

Don't feed the 'alpha pup'

Can't follow what the younger members of your staff are talking about? Here's a quick sampling of business buzzwords:

- **Alpha pup:** A market research definition of the “coolest kid in the neighborhood,” or a junior early-adopter. As in “If the alpha pups buy it, we'll sell millions.”
- **Chips and salsa:** Computers. Chips = hardware, salsa = software.
- **Defenestrate:** A 17th-century word, back in vogue, that means to chuck somebody or something out the window. As in “Let's defenestrate this sales plan.”
- **Future-proof:** To create a product that won't turn obsolete next week.
- **Reverbiagize:** To re-word something with the hope of getting it past the people who didn't like it the first time. As in “It's the same idea; we just reverbiagized it.” (A naïve but occasionally effective method.)
- **Tszuj:** (pronounced zhoozh) To tweak, finesse or improve.

Keep track of new office jargon by visiting www.wordspy.com.

— Adapted from “Update Your Buzzwords,” Kate Lorenz, *Across the Board*.