

# Bureaucratic Diction

Puzzle by Andrew Loevinger

ANSWER: **JECKARO**

## SOLUTION

Each of the sentences is based on a famous quote from a 20th century US speech, with corporate jargon substituted in for some of the keywords. The "gibberish" words are encoded from the original words via a K1 cipher, and the key to the cipher is the answer to the puzzle.

1. Three-hundred-forty-eight fiscal quarters anterior our CEOs engineered for this user-centric channel a new growth model, conceptualized in scalable niche markets, and branded by the potentiality that each employee is created **apujh**.
2. Therefore, my diverse coworkers: ask not how this corporate community can proactively maintain niches – **jsg** how niches can maintain our community.
3. So, first of all, allow me to actualize my firm belief that the only synergy that we can incubate is founded upon synergy **dtsahr**.
4. Now, we determined to go to the **imml** and optimize other cloud-based assets, not because they are trivial, but because they are impossible.
5. I have a wish that my four emerging e-markets will ultimately cloudify in a business where they will not be **fukoak** by the human capital of their HR departments, but by the content of their PowerPoints.
6. We intend to envisioneer until the conclusion, we will deploy marketing in New York, we will market to the kids and the parents, we will market with phosfluorescently energetic interns, we will proliferate our public exposure, no matter the negative externalities, we will market on the **ejcbas**, we will market on the sidewalks, we will market to the e-tailers and the e-services, we will market to the masses; we will always revolutionize installed base benefits and never give up!
7. So, Mr. **Omgejcbav**, tear down this virtualization!

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1. "Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal." - Abraham Lincoln, Gettysburg Address, 11/19/1863
2. "And so, my fellow Americans: ask not what your country can do for you - ask what you can do for your country." - John F. Kennedy, Inaugural Address, 01/20/1961
3. "So, first of all, let me assert my firm belief that the only thing we have to fear is fear itself" - Franklin D. Roosevelt, Inaugural Address, 03/04/1933
4. "We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard" - John F. Kennedy, Moon Speech, 09/12/1962
5. "I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character." - Martin Luther King, "I Have a Dream," 08/28/1963
6. "We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills" - Winston Churchill, "We Shall Fight on the Beaches," 06/04/1940
7. "Mr. Gorbachev, tear down this wall!" - Ronald Reagan, "Tear Down This Wall," 06/12/1987

### Mapping nonsense keywords into English

apujh - equal

jsg - ask

Dtsahr - itself

Imml - moon

Fukoak - judged

Eajcbas - beaches

Omgejcbav - gorbachev

Encoded	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Plaintext	EHCIBJKLMADNO GQRFSTUV

Plaintext	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Encoded	<b>JECKARO</b> BDFGHILMNPQSTUVWXYZ

This is a K1 cipher with the keyword **JECKARO**, which is the answer to the puzzle.