

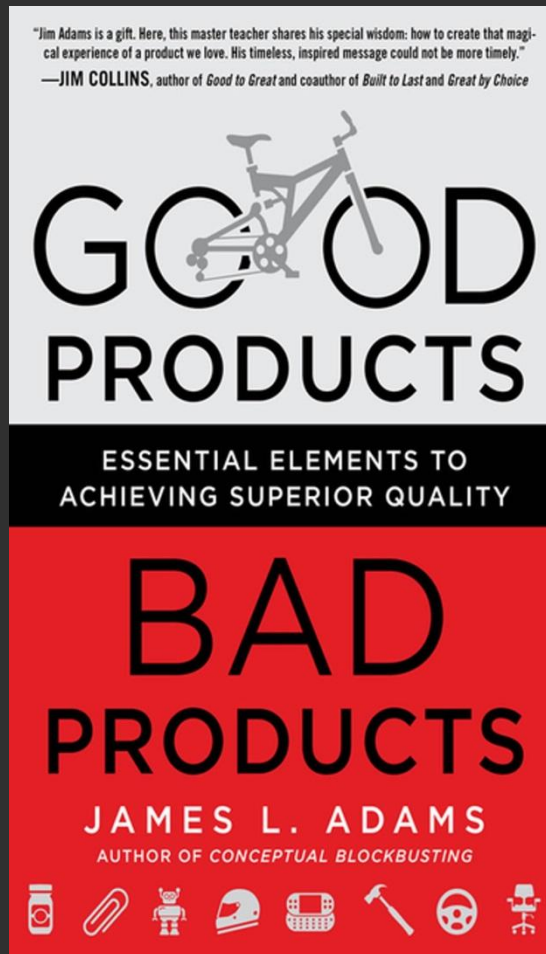
Better than average

**SUPERIOUR**

**C1** If one thing or person is superior to another, the first is better than the second

- Some people think acoustic recordings are superior to digital ones.
- *We have a relationship infinitely superior to those of many of our friends.*
- Surveillance is at the heart of the digital economy; it's what makes digital services superior.
- For instance, behind the plaster is the modern metal lath so superior to the old wooden variety.

# SUPERIOR ACHIEVEMENTS

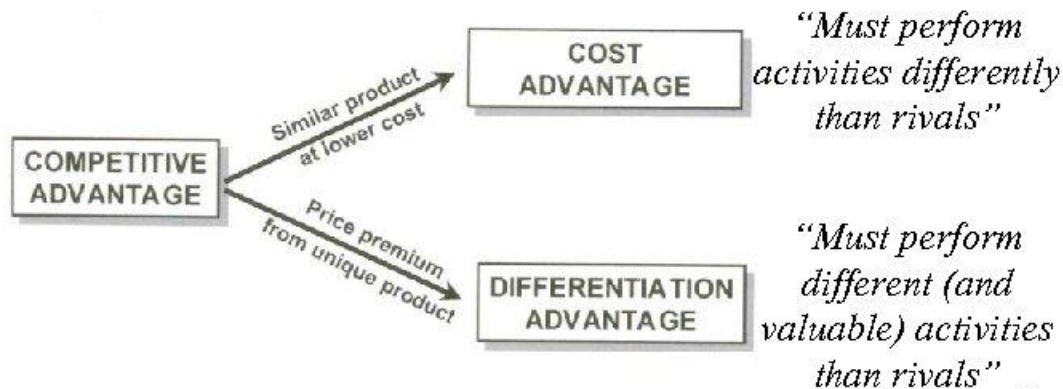


# SUPERIOR VALUE

## Gaining of Competitive Advantage

• **COMPETITIVE ADVANTAGE** comes with the offering of **SUPERIOR VALUE** through:

- Offering buyers a good product at a lower price and/or with greater efficiency
- Offering a better product/service buyers think is worth a premium price



# SUPERIOR RESULTS

## **DARE TO SERVE**

**HOW TO DRIVE SUPERIOR RESULTS  
BY SERVING OTHERS**

**CHERYL BACHELDER**

**CEO OF POPEYES® LOUISIANA KITCHEN, INC.**

## The film's technology is widely regarded as being superior to that of its rivals

- ◉ When the film medium came about in the 19th century, there already was a centuries old tradition of screening moving images through shadow play and the magic lantern that were very popular with audiences in many parts of the world.
- ◉ During the 20th century, movies grew much longer and the medium quickly developed into one of the most important tools of communication and entertainment.
- ◉ 3D film technologies have been around from the beginning, but only became a standard option in most movie theatres during the first decades of the 21st century.
- ◉ Television, video and video games are closely related technologies, but are traditionally seen as different media. Historically, they were often interpreted as a threat to the movie industry that were countered with innovations in movie theatre screenings, such as colour, widescreen formats and 3D.

The school system was far superior when he left than it was when he was elected mayor.

**Far/ vastly superior to**

X Don't say: superior than

• **Superior** already has 'more' as part of its meaning. X Don't say:  
more superior



## ADVERBS

### **far/vastly/greatly superior**

They soon realized that the opposing team's players were far superior to their own.

### **infinitely superior (=very much better)**

You'd be better off visiting the infinitely superior Imperial War Museum.

### **inherently superior (=better because of its nature)**

He believed that some races were inherently superior to others.

### **morally superior**

They also accuse Christians of pretending to be morally superior.

### **technically superior**

Our job is to convince consumers that our product is technically superior to its competitors.


1. (*adjective*) in the sense of **better**


**Definition**


greater in quality, quantity, or usefulness


*She was greatly superior in education.*


**Synonyms**


better 


higher 


greater 

grandeur 

preferred 

prevailing 

paramount 

surpassing 

more advanced

 **better** *adjective* excelling, more excellent

bigger	higher quality	more suitable	sophisticated
choice	improved	more useful	souped up
exceeding	larger	more valuable	superior
exceptional	more appropriate	preferable	surpassing
finer	more desirable	preferred	worthier
fitter	more fitting	prominent	
greater	more select	sharpened	