

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



No.	単語・表現	意味	英英	例文
1	revenue	収益	Money a company receives from its business activities.	The company reported record revenue this year.
2	unparalleled	比類のない	Having no equal; better than all others.	The city offers unparalleled views of the mountains.
3	synonymous	同義の、密接に結びついた	Closely associated with something else.	His name is synonymous with innovation.
4	caffeine	カフェイン	A natural stimulant found in coffee and tea.	He drinks coffee mainly for the caffeine.
5	delivery	供給、提供	The act of providing or supplying something.	The service ensures quick delivery of goods.
6	addition	追加、加わること	The act of including something extra.	The addition of a new manager improved the team.
7	concept	概念、考え	A general idea or plan.	The concept of the cafe was innovative.
8	beverage	飲み物	Any drink except water, usually prepared.	The restaurant offers many hot beverages.
9	embrace	受け入れる	To accept or adopt something willingly.	Many people embraced the new technology.
10	philosophy	哲学、理念	A set of beliefs guiding actions or decisions.	The company’s philosophy focuses on customer experience.
11	capture	表す、捉える	To express or represent something clearly.	The slogan captures the brand’s vision.
12	refreshing	さわやかな、気分転換になる	Making someone feel renewed or relaxed.	A short walk can be refreshing.
13	treat	ご褒美、楽しみ	Something enjoyable given as a reward.	She bought herself a dessert as a treat.
14	foresight	先見の明	The ability to predict or plan for the future.	Good leaders need foresight.
15	expansion	拡大、拡張	The process of growing or increasing in size.	The company planned global expansion.
16	pressure	プレッシャー、重圧	Mental stress caused by demands or problems.	Work pressure affects many employees.
17	deliberate	意図的な	Done consciously and intentionally.	The design was a deliberate choice.
18	uplifting	元気づける	Making someone feel happier or more hopeful.	The movie had an uplifting message.
19	compliment	褒める、称賛する	To express praise or admiration.	She complimented his presentation.
20	vital	極めて重要な	Extremely important or essential.	Trust is vital for long-term success.

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21	encounter	出会い、出来事	An unexpected or memorable meeting or experience.	She had a pleasant encounter with a customer.
22	engagement	関与、熱意	Emotional involvement or commitment.	Employee engagement improves service quality.
23	sincerity	誠実さ	The quality of being honest and genuine.	Customers appreciate sincerity from staff.
24	genuine	本物の、誠実な	Truly felt or authentic.	He gave a genuine apology.
25	considerate	思いやりのある	Showing concern for others’ feelings.	A considerate manager listens carefully.
26	welfare	福祉、幸福	The health and well-being of people.	The company invests in employee welfare.
27	skeptical	懐疑的な	Doubting that something is true or worthwhile.	Some investors were skeptical of the plan.
28	retain	保持する、引き留める	To keep something or someone over time.	Good salaries help retain workers.
29	stagnant	停滞した	Not growing or developing.	Workers complained about stagnant wages.
30	inadequate	不十分な	Not enough or not good enough.	Employees criticized the inadequate benefits.
31	enterprise	企業、大企業	A large business organization.	The enterprise expanded globally.
32	profitability	収益性	The ability of a business to make profit.	The company focused on long-term profitability.
33	sustainability	持続可能性	The ability to continue without harming resources or environment.	Sustainability is important for modern companies.
34	shareholder	株主	A person who owns shares in a company.	Shareholders expect steady returns.
35	competing	競合する、対立する	Involving interests that oppose each other.	Managers must balance competing interests.
36	weigh	慎重に検討する	To consider carefully before making a decision.	Leaders must weigh risks and benefits.
37	recyclable	再利用可能な	Able to be processed and used again.	Many cities encourage recyclable materials.
38	perception	認識、印象	The way something is understood or viewed.	Public perception affects company decisions.
39	misguided	誤った、見当違いの	Based on wrong judgment or information.	The criticism was misguided.
40	hypocrisy	偽善	Claiming high standards but behaving differently.	The policy was accused of hypocrisy.

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41	overlap	重なる、一致する	To partly share the same area or interest.	Their goals overlap with public interests.
42	premium	割増価格、上乘せ料金	An extra amount paid for higher quality or status.	Customers pay a premium for luxury brands.
43	spectacular	目覚ましい	Extremely impressive or remarkable.	The company achieved spectacular growth.
44	post-industrial	脱工業化時代の	Relating to a society focused on services and information.	We live in a post-industrial economy.
45	functionality	機能性	The practical usefulness of something.	The design balances beauty and functionality.
46	symbolic	象徴的な	Representing an idea or social meaning.	The brand became a symbolic product.
47	standing	社会的地位	A person’s position or status in society.	Education can improve social standing.
48	implicit	暗黙の	Suggested without being directly stated.	There was an implicit rule in the group.
49	barrier	障壁	Something that prevents access or progress.	High prices create a barrier for some buyers.
50	prohibit	禁止する	To officially forbid something.	The restaurant prohibits smoking.
51	gatekeeper	門番	Something that controls access to a place or group.	Price acts as a gatekeeper in luxury markets.
52	adopt	採用する、取り入れる	To begin using or following something.	Many companies adopt new technologies.
53	mundane	ありふれた、日常の	Ordinary and not exciting.	Small mundane choices shape the market.