youth | <i>n.</i> a sudden idea or desire, especially one that cannot be reasonably explained |
| 24. di_____sh swelling | <i>v.</i> to reduce or be reduced in size, extent, or importance; to make something smaller, weaker, etc. |

ANSWERS: 11. upfront, 12. ubiquitous, 13. industrialize, 14. snatch, 15. externality, 16. upfront, 17. deforest, 18. creditor, 19. unproductive, 20. deforest, 21. electrify, 22. ubiquitous, 23. whim, 24. diminish

25. ine_____nt use *adj.* lacking the ability or skill and not making the best use of time, money, energy, etc.
26. di_____sh a reputation *v.* to reduce or be reduced in size, extent, or importance; to make something smaller, weaker, etc.
27. ine_____nt management *adj.* lacking the ability or skill and not making the best use of time, money, energy, etc.
28. burning ke_____ne *n.* a flammable, colorless, or pale yellow liquid derived from the distillation of petroleum, used as a fuel for lamps, stoves, and heaters
29. sk_____al scientists *adj.* doubting that something is accurate or useful
30. at the w__m of circumstance *n.* a sudden idea or desire, especially one that cannot be reasonably explained
31. el_____fy the audience *v.* to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something
32. face an inc_____ent truth *adj.* causing trouble or difficulty; not convenient or suitable
33. long-term pa_____k *n.* a punishment or retaliation that is inflicted in response to an injury or offense; the benefit or gain obtained as a result of an investment, effort, or action
34. a sk_____al attitude *adj.* doubting that something is accurate or useful

ANSWERS: 25. inefficient, 26. diminish, 27. inefficient, 28. kerosene, 29. skeptical, 30. whim, 31. electrify, 32. inconvenient, 33. payback, 34. skeptical

35. network ext_____ty *n.* a cost or benefit that affects a third party who did not choose to incur that cost or benefit
36. unp_____ive industries *adj.* not producing or able to produce very much or desired results
37. ind_____ize service *v.* to organize the production of something into an industry
38. ind_____us worker *adj.* hardworking, diligent, and persistent in effort

ANSWERS: 35. externality, 36. unproductive, 37. industrialize, 38. industrious

Session 3: Fill in the Blanks

1. The negative _____ of pollution affects not just the polluter but also people living in the surrounding area.
 - n.* a cost or benefit that affects a third party who did not choose to incur that cost or benefit

2. He was very _____ with him about his intentions.
 - adj.* frank and honest; (adverb) (of payment) in advance

3. It is important to _____ accurate information to the public to prevent false rumors from spreading.
 - v.* to spread or distribute widely, especially information or ideas; to scatter or disperse

4. The _____ of the Jewish people has led to a worldwide community.
 - n.* the scattering of a people who have left their traditional homeland

5. The nations of South East Asia will quickly _____ and catch up with the West.
 - v.* to organize the production of something into an industry

6. He quit his job on a _____ and moved to a new city.
 - n.* a sudden idea or desire, especially one that cannot be reasonably explained

7. He _____ victory from the jaws of defeat in the game's final seconds.
 - v.* to take or grab something suddenly or quickly

8. His religious and philosophical beliefs were utterly _____.
 - adj.* doubting that something is accurate or useful

ANSWERS: 1. externality, 2. upfront, 3. disseminate, 4. diaspora, 5. industrialize, 6. whim, 7. snatches, 8. skeptical

9. It was _____ for her to go out of her way to pick up the package.
adj. causing trouble or difficulty; not convenient or suitable
10. As people get old, their energies may _____.
v. to reduce or be reduced in size, extent, or importance; to make something smaller, weaker, etc.
11. The system is still so _____ that it is useless.
adj. lacking the ability or skill and not making the best use of time, money, energy, etc.
12. He was known to be very _____ and would often work late into the night.
adj. hardworking, diligent, and persistent in effort
13. I asked the lawyer to initiate _____ negotiations for voluntary liquidation.
n. a person, company, etc. to whom a debtor owes money
14. The lamp in the cabin burned _____ for light.
n. a flammable, colorless, or pale yellow liquid derived from the distillation of petroleum, used as a fuel for lamps, stoves, and heaters
15. The company's _____ plan allowed customers to earn cash back on purchases.
n. a punishment or retaliation that is inflicted in response to an injury or offense; the benefit or gain obtained as a result of an investment, effort, or action
16. The product developed through years of research continues to _____ the market.
v. to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something

ANSWERS: 9. inconvenient, 10. diminish, 11. inefficient, 12. industrious, 13. creditor, 14. kerosene, 15. payback, 16. electrify

17. Sugar is _____ in food.

adj. being or existing everywhere at once

18. The negotiations between labor and management were _____.

adj. not producing or able to produce very much or desired results

19. The company planned to _____ a large rainforest area to make way for a new plantation.

v. to clear an area of forest or trees

ANSWERS: 17. ubiquitous, 18. unproductive, 19. deforest