Microspeak: Value proposition

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This term is used outside Microsoft as well, but it still bothers me. The *value proposition* is the benefit that the end-user gets from your product, the thing that convinces them to buy it. What makes it even more annoying is when it is abbreviated to *value prop*.

Sample usage: "The main value proposition of this model is that it permits changes to be tracked without imposing a significant burden upon the editors."

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