

# **Ballyhoo** (*pronounced bal-ee-hoo*) *noun and verb*

## Definition

(*noun*) **1.** uproarious and vigorous praise or talk; a noisy promotion. **2.** exaggerated, unrestrained, or sensational advertising or publicity; clamorous advancement of a cause.

## Main Example

- Making a big splash each January is the North American Auto Show in Detroit, when the world's major automakers unveil exciting new models, with some manufacturers even offering tantalizing glimpses of futuristic "concept" vehicles. And introducing the gleaming and lavishly lit automobiles to the throng of visitors is a parade of top company execs and a bevy of attractive women. It's an occasion teeming with pizzazz, sensation, and **ballyhoos**.

## Workplace Examples

- Because of George's limited experience, I too was pretty skeptical when, at the time of his promotion two years ago, the CEO described him as one of the most promising employees in the entire firm. But you know something, his performance has clearly lived up to all those **ballyhoos**. Just look at all that he has accomplished!
- Losing two top-notch managers within just a few months of their much-**ballyhooped** appointments! It's going to be really embarrassing when the world finds out.

## Other Examples

- an invitation to a night of glamour and **ballyhoo** to mark the opening of a new restaurant
- a manufacturer that has just won the J.D. Power quality award promptly **ballyhoosing** that success through full-page newspaper ads
- the **ballyhoo** raised over a new drug being premature and the product soon being withdrawn because of unforeseen side effects
- a new herbal formula being **ballyhooped** as the most painless solution ever for getting rid of obesity; following the NASDAQ crash of 2000, many long-**ballyhooped** dot-coms turning into dot-bombs
- the much-**ballyhooped** television shows such as "CSI," "The Office," and "The Simpsons"