

100 Troublesome Adjectives

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Here is a short list of adjectives used in business to describe products, services, concepts, companies and other things. Use them smartly if you use them at all. Most are hyperbolic and convey little more than puff as descriptors.

1. all-important
2. beneficial
3. central
4. compelling
5. consequential
6. controversial
7. core
8. critical
9. crucial
10. desirable
11. desired
12. distinguished
13. dynamic
14. educational
15. effective
16. efficient
17. empowering
18. encouraging
19. enlightening
20. essential
21. esteemed
22. eventful
23. extraordinary
24. famous
25. far-reaching
26. first class
27. foremost
28. forward-thinking
29. front-page
30. fundamental
31. grand
32. helpful
33. high-level
34. high-profile
35. high-ranking
36. high-up
37. hopeful
38. honored
39. illuminating
40. illustrious
41. imperative
42. implicit
43. important
44. imposing
45. impressive
46. incomparable
47. incredible
48. indispensable
49. influential
50. informational
51. informative
52. innovative
53. instructive
54. intrinsic
55. key
56. leading
57. leading edge
58. main
59. meaningful
60. must-buy
61. necessary
62. needed
63. notable
64. noted
65. noteworthy
66. notorious
67. one-stop
68. pivotal
69. potent
70. powerful
71. preeminent
72. primary
73. principal
74. prominent
75. refreshing
76. relevant
77. required
78. requisite
79. respected
80. salient
81. seminal
82. signal
83. significant
84. singular
85. special
86. superior
87. supportive
88. unbelievable
89. underlying
90. unmatched
91. unparalleled
92. unprecedented
93. unusual
94. urgent
95. vigorous
96. rigorous
97. vital
98. well-known
99. wonderful
100. worthy