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Buzzwords: Jargon That Will Keep You Going Throughout the Year

Sarah Romney
sarahromney1@gmail.com

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BUZZWORDS

Jargon that will keep you going through the year

By Sarah Romney

1

ADVERTAINMENT

Definition: A marketing strategy that combines advertising and entertainment. It is usually unclear

to the audience whether the content is media entertainment or product promotion.

2

GO LIVE

Definition: To release a product or service to the public. This term previously referred only to

technology or websites when they were made available, but now can be applied to any product.

3

PIVOT

Definition: To try something different when a current business model or strategy fails. It includes

making a change or applying a new strategy in order to more successfully meet the needs of the market.

4

CUSTOMER JOURNEY

Definition: An exhaustive list of the experiences a customer will have when interacting with a company.

Mapping out the customer journey enables a company to better understand its customers and improve the customer experience.

5

MASHUP

Definition: The combination of multiple resources through the same web platform. This often

refers to business applications that integrate in unexpected and useful ways. 🚩

Notes

Derek Parker, "Top Business Buzzwords of 2019," In the Black, 11 Apr 2019, <https://www.intheblack.com/articles/2019/04/11/business-buzzwords-2019>.

Baylor Cherry, "The Ultimate List of Business Buzzwords and Their True Definitions," Blueleadz, 9 Sept 2019, <https://www.bluleadz.com/blog/the-ultimate-list-of-business-buzzwords-and-their-true-definitions>.