

# Vocabulary List for “ The Coffee Giant’s Brand Management ”



RIPPLE ENGLISH

1	siren	サイレン (セイレンとも)	英英	ギリシャ神話に登場する、美しい歌声で近くを通る船を誘惑し難破させたという半人半魚の海の精
			例文	<i>People walk down the street with white coffee cups printed with the green round siren logo.</i>
2	annual	一年間の 毎年の	英英	occurring once every year / calculated over or covering a period of a year
			例文	<i>...with annual revenue of about \$30 billion.</i>
3	revenue	収入 売上	英英	income, especially when of a company or organization and of a substantial nature
			例文	<i>...with annual revenue of about \$30 billion.</i>
4	unparalleled	並ぶもの ない	英英	having no parallel or equal; exceptional
			例文	<i>How has the Starbucks built its unparalleled brand?</i>
5	virtually	ほとんど 実質的に	英英	nearly, almost
			例文	<i>Starbucks is virtually interchangeable with the word coffee.</i>
6	interchangeable	交換できる 入れ替えられる	英英	(of two things) able to be interchanged / apparently identical; very similar
			例文	<i>Starbucks is virtually interchangeable with the word coffee.</i>
7	take A for granted	Aを当然に思 う	英英	fail to properly appreciate (someone or something), especially as a result of overfamiliarity
			例文	<i>There were no coffee bars which we take for granted today.</i>
8	embrace	抱く 受け入れる	英英	accept or support (a belief, theory, or change) willingly and enthusiastically
			例文	<i>Consumers embraced his concept of serving quality coffee in a relaxed environment.</i>
9	eager	～したがっ ている	英英	wanting to do or have something very much
			例文	<i>Starbucks is eager to offer more than just a cup of coffee.</i>
10	put	表現する	英英	express (a thought or comment) in a particular way, form, or language
			例文	<i>The company’s value is simply put, “We are in the people business serving coffee.”</i>
11	treat	もてなし	英英	an event or item that is out of the ordinary and gives great pleasure
			例文	<i>Customers come to Starbucks for a break in their busy days and a personal treat.</i>
12	undergo	経験する ～を経る	英英	experience or be subjected to (something, typically something unpleasant, painful, or arduous)
			例文	<i>In 1990s, Starbucks underwent an aggressive expansion.</i>
13	expansion	拡大 拡張	英英	the action of becoming larger or more extensive
			例文	<i>In 1990s, Starbucks underwent an aggressive expansion.</i>
14	delightful	楽しい 喜ばしい	英英	causing delight; charming
			例文	<i>It came as a delightful surprise to Howard Shultz.</i>
15	fulfill	満たす	英英	bring to completion or reality; achieve or realize
			例文	<i>What need are we really fulfilling?</i>
16	convince	確信させる	英英	cause (someone) to believe firmly in the truth of something
			例文	<i>They are convinced that everything should be intended to give the customer a positive experience.</i>
17	anonymous	匿名の	英英	not identified by name; of unknown name
			例文	<i>An anonymous regular customer wrote “Every time I’m in there, the baristas greet me cheerfully.”</i>
18	compliment	褒める	英英	praise (something) politely
			例文	<i>The baristas greet me cheerfully and always compliment something about me.</i>
19	outfit	衣装	英英	a set of clothes worn together, typically for a particular occasion or purpose
			例文	<i>The baristas greet me cheerfully and always compliment something about my outfit.</i>
20	exceptional	例外的な 特別な	英英	unusual; not typical
			例文	<i>There’s nothing exceptional about me.</i>

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21	go a long way	大いに助け となる	英英	be helpful a lot
			例文	<i>A kind word goes a long way.</i>
22	encounter	遭遇 出会い	英英	an unexpected or casual meeting with someone or something
			例文	<i>One bad encounter means they lose a customer for life.</i>
23	for life	死ぬまで 一生	英英	forever
			例文	<i>One bad encounter means they lose a customer for life.</i>
24	likewise	同じように	英英	in the same way
			例文	<i>When the company treats its workers with respect, they will naturally do likewise to their customers.</i>
25	in turn	今度は 今度は逆に	英英	used to convey that an action, process, or situation is the result or product of a previous one
			例文	<i>A happy employee will in turn, make customers happy.</i>
26	invest	投資する	英英	expend money with the expectation of achieving a profit
			例文	<i>With that in mind, the company has invested generously in the welfare of its employees.</i>
27	generous	気前良い 寛大な	英英	showing a readiness to give more of something, as money or time
			例文	<i>With that in mind, the company has invested generously in the welfare of its employees.</i>
28	benefit	利益 手当、特典	英英	a payment or gift made by an employer, the state, or an insurance company
			例文	<i>The company began offering health-care benefits for full-time and part-time employees.</i>
29	skeptical	懐疑的な	英英	not easily convinced; having doubts or reservations
			例文	<i>The board members were initially skeptical of this additional expenses.</i>
30	retain	保持する	英英	continue to have (something); keep possession of
			例文	<i>..the cost of hiring and retaining a new employee.</i>
31	prioritize	優先する	英英	designate or treat (something) as more important than other things
			例文	<i>Prioritizing the workers’ well-being represents the company’s value.</i>
32	managerial	経営的な	英英	relating to management or managers, especially of a company
			例文	<i>Rewarding the workers also makes sense from a managerial point of view.</i>
33	union	労働組合	英英	an organized association of workers formed to protect and further their rights and interests
			例文	<i>The company has recently been criticized for oppressing union workers.</i>
34	enterprise	企業 会社	英英	a business or company
			例文	<i>Large enterprises are often criticized for achieving short-term profitability at the expense of long-term sustainability.</i>
35	profitability	収益性 利益率	英英	the degree to which a business or activity yields profit or financial gain
			例文	<i>Large enterprises are often criticized for achieving short-term profitability at the expense of long-term sustainability.</i>
36	at the expense of	～を犠牲に して	英英	so as to cause harm to or neglect of
			例文	<i>Large enterprises are often criticized for achieving short-term profitability at the expense of long-term sustainability.</i>
37	shareholder	株主	英英	an owner of shares in a company
			例文	<i>A company has to be responsible to its employees.</i>
38	sustain	持続させる 支える	英英	strengthen or support physically or mentally
			例文	<i>They have to weigh them honestly against the need to sustain the business.</i>
39	perception	理解 認識	英英	a way of regarding, understanding, or interpreting something
			例文	<i>The public perception is that plastic is even less environmentally friendly than paper.</i>
40	corrugated cardboard	段ボール	英英	packaging material made from layers of thick paper
			例文	<i>Instead of two cups, they put a corrugated cardboard around the middle of each paper cup.</i>

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41	hypocrisy	偽善	英英	the practice of claiming to have moral standards or beliefs to which one's own behavior does not conform
			例文	<i>Some criticize Starbucks as environmental hypocrite, and that seems partly true.</i>
42	premium	割増料金	英英	a sum added to an ordinary price or charge
			例文	<i>For what do we actually pay the premium?</i>
43	postindustrial	脱工業化社会の	英英	relating to or denoting an economy which no longer relies on heavy industry
			例文	<i>Consumption in postindustrial era turned on more than price and functionality.</i>
44	require	要求する 必要とする	英英	need for a particular purpose
			例文	<i>Ordering at Starbucks requires a little learning.</i>
45	prohibit	禁止する	英英	formally forbid (something) by law, rule, or other authority
			例文	<i>They also exclude smokers by prohibiting smoking in their stores.</i>
46	advocate	擁護者 信奉者	英英	a person who publicly supports or recommends a particular cause or policy
			例文	<i>Creative class types who imagine themselves as tolerant advocates of diversity.</i>
47	thrive	栄える 成功する	英英	prosper; flourish
			例文	<i>It is the market that decides which service thrives or not.</i>
48	mundane	ありふれた 日常的な	英英	lacking interest or excitement; dull
			例文	<i>The market is the result of tiny, mundane choices we consumers make everyday.</i>
49	reflect	反射する 反映する	英英	embody or represent (something) in a faithful or appropriate way
			例文	<i>The products and services around us are just reflecting what we want.</i>
50	prosper	繁栄する 成功する	英英	succeed in material terms; be financially successful
			例文	<i>When we look at a service that prospers, we are looking at ourselves.</i>