

MARKETING WORD LIST

Terms to Avoid in Advertising, Marketing Collateral, on Web Sites, and in Other Marketing Materials

Assure
Best
Certify, Certified, Certification
Compatible
Completely
Crush
Dominant
Dominate
Ensure
Entirely
First
Guarantee
Highest
Interoperability, Interoperable
Joint
Jointly
Highest
Kill
Leverage
Lowest
Market share
Only
Partner
Partnership
Partnering
Perfect
Pledge
Promise
Seamless
Stranglehold
Totally
Undisputed
United
Unlimited
Unmatched
Unparalleled
Unprecedented
Unrivalled
Verified, Verify
Warrant

Warranty
Wholly