

JARGON

DEF: special words and phrases that are used by particular groups of people, especially in their work

BUZZWORDS (modeord)

DEF: a word or expression from a particular subject area that has become fashionable by being used a lot, especially on television and in the newspapers

Swedish buzzwords: digital, klimatsmart, hållbar, fossilfri, spetskompetens, social kompetens, innovation, ledarskap, synergieffekt, (den nya ekonomi), mångfald, etc

Swenglish buzzwords: competence, leadership, wellness, drive(r), boomer, consultant

English buzzwords:

- a. General conversation – alignment, bring to the table, disruptive innovation, diversity, (empowerment), **game-changer**, globalization, going forward, grow (the business), impact, leverage, millennial, new normal, next normal, organic growth, proactive, **reach out**, (robust), streamline, (sustainability), synergy, task (as a verb), **think outside the box**, wellness, **win-win**
- b. Business/sales/marketing – **analytics**, bandwidth, brick-and-mortar, (cloud computing), core competency, drill down, **enable**, free value, **holistic**, hyperlocal, innovation, **iteration**, **logistics** (as opposed to shipping), **low-hanging fruit**, mindshare, mission critical, new economy, offshoring, pain point, passionate, rightshoring, seamless, solution, value-added, **visibility**

http://en.wikipedia.org/wiki/List_of_buzzwords