



Buzzwords

Sarah Romney

Brigham Young University, sarahromney1@gmail.com

Follow this and additional works at: <https://scholarsarchive.byu.edu/marriottstudentreview>

 Part of the [Accounting Commons](#), [Business Administration, Management, and Operations Commons](#), [Business and Corporate Communications Commons](#), and the [Entrepreneurial and Small Business Operations Commons](#)

Marriott Student Review is a student journal created and published as a project for the Writing for Business Communications course at Brigham Young University (BYU). The views expressed in Marriott Student Review are not necessarily endorsed by BYU or The Church of Jesus Christ of Latter-day Saints.

Recommended Citation

Romney, Sarah () "Buzzwords," *Marriott Student Review*: Vol. 2 : Iss. 3 , Article 4.

Available at: <https://scholarsarchive.byu.edu/marriottstudentreview/vol2/iss3/4>

This Recurring Feature is brought to you for free and open access by the All Journals at BYU ScholarsArchive. It has been accepted for inclusion in Marriott Student Review by an authorized editor of BYU ScholarsArchive. For more information, please contact scholarsarchive@byu.edu, ellen_amatangelo@byu.edu.

Buzzwords

Cover Page Footnote

(2018). Bleeding Edge. Retrieved from www.investopedia.com (2018). Freemium. Retrieved from www.investopedia.com What is: Growth Hacking. Retrieved from optinmonster.com Reduction in Force. Retrieved from www.shrm.org/resourcesandtools Stevens, H. (2018, May 9). Catchphrase Du Jour: Wheelhouse. Retrieved from www.chicagotribune.com

BUZZWORDS

Jargon that will keep you going through the year

BLEEDING EDGE

1 A product or service that is very new, a little more so than “cutting edge.” Bleeding edge usually refers to a technology that very few customers are using and implies some uncertainty and unreliability.

FREEMIUM

2 A combination of the words “free” and “premium”—a model that allows some basic or limited services of a product to be used for free. Additional services or advanced features require a premium to be paid. Examples of products with this strategy include Spotify, Skype, and Candy Crush Saga.

GROWTH HACKING

3 A business strategy focused on growth. It usually refers to startup businesses with low budgets that use creative and inexpensive strategies to get customers. For example, a startup company may use a blog or social media to build awareness and attract customers.

RIF

4 Pronounced “riff” and stands for reduction in force. Refers to a permanent cut in headcount at a company and results in many layoffs. May be used as a verb to describe an employee that was “riffed,” or laid off.

WHEELHOUSE

5 A place or area where someone is free to practice his or her specialty or star power. The term originated as a name for the house where boat pilots were free to practice their core competencies in the wide-open ocean. You may hear something like this: “She is in her wheelhouse with this project!”

Notes

(2018). Bleeding Edge. Retrieved from www.investopedia.com

(2018). Freemium. Retrieved from www.investopedia.com

What is: Growth Hacking. Retrieved from optinmonster.com

Reduction in Force. Retrieved from www.shrm.org/resourcesandtools

Stevens, H. (2018, May 9). Catchphrase Du Jour: Wheelhouse. Retrieved from www.chicagotribune.com

By Sarah Romney